

A graphic of a baseball diamond with a green infield and brown base paths. The diamond is outlined with a white border and has four white squares representing bases at the corners. The text is centered within the diamond.

Homerun Copywriter's Course

**Write sales copy that turns suspicious
readers into trusting, eager to buy customers
at the blink of an eye...**

"Avoiding A Strikeout"

"A.I.D.A" Marketing's oldest formula & the fundamentals every copywriting should know



Double or Triple conversions with your existing sales letter or write a brand new killer one that takes your visitor from suspicious reader, and turns them into a trusting, eager to buy customer at the blink of an eye!

The A.I.D.A. Homerun Copywriter's Model



■ **A**ttention-Get Your Reader's Attention

- ❑ If you want your sales letter to have an impact on your readers, it must first get their attention and cause them to want to read further.
- ❑ Your reader will be interested only in knowing "What's in it for me?" "Why should I invest my time in reading on?"
- ❑ **H**eadline

Tired Of Loosing Money On Advertising Because Your Sales Letter Won't Covert The Visitors To Your Website Into Paying Customers? Then...

“Discover How To Hit Your Sales Out Of The Park By Following The Simple And Proven Step-By-Step Homerun Hitting Methods To Creating Hypnotic Sales Copy That Turns Visitors Into Eager To Buy Paying Customers!”

Follow the easy methods and techniques outlined in this straight to the point, no BS guide and your visitors will go from suspicious readers to trusting, eager to buy customers at the blink of an eye...

■ **Interest-Gain Your Reader's Interest**

- ☐ You must clasp the reader's interest by showing him why he needs your product or service.
- ☐ You have to create a want for your product or service.
- ☐ Let the reader know how his or her life will become easier with your product.
- ☐ Show the reader what is missing by not even trying the product.
- ☐ Gain your reader's interest by connecting (your Story)

■ **D**esire-Create Desire

- ❑ Tell the reader how exactly he or she will benefit from your product. Paint a picture in readers mind!
- ❑ Get them to realize how your product can benefit them, how convenient it is for them to get it, and how comfortable life will be for them afterwards.
- ❑ Generalities are less convincing. Specific details are far more believable.
 - Example: “Within 3 weeks you will have lost 15 pounds. Imagine the compliments pouring in from your spouse. Think how gorgeous you will look in that new swimsuit!”

■ **Action-Solicit Action**

- ☐ What do you want the reader to do next?
- ☐ You've worked hard so far. You've gotten their attention, hooked their interest, created desire. Isn't it appropriate to ask for action?
- ☐ Don't presume that your reader knows what to do next.
- ☐ The P.S. is one component of a letter that almost always gets read. Use your P.S. to emphasize your most compelling benefit or restate your guarantee, and don't forget the call to action once again.

Call to Action Example

Now you have to ask yourself how badly do you really want or need your Sales Copy to convert?

The “Add to Cart” button is directly below.

Click it right now before someone else takes your spot and this amazing offer shuts down for good.

Thanks for your time, and we’ll see you on the inside with instant access to The Home-Run Copywriter’s Course!



**Where to
look**



**What Action
to take**



**What to
expect**

6 Fundamental Questions Your Sales Letter Should Answer!

1. Who Are Your Prospective Customers?

- ❑ Before writing your sales letter, you must target your customer group. You should know whom you want to sell your product or service to.
 - Research...You should know the following about your audience:
 - ❖ Wants, Needs, Desires, An occupation, An age, language
- ❑ If you were offering a golf club designed to play golf, you wouldn't market it to men in general. You'd taper it down to people that actually played the game of Golf. You have to be very specific.

2. How Is Your Product or Service Differentiated?

- ☐ What makes your product different from the competition?
- ☐ Have you done a comparative study?
- ☐ If there is anything unique about the product in a positive way, don't hide it...flaunt it to the readers.

3. Why Should The Prospect Have Faith In You?

- ☐ With all the Hype, scams, and fake information being given through advertising, skepticism sets in pretty fast.
- ☐ You need to make your prospect consider what you're telling them is the irrefutable truth.
- ☐ Build your credibility by offering statistics and testimonials.
- ☐ Create confidence in the viewers eyes as to your credentials, background, and heartfelt story. Go in depth on who you are.
- ☐ Be sincere in your message.
- ☐ Be professional

Trust is one of the main ingredient in building a relationship with your potential customer.

When people build trust in you and your product/service they will buy.

Ways to achieve trust...

1. Personalize –

- ☐ Your audience wants to read what speaks to them directly because it's the kind of writing they can relate to. Ensure your sales copy is personalized so that readers will feel that it was written with their interests and needs specifically in mind.

2. Empathize –

- ☐ Your reader wants to feel that you understand their needs and wants. Your reader needs to feel that, “this person (you) understands what I want and understands the problems I am facing.”

3. Persuade - Persuasive copywriting focuses on benefits, not features.

- ☐ It sells on emotion and reinforces the decision to buy with logic.
- ☐ It paints a compelling picture and an irresistible offer.
- ☐ The combination of these elements persuades your reader to act, and to act now! This is persuasive writing at its best!

4. Prove your trustworthiness and believability -

- ☐ Include testimonials of satisfied customers. Use full names and locations, where possible.
- ☐ Inject facts and research findings to support your claims.
- ☐ Include a picture of yourself or pictures of satisfied customers.
- ☐ Cite any awards or third-party reviews the product or service has received.

4. What Are All The Benefits Your Product or Service Offers To The Consumer?

- ☐ List all the visible and not so visible benefits that make your product irresistible to not accept.
- ☐ Headline should be focused on the main benefit of the product.
- ☐ Focus on “Hot Buttons’ over Hype
 - This is where research really pays off. In order to push hot buttons, you need to first know what they are.
- ☐ Paint an Image

5. What Might Your Prospects Objections Be?

- ☐ Want to really know what the objectives are. Walk a mile in the shoes of your prospective buyer. This way you will know what reservations or objections he/she may have.
- ☐ Knowing your market, (research objections)
 - Once you know the objectives, start answering common questions they might have in their minds (Address objections).
- ☐ Think of questions you might ask before purchasing?
- ☐ Pointing out negatives in products and turn them into positive!
- ☐ Objection example; Is your product really for beginners?

6. Why Should Your Prospect Act Now?

- ❑ The end question you must reply for your prospect is why they need to act right now without any hesitation.
- ❑ Urgency or motive for desired action must be authentic.
 - Example: Give them a special price if they act within the next few days.
 - Tell them quantities are restricted and once the stock is exhausted they won't be sold at the same price.
- ❑ Make sure that your created urgency is credible.

Sales Page Tips – Increase your conversions with a good looking, clean, & consistent format!

Tip 1: Always use a reader-friendly font.

For your visitor to want to read your sales letter (or web page) you not only need to have a good headline and high quality content but that content must be presented in a way that is easy to read.

Use easy to read fonts that are font size of 12-14. If you have a younger crowd 12 font size will work and maybe even 10. An older crowd is going to require a 14 font size to help them with readability.

Types of Fonts

- ❑ Serif -Serif fonts have small lines at the ends on some characters such as Times New Roman, Georgia
- ❑ Sans-serif- "Sans" means without - these fonts do not have the lines at the ends of characters such as Arial, Verdana
- ❑ Monospace- All monospace characters have the same width such as Courier New, Lucida Console

Good fonts for Sales Page body text:

- Arial
- Verdana
- Tahoma
- Times New Roman

- ❑ Sans-serif fonts such as Arial denote a sense of safety and anonymity. Arial is one of the most used fonts on the planet.
- ❑ Handwritten fonts come across as having a friendly, personal tone. Use these fonts for your signature fonts.
- ❑ Serif fonts (Times New Roman et al) These fonts are noticed as being elegant, prestigious and traditional.
- ❑ Courier font is seen as very open and honest
- ❑ Impact font is seen as loud and kind of abrupt, (attention grabbing) Also seen as font that makes a statement. Used for Headlines in many cases.
- ❑ Sans serif fonts seem to be the most easiest fonts to read on a computer screen. Verdana font was actually invented as a font specifically for computers.
- ❑ Font choice in many times is as important as the words you write. When choosing a font remember that what really matters is CONVERSION, not what you think is the prettiest or the coolest looking.

Tip 2: “Highlight Hot Buttons”

- ❑ Another tip is to highlight or otherwise decorate words and phrases that you want your readers to sit up and take notice of as they read your words.
- ❑ “**Hot button words**” should stand out. We call this decorating. Grab prospect's attention by using font characters such as **bold**, *italic*, underline, **different colors**, different size, or **Highlighted**.
- ❑ Don't go overboard

Absolutely, Comfortable, Critical, Instantly, Mind-Blowing, Money, Unconditional, Unlimited, Step-by-step, Special, Quickly, Need, FREE

Tip 3: Make your headline pop and grab reader's attention.

- ❑ Your headline is the first, and perhaps only, impression you make on a prospective reader. Without a headline or post title that turns a browser into a reader, the rest of your words may as well not even exist.
- ❑ A great headline can also communicate a full message to its intended audience, and it absolutely must lure the reader into your body text.
- ❑ At its essence, a compelling headline must promise some kind of benefit or reward for the reader, in trade for the valuable time it takes to read more.

Bad headline: **“Send large files to your friends”**

Good headline: **“The Easiest most Trusted way to send Super Large Files”**

Not just files. Super Large Files. Not just a way. The easiest and most trusted way.

Tip 4: Create reader friendly paragraphs

- ☐ Restrict the length of all your paragraphs to between 4 and 6 lines.
- ☐ Your sales letter should have an inviting, reader friendly look.
- ☐ Your prospect will definitely not be too happy to see long, 9 - 11-reader un-friendly, sentence paragraphs.
- ☐ Vary the length of your paragraphs so that it does not become too mundane.

Your
Picture
Here

From the desk of: Your Name Here!

Dear Marketer,

Really not sure how you found your way here today but now that you are and you're reading this letter, I most likely don't have to work very hard at the process of convincing you that the **single most important element of online marketing success is list building.**

And yes ... I am going to say something right now that you probably have heard a bazillion times before... 'the money is in the list'.

Say what you want but it is true! So what's the big problem? Why aren't **you** making a huge load of money?

Why are you finding it so hard to build a huge, responsive, opt-in email list that you can use to make massive amounts of cash on demand?

You just might be one that has this list building **all figured out** when it comes to getting a visitor to opt-in to your squeeze page. You may have built a pretty nice size list but have been **clearly disappointed with the results** that you are presently getting from that list. So what we are talking about is more than just having a huge lists just so you can boast to your buddies that you have 100,000 email addresses in your database.

I'm talking about a RESPONSIVE list. Personally, I'll tell you right now that I prefer growing a list of highly responsive buyers that increases my bank account every single day ... than a list of 100,000 which practically just waste the bandwidth of the email server it's hosted on ... because it doesn't even pay for the monthly service.

Extreme Importance & Power of good sales copy!

Let's say you have a \$97 product and a decent sales letter up on your website that converts visitors to buyers at 1%.

Let's also say that you drive 3000 unique visits to your website a month, so at 1% you would be making \$2910 (minus advertising costs and expenses).

That's not bad! But after a while you get bored with that number and decide you want to **double your income**.

Now there's three ways you can do that

- You can **double the price** of your product from \$97 to \$194 (this will probably kill your 1% conversion and your overall profits would drop)
- You could try driving **double the traffic** to your website and see what happens (this is not always easy, as traffic does not come on demand – it can also be a costly choice)
- Or, you could work on **improving** your sales copy and **increase your conversion** rate to 2% (if you have a good product this is a very possible) Just imagine what you could do with the cash from more sales!

Think of how **great it will feel** when the family wants to go out to eat and you don't have to tell them that going out to eat is not in the budget!

That is how powerful good sales copy is.

Just by tweaking and improving your sales letter you can go from:

3000 visitors a month with a \$97 product converting at 1% for a total of \$2910 in sales to:

3000 visitors a month with a \$97 product converting at 2% for a total of \$5820 in sales!

So Why Am I doing This, & Why Do I feel That I Am "THE" Go-To Person...

Each month I receive hundreds of emails from people **just like you** who are not making any money online at all. When I check out their product I find an amazing product just waiting to help someone solve the problems they have been struggling with for so long. Visitors to the site just never got to the point where they were able to see that the answer was right there waiting for them. Why is this. It always seems to lead right back to one huge problem. Poor Sales Copy that just does not do it's job and convert the buyer into a paying customer because they left to early. The problem is, when you lack the necessary writing experience, and you don't know how to get into the **minds of your customers** your not going to get the job done write and you will **never know why!**

I know this for a fact...**I Started Out Clueless And Frustrated**—but now here I am today ready to help you! Most tell you that you need to create a product and then just go and write some sales copy and throw it out to the market and see what happens. They fail to tell you that the sales copy you create has to be written in a way that it helps your **target audience** know your the go to person with the answer to their problem that will help them above all the rest of the competition out there for them to turn to. I don't want to be the one that

Tip 5: Use sub-heads, bullets, numbers and other devices to attract attention and promote continued reading!

- ❑ Centered, emboldened sub-heads and other eye attracting devices can enhance readership.
- ❑ Sub-heads, bulleted lists, emboldening, and other devices will give your letter added appeal and augment response.
- ❑ Always take care to use these devices carefully. Overuse of them can counteract their overall efficiency.

Check out below everything that is about to come your way... at absolutely NO COST to you!



Do you feel like you're being left in the dark with no real answers?



Do you feel as if you're suffering from information overload?



Are you frustrated and discouraged by lack of any results?



Are you ready to stop hemorrhaging money and start taking some in?

If **any of the above** ring true for you, do not fret because you are far from alone. In fact, May of 2007 I was right where you were at.

I was worried about my job, for reasons you may have already guessed, and I was banging my head against the wall until 3AM every morning trying to find my way online.

Trying to free myself from my job so I could live my dreams...

"Middle aged - no list - no site - and no product.."

Yep, there was a time when I thought that surely it wasn't going to happen for me.

The **long hours** behind my PC with my eyes glued to the screen, surfing, searching, sometimes praying for the answers.

I'd make a few bucks here and there, and then suddenly my inbox would get crushed with advertisements for products that I just had to "Buy today", or they'd be "sold out and making my competition money by the truckload, while I watched helplessly"...

I had no list of my own, no website, **no product of my own**, and heck, I was a middle aged man, not exactly a computer wizard.

And then one day it dawned on me. Well, more like slapped me upside the head. Earlier that day, the company I was working for had brought in several experts.

And these experts were there to train us step by step, **EXACTLY** how to utilize our new system to achieve maximum efficiency and of course, make the company's bottom line far more impressive.

Experts... step by step... do this, do that, and achieve success. It was so **astoundingly simple** and yet had eluded me for months.

"Cyber profit stalker..."

After my little epiphany I went into overdrive.

Tip 6: A sales letter, to be effective, should create hope.

- ☐ People today are always hard-pressed for time. Thus, they are all the time looking for products and services that will make their life convenient and comfortable.
- ☐ So keep inspiring hope.

Tip 7: Create a sense of urgency.

- ☐ To stimulate people to take action, you need to add incentives to the offer.
- ☐ You can create a sense of scarcity by informing your reader that either the stock is in limited supply or that your existing offer is valid for only a limited time period.

Tip 8: Be the Authority.

- ☐ If you manage to do so, no matter what you are selling, they are going to be much more likely to buy what you have to sell.
- ☐ Map out your sales letter in such a method as to set up the belief that you are only trying to help people and that you do not really benefit from the sale.

Tip 9: Study effective sales copy

- ☐ Spend a few hours each day by going through some of the most effective sales letters of all time.
- ☐ Try to learn the nuances.
- ☐ Try to see how they use the headline, how the lead paragraph is constructed.
- ☐ Look at the style, the structure, and so on.

Tip 10. Proofread

- ❑ It is critical that you accurately proofread your copy.
- ❑ One of the quickest ways to lose credibility in advertising is to allow grammatical or spelling errors to appear in your advertisement or marketing pieces.
- ❑ Customers translate carelessness in ads into carelessness in products and service. They ask themselves, "If this company doesn't care enough to produce an ad without errors, how likely are they to care about taking care of me?"
- ❑ Professional businesses produce professional quality ads and ad copy, and that means their copy has been proofread again and again and is error free.

Tip 11: Be Unique. (USP)

- ❑ Differentiation Strategy
- ❑ You have to distinguish yourself from the crowd.
- ❑ If your going to be just like everyone else, why should anyone buy from you?
- ❑ A simple way to promote uniqueness over your competition, is to tell your prospects not to buy the product or service you are selling them.
 - Sounds very foolish, but it is not.
 - Tell your readers to go and buy the products and services offered by your competitors. When they are not satisfied with what they have to offer, then come back and get the real deal with your products or services.

Tip 12: Put your copy to the test

- ☐ There is only one way you can ever find out if a sales letter will be winning or not.
 - It has to be undergo a test.
- ☐ Get it into the hands of your targeted audience or prospective buyers to see if it will convert or not.

Tip 13: Give your Writing Strength, Energy, Directness, and Power with An Active Voice instead of a Passive Voice

- ❑ Active Voice- The subject of a sentence is the one performing the action.
- ❑ Applying this rule! Make the first word of your sentence the one that will do whatever the main action is.
- ❑ Unless it's "you understood"
 - Example of "You Understood":
 - ❖ Place the pan on the table, then remove the lid. In this example, it is 'understood' that the writer means for the reader or the person following the direction to perform the action. The writer means 'you' but doesn't say it, so it is 'understood' what the writer means, without him or her having to say it.

- ❑ Sentences written in the active voice will keep your reader turning the pages! Active voice sentences have energy and directness.
- ❑ Writing in the active voice means constructing sentences where the subject “acts” or takes action!
 - I generated \$104,349 in just 30 days using the exact powerful copy writing methods you will use yourself after completion of the Homerun Copywriter’s Course.
 - A lot of money was made in a very short amount of time by using the methods being taught in this course.
- ❑ In sentences using active voice, the subject (I, and You) perform the action of the verbs (generated and will use).
- ❑ The sentences are punchy, direct and make it clear who’s doing what.
- ❑ Sentences written in the active voice usually feel and sound less wordy.

Passive Voice- The one performing the action is not mentioned or is not the subject in your writing.

- ❑ This style of writing is usually used in a speech or lecture. Generally used when you are trying to explain something or when you want to sound well informed.
- Sales Copy is best written with an informal style. Informal style should read like a conversation not a lecture.
- Make reader feel comfortable so they will be relaxed and enjoy your writing. The last thing you want is for them to feel as if they're in a classroom.

- ❑ Do not make the mistake of thinking that the active voice is the only way you should write your sales copy.
- ❑ At times, it will be perfectly appropriate to phrase a sentence using a passive voice.
 - For example, using the passive voice can be an excellent way to avoid assigning responsibility for a job or blame for a problem.
 - Example: “Mistakes were made.”
- ❑ Just have the understanding of why you are using the passive voice instead of the active voice, and be aware of the fact that you’re doing it!

Let's break Active & Passive Voice writing down into examples.

- ❑ Active Voice writing: Many copywriters often misunderstand the 'active writing' concept.
- ❑ Passive Voice writing: The 'active writing' concept is often misunderstood by many.

In the second example, the passive voice leaves the identity of the person misunderstanding active writing out. Our mind will find a suitable substitute to place in the Passive writing example.

- ❑ Go through your sales copy carefully working out in your mind if each sentence is in the active or the passive voice.
 - Sentences written in the passive voice generally will contain the use of “was” and “by”
- ❑ Rewrite sentences identified as being written in passive voice. Try rewriting each using the active voice structure of writing.
- ❑ Using the active voice style of writing can be an easy way to improve dull or lifeless sales copy For those not very confident in their writing abilities
 - After re-writing you should re-read the whole sales copy from start to finish.
 - You should notice an overall tone change and feel to your new sales copy.
- ❑ If you find yourself having troubles with certain sentences, do a Google search for copy writing forums and ask for help with re-wording.

Strive For Excellence

- ❑ Using these tips will attract more eyes, make people read for a longer time, create more leads, and, ultimately, close more sales.
- ❑ Always remember that your letter will be contending with many other sales letters that your reader will receive every day, sent by sales-people vying for their undivided attention just as you are.
- ❑ To cut through the clutter, your sales letter needs to be excellent, diverse, proficient, and relevant.
- ❑ You may have the greatest product but, if you cannot communicate that to your potential buyers, and convince them to buy your product, you will not make it. So learn to articulate the benefits of your products or services.
- ❑ You don't have to be a spectacular writer to create a sales letter that works. All you need to know is how to sell to people and what causes them to buy.