

# THE COPYWRITER'S HANDBOOK



EVERYTHING YOU NEED TO KNOW  
ABOUT SELLING EFFECTIVELY ON THE INTERNET

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# Foreword

Have you heard of the term: “Copywriting”? Wikipedia defined it as:

*“Copywriting is the use of words and ideas to promote a person, business, opinion or idea. Although the word copy may be applied to any content intended for printing (as in the body of a newspaper article or book), the term copywriter is generally limited to promotional situations, regardless of the medium (as in advertisements for print, television, radio or other media).*

*The purpose of marketing copy, or promotional text, is to persuade the reader, listener or viewer to act—for example, to buy a product or subscribe to a certain viewpoint”.*

In the online marketing world, copywriting is used extensively to promote blog readership, get opt-ins for list building and to monetize your prospects.

If you truly wish to be successful in your online business, you’ll have to learn the ropes of effective copywriting so that your readers will love you.

Thankfully, good copywriting practices is a learnable skill.

## ***The Copywriter’s Handbook***

Everything You Need To Know About Selling Effectively On The  
Internet

# Chapter 1:

## *Introduction*

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The ability to turn words into gold is probably the most important aspect of any marketer. If you can do this, it does not matter where you are in the world, you can make money from anywhere, anytime just from your words.



## **Intro**

This whole copywriting thing came later on. Back in the day, the best “copywriters” were the great businesspersons of the olden days who knew how to sell anything to anybody. While people possessed powerful weapons, their most powerful weapon was their pen (or tongue).

Today, modern entrepreneurs are making a killing using copywriting techniques in their businesses. Bear in mind, selling things online is a lot harder than selling things offline because you lack the sincerity of voice and body language.

However, if you know how to tap into the power of copywriting to excite the emotions of your customers, you’ll be laughing your way to the bank.

In the next few chapters, I’m going to reveal to you these secrets.

# **Chapter 2:**

## ***Basics of Copywriting***

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Copywriting is used in many places throughout your online business funnel. Here are some examples of common used places:



## **The Basics**

- Website content
- Blog posts
- Landing Pages
- Email Marketing
- Sales Pages

Remember, the ultimate goal of copywriting is to get your readers to perform your most desired outcome. E.g. making a purchase or signing up into your mailing list.

Therefore, it's very important that you determine what your desired result is before you embark on your copywriting crusade. Clarity is power so it's important to know what you are after so that when you write, things will go the direction you want it to go.

Okay, let's look at some basics. Bearing in mind that we want our readers to perform our most desired result, we also can't be too forceful. Here's rule number one:

### **Keep it casual**

You want to be seen as a friendly person who is also an authority figure in your field and not like a blatant salesman. The latter will cause people to dislike you can treat you as spam.



The next thing you must know is that some rules are pretty illogical. But one thing that makes sense is this, good practices have been tested and proven (split-tested) by top online marketers for years, so rather than trying to re-invent the wheel, follow what works and reap the rewards!

However, I strongly encourage you do a little split testing of your own as well. Eliminate things that don't work and duplicate or multiply things that do – that is the surefire way to success!

Next up, we'll look into one of the most important components of a good copy – **headlines**.



# Chapter 3:

## *Headline Essentials*

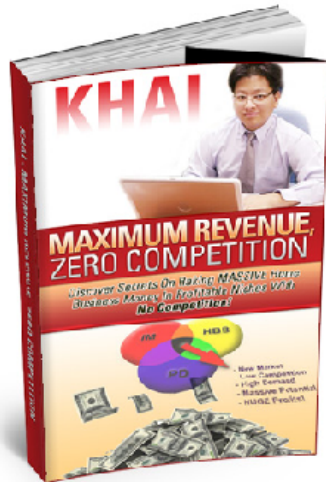
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The headline is the most important part of any copy. If your headlines fail to grab the attention of your readers, it doesn't matter how good your offer is or how good the rest of your copy is. You only have 5 seconds to make an impact on your readers before they move on, so make it count.



**Here's an example of a good headline:**

**"Home Business Expert *Labeled An Insane FREAK*  
For Giving Away His Jealously Guarded '6 Figure  
Blueprint' Manuscript (Worth \$97)... FREE OF CHARGE!"**



Contains Sizzling Information On Making Maximum  
Revenue From Home Businesses & MLM Industries With  
Virtually ZERO Competition!



Your Name

Primary E-  
Mail

**YES! I Want My Free Download!**

To get your free download I can send the link to you. Your details  
will be strictly confidential and I will never be sold or shared.

**WARNING: This Massive 100 Page Manuscript  
Contains Rock Solid Information On To Monetizing  
Your Home Business. Limited Copies Normally Sold  
For \$97 - Download NOW Before It Is Taken Off!**

The headline has to be eye-catching and bolded to immediately get your reader's attention. The sub headline will reinforce the message of the headline.

In this case, the writer used font face "Impact" and red fonts to grab the reader's attention. The black words in the header are to break the monotony of the headline. It's also used to exemplify the important points (Free Of Charge).

Here's an important thing to note: You should never use FULL caps for your headline. Only use it when necessary.

**“IMAGINE WHAT THIS WOULD LOOK LIKE IF THIS WAS ON THE TOP OF YOUR WEBPAGE!!!”**

It looks like someone screaming at you – Who would like that? Also, full caps looks spammy and nobody nor Google would like that.

Also, headlines has to use eye-catching words which can **instantly excite** the emotions. Have you ever seen magazines at a newsstand? The headlines usually sound catchy and uses words which excite curiosity and emotions with topics like sex, money and drama.

Ask yourself, what niche are you in? What words can you use to excite emotions and create drama in your niche?



# Chapter 4:

## *USP vs. ESP*

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We talked a lot about emotions in the previous chapter. Back in the days, many businesses use something called “Unique Selling Point” or “Unique Selling Propositions” to differentiate themselves from their competitors to rake in more sales.



## Which One

While that is very important, in the online world, we have something additional called “Emotional Selling Point” – Which is the ability use tap into the emotions of your readers so that you can make them carry out your most desired action.

Here’s an example of an emotional selling point:

*“I knew what it was like struggling as a new marketer, learning how to draw traffic to my website. Sometimes, I even had a slice of bread a day because I wasn’t making much money from my online business...”*

This classic example relates the hardship faced by the marketer to the person reading the sales copy, who is probably facing the same problems he once faced.

Emotional selling points also deal a lot with powerful emotion stimulating words. For example, in the make money online niche you would use words like: “time and financial freedom, free from the shackles of 9-5, quit the rat face”. These terms are emotional terms related to the niche that people can easily relate to and connect with. In short, if you wish to use ESPs effectively to market your business, ask yourself these two questions:

- 1) What niche are you in?
- 2) What kind of words/stories/situations that people in your niche can identify with?

Once you have determined the answer to these two questions, you can try and brainstorm as many ESPs as possible that you can use in your sales copies or marketing content.



# Chapter 5:

## *Call To Action*

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The call to action is probably one of the most crucial components of any piece of content. The first thing you must do is determine what is your most desired outcome that you wish for your customers/prospects to carry out.





## **Action**

Different components of your business would usually require a different sort of desired outcome.

Blog – Comments

Facebook page – Likes

Landing page – opt ins

Emails – Click throughs

Sales pages – Purchases

These are the common types of results you would typically want.

So once you have determined that, your call to action must be worded or shaped to facilitate that kind of action.

For example: For a blog setting, a good call to action would be – “If you liked this post of have any ideas of your own, please comment down below!”

As silly as it may sound to literally tell a reader what to do, split test studies have shown this to be really effective. So the best way to achieve results fast is to model what others have been doing which works and eliminate things that don’t work!

To give another example, if you wish for prospects to make a purchase, you might ask them to “Snap up your copy before it runs out!”

Note that I’ve added a simple scarcity factor (one of the extra marketing nuggets often used) by claiming that it will run out if you don’t act now.

Adding scarcity factors or time sensitivity to your call to actions often result in high conversions, so don’t forget to include it in whatever you do!

Finally, you must bear in mind that the success rate of the call to action is not solely the result of the words of use in the calling, but how you put together different components of your sales copy such as ESPs, handling objections and showing the benefits.

# **Chapter 6:**

## ***Handling Objections***

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Handling objections is an integral skill good sales copywriting.



## **Objections**

Whenever a person reads a piece of sales copy, many questions would pop up in his mind in attempt to “protect” him from “losing his money”. This is a natural behavior, and if you know how to handle these objections effectively in your copy as they emerge, you will be reaping in massive rewards.

Here’s a couple of commonly used techniques for handling objections:

### 1) Testimonials

Social proof is something almost everyone looks for when they wish to buy a product. The more convincing and authentic the testimonial seems, the more they will believe the product is good. Try to include testimonials with snapshots of the buyer, or use video testimonials if even better.

### 2) FAQs

Having a frequently asked questions section helps greatly in overcoming any objections that appear. Here you can address all the common misconceptions that may sprout up such as how to use the product, for whom is the product right for and price concerns.

### 3) Post scripts (P.S)

P.S or Post scripts have been used extensively in sales letters to boost conversions. Before clicking the “Add to cart” button people will usually have a final line of defense which prevents them from making the purchase. If you have a couple of post scripts ready, you can give them that final nudge to make the purchase.

#### 4) Good reasons to buy

A personal favorite of mine, this section gives your readers a couple of good reasons to help them rationalize their purchase and greatly boost your profits.

Incorporate these great tools for handling objections in your sales copy and you’ll soon see a soar in your sales!

# Chapter 7:

## *Copywriting Mistakes To Avoid*

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Everyone makes mistakes in their marketing career. This section aims to help you bypass the whole “experimental phase” and avoid the biggest mistakes ever made in copywriting.



## **Errors**

### **Mistake #1 Selling before first demonstrating value**

-Before you blast your subscribers with offers, you must always give them tons of free value and establish a genuine relationship with them.

### **Mistake #2 Wrong text alignment**

-As a general rule of thumb, words should always be aligned to the left, indented inside slightly and not have too long a word line. This is to prevent a break in the continuity of your visitor's reading flow. (from left to right)

Also, images should be used sparingly, only if its directly relevant to your sales copy and should be aligned to the center.

### **Mistake #3 Sounding too formal**

-Let's face it, if your pitch sounds too formal, you'll come off as sounding like a sales robot. For goodness sake, throw in some human factor and speak with a casual tone. No one likes to be hard sold, so if you can connect with your readers in a more informal tone so that they can identify with you, you'll be more likely to make that sale.<sup>3</sup>

### **Mistake #4 Wasting your reader's time**

Basically, to write a good copy, you should only be adding things which contribute to the sale and removing things which do not. Your reader's attention is very precious so if you manage to catch their attention, make it count. Don't bore them with useless stuff.

In short, if you avoid these mistakes and diligently practice copywriting methods as shown above, you'll get better and better in no time and make more sales.





# Chapter 8:

## *Swipe Files*

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This section deals with swipe files that you can instantly use and copy and paste into your sales copy. These swipe files have been tested and proven to have high conversion rate boosting effects and will greatly benefit your sales page.



## **Use These Swipes For Mega Profits =>**

We are looking for experienced Leaders to join the 1000's of people from all over World who have joined the xxxxxx opportunity already. This is just the beginning!!

Forget everything that your Up lines have told you. Soon they will be coming to YOU to figure out what you have done to explode YOUR business...Because I am about to hand you Absolutely FREE of charge, the exact system I used to...

"Generated 3,568 Fresh Live Leads And 156 New Recruits and \$73,568 in My First 3 Months"

Now being introduced in your neighborhood...a revolutionary business opportunity straight from Europe amazing new OPPORTUNITY.

So what do you look for in a home business?

The three most important things that a home business opportunity should provide are:-

- Solid product
- Benefiting compensation
- Incredible training and support

If I Don't Show You a Proven Path To Make Over \$1 Million a Year ...  
You Owe Me Nothing! MY IRON CLAD GUARANTEE.

DO YOU, DO YOU, DO YOU,  
Deserve Something Better In Your Life?

Follow My Proven Steps, And I Don't See How You Can't Make  
Money Copying My Proven System!

Wanna be a Millionaire?

If your answer is Yes! Then this money making idea is for you otherwise leave this page right now & go to your traditional job or business. Where you have to obey your boss's order & have to work for someone else making him rich for only few hundred dollars or do your current traditional business where you have to work for 9 am to 8 pm and wait for the customers whole day, look after about warranties, replacements, worker's thefts, price falls & many more problems.

Now Your All Dreams Will Going To Become Reality, with This Easy To Follow System To Make Money On Internet Instantly.

Building an Internet Business in a Recession

There are a lot of worried people out there. You might even be one of them. People are losing their jobs, seeing their wages cut, watching their revenue charts change from a steep hill to vertical cliff.

Identify your passions, and harness your inner genius to turn these passions in to wealth amassing profit centers.

Discover the secret wealth cash flowing formula that only top Internet millionaires have known... Until now...

OR

Sit at home and do nothing towards creating the wealth building business engine of your lifetime! Earning nothing while you procrastinate.

This 100% xxxxxx System is Revolutionizing the Home Based Business Industry... Discover How This Incredible System Can Help Your Business.

"Even While You're Sitting Back And Relaxing At Home!  
NO Experience Necessary! 3 Easy Steps To Success!"

Millions of people all over the world are making money online with just a computer and a few hours a week, YOU CAN TOO!

Are You Serious About Earning a Huge Online Income?  
Have You Had Enough Of The 9-5? Is the Financial Crisis Worrying You?  
Then You Are In The Right Place For Easy, MASSIVE Profits!

For the price of a cheap take-away you can get in a team that will take you all the way to financial success!

An incredible inexpensive, fast and easy way to make a huge amount of extra cash and receive massive exposure all while you SLEEP!

Making Money From Home Just Got Easier!

Presenting...

Congratulations!

You Just Embarked On A Mission That Simply Cannot Fail.

How Can We Be So Sure?

If you want to build your list so HUGE that you will never have to pay for advertising again, just give me 2 minutes of your time...

"FOR URGENT RELEASE: A Sure-Fire Method to Build A Mammoth List In Record Time AND Have People Falling All Over Each Other, Eager To Pay YOU To Add Them To YOUR List!"

Tight on budget? Not enough leads for your business?

Here at xxxxxx.com, we not only have double opt-in leads, all of our leads, both old leads and new, are verified DAILY over and over again to ensure they are serious about reviewing and even joining the opportunities that was sent their way!

## **Wrapping Up**

The ability to sell from your words and make huge profits is an art. Thankfully, It is also a skill that can be learned and honed.

Your job as a marketer is to diligently practice these methods on a daily basis. The more copy you write, the better you will get and soon you'll be able to churn out high quality sales copies with ease.

Don't be discouraged if your sales copy doesn't convert well the first time. Keep tweaking your copy and remove out the things that don't work and replace them with things that do. Split testing is the key to mastering the art of copywriting.

The better you get, the faster you get too. With more spare time at hand, you can focus on other parts of your business to bring in more profits to yourself.

All the best!