

# **Multi-Million-Dollar Secrets of Selling Information Online**

**A Special Report**

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## Introduction



Over the last 15 years, entrepreneurs have learned what it seemed like only a small secret society knew: that the power of direct-response copywriting can multiply the size and profitability of a business, sometimes literally overnight!

This Special Report contains 14 individual reports that, for the first time, show you exactly how to do that for your business, on the Internet. Precious few small businesses are prospering thanks to their online efforts. (Even fewer large businesses are. All I need to say is “dot-com” and you will instantly see the truth of what I am saying.)

Copywriting is, in fact, the kernel of entrepreneurship. You could spend 10s of thousands of dollars in seminars and coaching to get the essence of what you are about to learn in the pages ahead.

You’ll see a handful of examples and a small number of techniques, sometimes repeated. Why have I limited the number? I could show

you hundreds of techniques and dozens of specific examples, but I didn't.

The reason is simple: You can learn what you need to know to get to the next level with a few winning nuggets. It will be faster and easier for you. Spattering information on the page might be more impressive, but it would be far less useful.

However, I know you want to learn more. So I invite you to subscribe to my free online publication, **David Garfinkel's World Copywriting Newsletter**. Simply go to this Web address to sign up: <http://www.world-copywriting-institute.com>

# Table of Contents

<b>Part 1 – Information Products and Ebooks.....</b>	<b>5</b>
1. Three Ancient Secrets of Selling Information Products.....	6
2. How to Create a Best-Selling eBook!.....	9
3. The Secret That Rockets eBooks to the Top! .....	11
<b>Part 2 – Powerful Copywriting.....</b>	<b>13</b>
4. How Headlines Help You Sell More Information on the Web.....	14
5. Want sales? Use their words, not yours.....	16
6. How To Turn A Few Words Into A "Boatload" Of Cash!.....	18
7. Gut-Level Copywriting .....	21
<b>Part 3 – Testimonials .....</b>	<b>24</b>
8. Use Testimonials To Ring Up Extra Sales From Your Copy.....	25
9. Expert Testimonials Add Extra Credibility To Your Copy .....	29
<b>Part 4 – Web Site Sales.....</b>	<b>33</b>
10. A Little Trick to Double Your Website Sales .....	34
11. Web Sales Secrets (How to Make Your Web Site Kick Butt!) .....	36
<b>Part 5 – Sales Strategies .....</b>	<b>39</b>
12. Good Ideas Vs. Good Results.....	40
13. The Power of a Good Promise .....	42
14. The Hidden Ingredient In Successful Copy.....	45

## **Part 1 – Information Products and Ebooks: The Huge Internet Opportunity**

The single most powerful way to set yourself apart in any market is through the skillful packaging and marketing of information. This has always been true, but with the Internet, the opportunities are far greater than ever before.

These three reports will give you insider strategies and tactics, complete with real-life examples, to help you maximize your business goals using information products online.

## 1. Three Ancient Secrets of Selling Information Products

The other day, a client asked me to analyze some info-product Web sites that are making money. As I reviewed some of my favorite sites, I was reminded of three timeless principles that most people who put together Web sites like these don't seem to know very well.

Listen -- as you read this report, would you do me a favor and ask yourself these two questions:

1. Do you know these secrets yourself?
2. And -- more importantly -- do you USE them on your own Web site?

Here they are:

Secret # 1: Tell your prospects what they will GET from your information. Don't make the mistake of believing people will buy what you are offering them. They won't. What they will do, though, is buy what you are offering will DO for them.

An excellent example of using this secret appears on the Web site for "Software Secrets Exposed," an ebook that tells people how to make money creating and selling their own software products. Notice how author and copywriter BenJamin Prater lays it out for you:

"Let me boil it down... In the next 30-minutes you could have, in your own two hands, a step-by-step formula for churning software ideas into software gold. "

For anyone who's ever wanted to be a software entrepreneur, BenJamin assures the reader in two lean-and-mean sentences that his manual will give them the road map to success.

This is a good Web site to study for many reasons.

Check it out => <http://www.infomarketingupdate.com/sse.html>

Secret #2: Tell them what they'll miss if they DON'T get your information Do you ever rationalize -- you know, make up excuses for not taking action? And then -- now, be honest -- do you ever PROCRASTINATE?

Whether YOU admit to this all-too-human set of behaviors, you can be certain that this is exactly what your prospects do - and WILL do, when visiting your Web site, if you give them half a chance.

Hey - don't let them! :) Here's one way to stop prospects from procrastinating, and help them decide quickly in YOUR favor. Point out - graphically point out -- the negative consequences of NOT taking action. Like this:

"So don't risk living a life plagued by perpetual lack of enough money. Give yourself the gift of financial abundance - not just today, but as far into the future as you like. "

That's copy from the Web site of Stuart Lichtman's best- selling ebook "How to Get Lots of Money for Anything -- FAST!" I wrote the copy (Stuart and Joe Vitale wrote the ebook) and I'm going to ask your indulgence and take a moment here to brag - this Web site has made more sales in a shorter time than anything else on the Web I've ever done - or seen!

Now, you might pick up a few copywriting tricks yourself by reviewing this site => <http://www.davidgarfinkel.com/getanythingfast> Secret #3: Prove your claims with a factual testimonial Do you believe everything you read?

You don't?

Well, guess what - NEITHER DOES YOUR PROSPECT!

But... and this is important, so commit it to memory... your prospect is MUCH more likely to believe what someone ELSE says about you than what you say (especially positive things).

Now, for a masterful example of how this is done, take a look at the promise from the headline of the Web site for the "33 Days to Online Profits VIDEO Enhanced Tutorial eBook," by Jim Edwards and Yanik Silver.

Here's the promise:

"Finally - a Simple, Video-Based Training System on CD-ROM that Teaches You Step-By-Step How to Make Real Money Online... 100% Guaranteed!"

Now even if you know (or know of) Jim and Yanik, there's no reason for them to believe that a random visitor to the Web site has ever heard of them. So while \*I\* believe their claim (and can confirm it, after having reviewed the product myself), it's a fair assumption that at least some visitors to the site will be very skeptical.

But check out this testimonial quote Jim and Yanik used:

"Just a quick update if you don't mind. Especially since I've used a lot of your information in the process of marketing. Since releasing our new eBook on August 1st 2001, we have now sold 965 copies of our eBook. With 9 refunds for net sales total of 956 eBooks at \$49.95 which of course can be verified through ClickBank. Right now it's ClickBank's #1 investment program. Sales continue to be strong. Just wanted to let you know how one of your students is doing. (smile!)"

- Stephen A. Pierce, [rapidfireswingtrading.com](http://rapidfireswingtrading.com)

Testimonial quotes like that -- with specific, verifiable information -- go a LONG way in convincing even the most wary prospect of the truth of your claim.

To see the full site, click here => <http://www.infomarketingupdate.com/33vids.html>

Finally, I'd like to urge you to study success, since success CAN be learned, and replicated. It helps to know what to look for. I've made every effort today to show you three important success factors to observe and analyze whenever you review Web sites.

One more thing: Just because these secrets may come across as simple to you, don't think they're not powerful. They are. Once you realize people who are succeeding are using them and people who aren't doing too well aren't using them -- or are using them very unskillfully -- you'll understand that this may be the breakthrough information you've been looking for.

## 2. How to Create a Best-Selling eBook!

In this report, I'm going to give you two crucial steps (that most people never take) to plan, title and focus an ebook into an online best-seller.

Step 1: The first thing you need to do is start with a MARKET - a group of people, all of whom have something in common. Your market can be small - like people who are interested in restoring old VW Beetles - or large - people interested in getting a new job, for example.

The main thing is, you need to begin by defining your market and getting very clear on what they're interested in, and what their needs are.

By the way, there's detailed information on how to do this scientifically in Bonus #1 to "eBook Secrets Exposed." The bonus is called "Best-Selling eBook Topic Detective."

For more information, visit <http://www.ebooksecretsexposed.com>

Step 2: The next thing you need to do is focus very specifically on what your market needs... and the way you're going to fill that need with your ebook.

Let me give you a recent, real-life example from work with a client of mine.

Stuart Lichtman is a business wizard. He's built and turned around more than 100 businesses, for both start-up investors and some of the world's largest corporations. He's generated tens of millions of dollars in extra profits for his clients and himself.

Along the way, Stuart developed a nifty little process called "Cybernetic Transposition," which, essentially, fills in all the gaps that you find in other goal-achievement methods. You know how visualization and goal setting and so many other things you've tried seem to fail more often than they work?

Well, Stuart's method, when used according to instructions, works virtually 100% of the time.

He limited exposure of this information to corporate audiences and wealthy entrepreneurs for years, but recently he decided to write an ebook about his method (after having used it with over 50,000 people around the world and closely tracking results). He wanted to call the ebook, "Achieving the Impossible, As a Matter of Course."

When he hired me to write his sales-letter website, the first thing I told him was he had a great product, but we needed to focus its positioning much harder on a specific market. And, we needed to title the book to show how it would fill the market's most pressing need.

I also advised him that we needed to prove beyond the shadow of a doubt that his method actually worked.

Long story short, the focus of the book is now making money, and the title is "How to Get Lots of Money for Anything - Fast!" The content of the book is also rewritten to focus exclusively on bringing more cash into your life.

The market, of course, is people who want more money - very large, to be sure, but also very clearly defined.

To see how the reformulated product looks now, visit:

<http://www.davidgarfinkel.com/getanythingfast>

I think you'll agree that what you see is far more specific (and thus, more compelling) than the description of just another book on achieving goals.

By the way, Stuart went even further in being specific and developed three bonuses (as well as a slew of unadvertised bonuses) to teach even more focused applications of his method.

For example, one bonus is on how to get a lot of cash quickly from your own business. When you think about it, that's much more specific than how to get cash for anything (which the main book is about), which in turn is way more specific than how to achieve impossible things (which was what the book was originally about).

Of course, once again, the market of people who want more money for anything is substantial by itself, so we ended up doing very well with this product - about half a million dollars in sales so far from the business that it launched.

So there's an example of how I've applied these principles in my own business, and that of a client. But what about you? What do you have on the drawing boards for your next (or first) ebook?

When you get started on it, let me suggest you apply the ideas you just read...

- Identify a specific market
- Discover your market's most pressing need, and
- Build the title and substance of your product around meeting that need in the most powerful and compelling way possible

... and you'll have a winner on your hands, too!

### 3. The Secret That Rockets eBooks to the Top!

What's the most important first step in creating a best-selling ebook?

Here it is, in only four words: make a compelling promise!

The startling truth is, people don't buy what you're ebook is about - they buy the PROMISE of what your ebook will do for them!

(Then, of course, you must deliver on that promise - to keep your customer satisfied. Or, better stated, to keep your customer, period! :)

So what is a promise, anyway? It's an exciting, yet believable, statement of what's in store for the person who owns and uses your ebook.

It's vitally important to have a good promise. Why?

Because no matter how obvious it is to you, the VALUE of your book will remain virtually unknown to your prospects UNTIL and UNLESS you "put it in lights." And the way you do that is with a great promise.

Let's get down to brass tacks with some successful examples.

An ebook I helped title, and wrote all the sales copy for, is "How to Get Lots of Money for Anything - Fast!" by Stuart Lichtman and Joe Vitale.

=> <http://www.davidgarfinkel.com/getanythingfast>

We talked about this in the last report, but there are some additional points I want to make for you.

First, notice the headline of the Web site:

WANTED: People Who Need Money FAST!

How YOU can cash in on the \$25,000-a-day secret that's made millions If that's not a clear and unmistakable promise, I don't know what is. (Within the first month after launch, with 700 sales and a conversion rate of just over 17% of Web site visitors, I'd say this promise works pretty well!)

Here's another example of a Web site whose copy I wrote, and an ebook I co-authored: eBook Secrets Exposed ( <<http://www.ebooksecretsexposed.com>> ). You're probably familiar with this - but if you're not, you should be.

This ebook rocketed to the number-one bestseller spot of ClickBank's Business-to-Business list and stayed there for months.

Here is the promise in the headline of the Web site:

How to Make MASSIVE Amounts of Money In Record Time with Your Own eBook (Whether You Wrote It Or Not!)

Now, there is information about MANY different things in this ebook - but the PROMISE that sells the book is focused on the bottom line - and the fact that, once the reader takes in the information and applies it, incredible financial results are possible.

Okay - now that you've seen two examples (with "insider" explanations) of proven, successful promises that have created best-selling ebooks...

... how do YOU create a great promise for your OWN ebook?

Three steps:

**First: Look at your product from your reader's point of view.** What deep-seated desires does it help them fulfill? What fears does it address and help them overcome?

**Second: Ask this question to help you zero-in on the main reason someone would want to buy your ebook:**

What keeps that person awake at night?

**Third: Once you know the answer to that (in relation to the topic you cover), then focus on these four things:**

- 1) making money
- 2) saving money
- 3) saving time
- 4) avoiding effort ... and pick one of them.

Relate your promise to the one you picked. (Notice how both of the promises above relate to the first promise on the list).

Now, your job is to take all of that and make the BIGGEST, MOST ALLURING PROMISE you can get away with (and still deliver on) - and you'll have in place the cornerstone of YOUR best-selling ebook!

## Part 2 – Powerful Copywriting

It's not something you can learn in school, and the overwhelming majority of what you see in advertisements won't give you a model you can profitably follow. But copywriting is well worth learning, no matter what the cost and effort.

Why? Because it gives you an unbeatable advantage in any business situation – *especially* when you are marketing information products, or using information to market yourself.

The information in these three reports is a good start, no matter how much or how little you already know about copywriting. These reports will shorten your learning curve *dramatically* and improve your results *substantially*.

## 4. How Headlines Help You Sell More Information on the Web

If you've been marketing information on the Web - or even THINKING about marketing on the Web - surely you've heard many times how important headlines are, and how they can increase the selling power of the same piece of copy by five, 10, 15 times or even more.

Headlines, of course, are the strings of words (sometimes a full sentence, sometimes not) that act as titles to a piece of copy or an article. The headline for this article, for example, is "How Headlines Help You Sell More Information on the Web."

Today I'm going to give you some shortcuts to creating world-class headlines that will help you sell information much more effectively than ever before. If you have a Web site selling an ebook, an ecourse, a live seminar, a teleseminar, or some other information product, you want to start by creating a headline that does three things:

- 1) it stops your prospect from surfing
- 2) it rivets the prospect's attention on the Web page, and
- 3) it sets an expectation so the prospect wants to read more. Let's look at how you can do this. Suppose your prospects are car owners, and you have written an ebook to help your prospects keep from being cheated and overcharged when they go to get their cars fixed.

Going through the three points above, one by one:

- 1) What will stop your prospect from surfing long enough to at least read the headline? The answer is, the SUBJECT of your headline. Brainstorming, we come up with these words for "subject": auto repair, auto mechanic, garage, tune-ups
- 2) What will get and keep your prospect's attention on the Web page? The answer would be, something about the PROBLEM they face in regard to the subject you are writing about. Brainstorming, we come up with these words to describe the problem: rip off, overpaying, being played for a sucker.
- 3) What will set an expectation so the prospect wants to read more? The answer is, something about the SOLUTION you provide in your ebook. We brainstorm these words to describe the solution you'll be providing in the ebook: prevent, stop, you'll be better informed, protect yourself Take all of these, pick the best words, and put them into a headline. Like this:

Prevent Auto Mechanic Rip-Offs! Anyone who's ever been ripped off at a garage will want to read more!

3 QUICKIE FORMULAS: It's important to go through the three steps to make sure you're focused on a headline that will interest your prospect as much as it interest you.

Remember, the headline has to do a lot of work in very few words. The headline we just came up - Prevent Auto Mechanic Rip-Offs! - does THREE jobs (stop the prospect from surfing, rivet attention, and set expectation) in only FOUR words!

But to make writing headlines a little easier for you, after you've done the three steps, here are three fill-in-the-blank formulas, each of which will work to sell just about any information product online:

- 1) How To \_\_\_\_\_
- 2) Why Some People \_\_\_\_\_
- 3) The Secret of \_\_\_\_\_

Let's try these out for our hypothetical auto repair consumer protection book.

- 1) How to Prevent Auto Mechanic Rip-Offs
- 2) Why Some People Never Get Ripped Off by Auto Mechanics
- 3) The Secret of Preventing Auto-Mechanic Rip-Offs Wow! Any of these will work just fine! (And if you happen to be writing a book on this exact subject - hey, they're yours, with my compliments! :) So, to wrap this up: Most professional copywriters spend hours - sometimes days - coming up with a killer headline.

I've just shown you how to come up with one every bit as good as what a pro will come up with - and it shouldn't take you more than half an hour!

If you would like a complete toolkit of proven headline formulas, with hundreds of examples already customized for your business, take a look at my ebook, *Advertising Headlines That Make You Rich*.

Go to <http://www.davidgarfinkel.com/headlines>

## 5. Want sales? Use their words, not yours

Recently I was in a tight spot. Two TV cameras were pointed at my face, the spotlight was burning bright, and the world's best-selling marketing author, Jay Conrad Levinson, had just told me I would have all of five minutes to answer his three questions. (Talk about pressure... )

The red light on Camera 1 goes on, and soon Jay asks me his first question: What's the number-one thing people need to know when they write copy that needs to produce sales?

Suddenly, the pressure rolled off my shoulders, because the answer became SO obvious in my mind. And I told him: "Jay, what entrepreneurs and marketers need to realize is that the copy isn't about them, or their product, or their business.

"Copy is all about their CUSTOMER."

I remember that moment now because it's a great lead-in to today's topic – what kind of language customers respond to best in sales copy.

Hmmm... well, if the copy is all about the CUSTOMER, then I guess it would stand to reason that the language customers would respond to best would be their OWN language.

Duh! You're probably thinking... "Gee, this guy's a real idiot if he thinks that's anything new or useful! I mean, if I'm writing to people who speak English, I'm not going to write my copy in Dutch!!!!"

OK... I can see how what I said may seem obvious and pointless. But it's more precise than that.

When I say, "the customer's language," I mean the SPECIFIC WORDS AND PHRASES customers use to describe what they want and what they don't want.

Here's an example from my own experience:

When Jim and I were putting together the sales letter Web site for "eBook Secrets Exposed," ( <http://www.ebooksecretsexposed.com> ), I came up with this headline:

How to Make MASSIVE Amounts of Money  
In Record Time With Your Own eBook

Then – almost as an afterthought – Jim came up with this last part of the headline:

(Whether You Wrote It Or Not!)

... so the whole headline turned out as follows:

How to Make MASSIVE Amounts of Money  
In Record Time With Your Own eBook  
(Whether You Wrote It Or Not!)

Why did Jim come up with that last, crucial phrase?

Because of information he had from a SURVEY he had done, where customers told him, “I don’t know HOW to write an ebook.”

Pretty simple, huh?

Based on many emails and conversations I’ve had with customers and readers since then, I’m convinced that the third line in the headline was key to rocketing this book to the top of the ClickBank Business-to-Business bestseller list.

So... how can you take advantage of what you just learned (or, were reminded of) about using your customer’s language?

Here are three tips:

- 1) Do a survey of your customers. (In the featured resource section, we’ll be recommending an excellent tool that we use ourselves.) Use what you learn from your survey to write your headline and promotional copy.
- 2) Get on the phone and talk to your customers! Just because it’s an Internet business doesn’t mean you have to limit your interaction to email and the Web. Talk to people! Ask them what they want and listen closely to the words they choose when they answer your questions.
- 3) Meet customers in person, and start talking about your product. Bring a small tape recorder and record YOUR words. I know this goes against the advice I’ve been giving you in this article so far, because now I’m telling you to use your words instead of theirs, but here’s why I make this recommendation:

When you’re making an ACTUAL SALES PITCH (where you really WANT to make the sale), you’ll INTUITIVELY choose the right words to appeal to your customers.

What is more, your choices will be much closer to the customer’s language than they are likely to be when you’re writing copy by yourself (until, that is, you have enough experience writing in customer’s language so it’s become second nature to you).

To sum up – when it’s your turn to be “in the spotlight” – whether it’s with copy you wrote on a Web site, in an ezine ad, writing an article like this one, or even being on TV, remember: The best way to sell your customers is to use THEIR words -- not yours!

## 6. How To Turn A Few Words Into A "Boatload" Of Cash!

One of the most overlooked online forms of money-making marketing is the puny, humble classified ad.

Most people don't understand how to write classified ads, or how they work. Today we're going to put an end to that unfortunate situation - at least for you!

First, let's get past this common misconception: Most people assume these ads are easy to write. Because there are only a few words (people think) it doesn't much matter what you say. But in fact, these ads do require some careful thought, and they need to be mercilessly edited to the fewest number of words possible.

Because the fewer words you have room for (and you don't have room for many in a classified ad), the more crucial each word is.

Think about this for a second. If you have 20 minutes to convince someone of something, you have a lot more room for error than if you have 20 seconds.

And in this case, what's true for the spoken word is also true for the written word.

Now, let's get down to brass tacks. In this report, I'm going to answer three key questions about classifieds for you:

- 1) What is a classified ad?
- 2) What, exactly, is a classified ad supposed to do for you?
- 3) What are the key components of a successful classified ad?

First, a definition: For an online info marketer like yourself, a classified ad is a short announcement (25-100 words, usually on the shorter side) that needs to get a prospect's interest, keep the prospect's attention, and motivate your prospect to click on a link to visit your sales letter Web site.

Its job is NOT to make a sale. Instead, the job of the classified ad is to "sell" the prospect on taking the next step, which is to read a longer ad (your Web page about the product).

Not too long ago, Jim Edwards and I released a new product, "Immediate Money Immediately." (<http://www.immediatemoney.com>).

This ebook offers a resell rights option (allowing the purchaser of a reseller's license to resell the book for 100% profit).

As part of the resell rights package, we included four classified ads for resellers to use on their own Web sites (on pages other than the sales page for the product), or in ezines.

Let's look at one of these classified ads in light of the definition I just gave you, so you can see how this works in real life.

#### TIRED OF WAITING TO MAKE MONEY ON THE INTERNET?

A new ebook, "Immediate Money Immediately," shows you how to cash in and brings you profits, literally overnight. Based on proven methods that consistently work. click here => <http://www.immediatemoney.com>

(Of course, a reseller would use their own URL in the last line of the ad.)

Now, that's 36 words - pretty short (although I've written shorter ads). Now, let's break it down, piece by piece:

#### 1) The headline: TIRED OF WAITING TO MAKE MONEY ON THE INTERNET?

In nine words, this headline "calls out" to the prospect for this product. Since our ideal prospect...

a) Wants to make money on the Internet b) Probably is not making as much as he or she would like to, and c) Is tired of this frustrating situation ...

... then what this headline does very well is "speak"

directly to the feelings and situation of someone qualified to buy the product. And it does so in very conversational, easy-to-grasp language. (You don't have to think about the message very much to get the point. Either it resonates with you, or it doesn't.)

Important point: In this ad, the headline is NOT a "call to action." Its purpose is NOT to get the reader to click through to the main sales page. All the headline does is get the prospect to move to the next step, which, in this case, is to read the first line of copy in the ad itself!

#### 2) The first line of copy: A new ebook, "Immediate Money Immediately," shows you how to cash in and brings you profits, literally overnight.

At first glance, you would say this 18-word sentence serves the purpose of telling the reader what the product IS. And while that is true, describing the product is NOT its main purpose.

Here's why: Notice how the headline, in addition to "calling out" to the prospect, also calls attention to a PROBLEM that the prospect has (namely, not making enough money on the Internet)?

This first sentence offers a "glimpse" at the SOLUTION available in the product, by spelling out - pay attention here, this is crucial - not what the product IS, but what the product DOES. And that is its main function - by describing what the product does, this sentence offers the promise of a solution.

Along with this other important job: this sentence offers enough intrigue to induce the qualified prospect to read the NEXT sentence. (Are you starting to see a pattern here? :-)

3) The second line of copy: Based on proven methods that consistently work.

This sentence reassures the prospects that what they'll find in the ebook is not the "same old, same old" - in other words, that it's NOT yet ANOTHER collection of techniques that DON'T work. This reassurance raises interest and curiosity level higher - all in seven short words.

And, of course, this reassurance removes mental roadblocks in the prospect, prompting that person to read the third sentence.

4) The third line of copy: click here=> [link-to-your-sales-page.com].

There are really only three words in this one: The call to action ("click here" with a makeshift arrow) and the reseller's Web address, which they fill in with their real URL ("[link-to-your-sales-page.com].").

So in 36 words, you have led the prospect on complete journey from a) identifying his or her situation and setting up a problem (headline)

b) offering him or her the promise of a solution (first sentence)

c) reassuring him or her that this will be a worthwhile solution (second sentence) and

d) delivering a call to action (third sentence)

Use these guidelines the next time you write a classified ad, and watch your response jump to a new level!

## 7. Gut-Level Copywriting

Do you know how to get people madly reaching for their wallets so each one will pull out their credit card, carefully type the numbers into a secure online order form, and thus become your happy customer for years and years to come?

You don't?

OK. Well, hey - would you LIKE to know how? I thought so... :)

This is a review of some very basic principles in action.

In this report, you will learn some keys to writing KILLER copy.

Keys that most people -- as evidenced by the way they actually do write - seem either to have forgotten altogether... or else, they never learned these basics in the first place.

What are these keys all about? Two things:

- 1) selling first to the prospect's EMOTIONAL mind, and then
- 2) justifying what you just sold to the prospect's LOGICAL mind.

The emotional mind is like a two-year-old baby. And that's true, no matter how old the person with the emotional mind actually is - and no matter how educated or sophisticated they are. The emotional mind needs to be moved, entertained, excited... either by words, or by images, or by both at the same time.

On the other hand, the logical mind is like a calm, rational adult. It is impressed by reason, facts, and well constructed arguments. Water-tight proof. Unassailable logic.

Let's focus for a moment on the emotional mind, since it is moved by EMOTIONS... like fear, desire, excitement, pleasure, and pain.

How do you appeal to the emotional mind when you're writing copy and putting together the title for your e-book?

For some guidance, let's take a look at an all-time best-seller. This book was so successful, in fact, that British Airways named it the best business book of the 20th Century.

It's "How to Win Friends and Influence People," by Dale Carnegie.

In its title are words that bring to mind very emotional topics for people. For example, the idea of having friends creates a warm, comfortable feeling inside of many people.

That's one emotional state.

But, on the other hand, the thought of having no friends creates a frightened, empty feeling inside of most people. That's a second emotional state.

And both states are conjured up by the seven-word title "How to Win Friends and Influence People."

But now, let's talk about what the emotional mind is NOT moved by: descriptions of a process; common sense; logic; or just "the plain facts." All of those are the staples of the logical mind.

Let's take two of the key "common sense" points from Dale's book, and see how emotionally moving a title they would make:

"How to Remember People's Birthdays and Curb Your Incessant Urge to Argue."

How does that grab you?

Not exactly memorably or enticing, is it?

If he Dale had used a "process" and "factual" approach in titling his book, it never would have sold. Instead, it would have disappeared quickly into publishing history. And you would never have heard of it.

Even so, for some reason many marketers focus on: boring process... facts... and logic... when they title their products, write headlines for the Web sites, and write copy to motivate people to buy their information products.

Here's a little secret: If you can do a verbal dance, swaying back and forth between appealing to the emotional mind first, and THEN appealing to the logical mind -- many times throughout your copy - you will make FAR more sales.

Some "what-if" examples of how to do this:

In an ebook title - Money in Your Email Box! 11 Steps to Financial Success Online ("Money in Your Email Box!" is a high-intensity, emotion - provoking image. "11 Steps to Financial Success Online" is objective, procedural and sounds like a very rational process. Putting these two phrases together this way creates excitement that is also believable.)

In a headline for a Web page - How to Prosper Online Beyond Your Wildest Dreams - By Using These Proven, Easy-to-Follow Methods That Consistently Work in ANY Economy.

("Wildest Dreams" in the first part of the headline is highly emotional; "proven" "methods" and "consistently" are all rational, comforting words that make the rational mind feel safe and secure.)

In sales copy - Tom Antion, a friend who is very successful selling information products online, is famous for saying the following in his seminars, (words which would also work wonderfully as sales copy in a letter or on a Web site):

"Do you know how EXCITING it is to get up in the morning with thousands of dollars waiting for you online? It really helps those Wheaties go down, let me tell you."

(The first part is a fantastic image that many people might find hard to believe could work for them, as much as they'd like it to. The part about Wheaties is simple and concrete - it's something just about anyone could relate to.)

So, to sum up, use EMOTIONAL language to get your prospect intrigued... and follow up with LOGICAL language to seal the deal. It's a time-honored strategy that works whenever it's applied properly. Once you start using it skillfully yourself, you'll find it will work for you... and your sales will be MUCH higher as a result!

### **Part 3 – Testimonials**

Pretend for a moment the copy that you write – or will be writing – is a car. Most of the words you use are like gasoline – maybe premium gasoline, if you do a good job.

Would you like to add some rocket fuel to the copy you write?

That rocket fuel would be testimonials! These two reports will give you some key pointers to using testimonials effectively, to your best advantage.

## 8. Use Testimonials To Ring Up Extra Sales From Your Copy

I'm so passionate about this topic. Most people don't use testimonials in their copy at all – they might as well freeze their own bank accounts!

Other people use the wrong kind of testimonials the wrong way, and that's like throwing a portion of your income in the garbage.

Why do I say that? Because when you use the right kind of testimonials the right way, you can achieve results like these:

- \$300,000 in ebook sales in seven months
- over \$10,000 in ebook sales in 24 HOURS
- reach the top of the ClickBank business best-seller list, and stay there for a year.

How do I know?

In the first two cases, those sales came from Web sites I wrote. In the third case, my testimonial was at the top of the sales letter Web page for the #1 best-selling ebook.

(When people question what I say, I sometimes answer: "I may not know much, but I know what makes a good testimonial!")

I could go on forever about the difference testimonials make, but bandwidth and my writing time and your reading time... hey, let's get to the meat of it:

People read a testimonial and it shores up their doubts – IF the testimonial

- a) addresses their doubts in the first place, and
- b) provides credible reassurance that they don't have anything to worry about on that point.

See, there's a little song playing inside the head of every prospect who looks at your Web page.

It's always the same old song, and it goes something like this:

"I don't believe you, why should I anyway,  
You're full of s\_\_\_, so I guess I just won't pay."

Sounds pretty childish, I know, but trust me – every time you get a page view, that's the song that kicks in.

So the trick is to get testimonials that directly contradict (or neutralize) your prospect's SPECIFIC doubts.

To give you an example, I'm planning a new product called "David Garfinkel's Million Dollar Copywriting Strategies" I will release in the future. It's a complete, compact system to speed up copywriting and get better results more easily.

To practice delivering the the audio portion of this product, I did two mini-teleseminars – each with half the material – for two "inner circle" groups who had paid over \$10,000 apiece to be on the calls. (My phone seminar was an added, unadvertised bonus, but it meshed nicely with the original reason people on the call were in the group.)

I got a number of testimonials – and before I share each of the three I'm going to show you now, I will first show you the specific doubt, or objection, this particular testimonial neutralizes.

Note: These are doubts/objections that I know from experience are likely to come up whenever you sell a product of this kind.)

(PROSPECT'S DOUBT OR OBJECTION #1)

"How new or usable can this information really be? No matter what I've studied, copywriting has always been mysterious and nearly impossible for me to do."

(TESTIMONIAL #1)

"You gave some GREAT information...and really broke it down to easy steps that make the copywriting process a lot simpler in my mind. And when Yanik Silver is saying he picked up things from what you said - you KNOW it's quality information. Thanks for letting us peek inside your mind!"

Chris Zavadowski  
Centreville, VA  
InstantMLMSalesLetters.com

(PROSPECT'S DOUBT OR OBJECTION #2)

"How much information can anyone really give in a teleseminar?"

(TESTIMONIAL #2)

“I think your guest talk today with us was one of the most concise, to the core, exactly what you really need to know, discourses on copywriting I'd ever heard. Thank you. I was personally very impressed. You gave so much information and covered a lot of ground in a very compact amount of time. I will treasure my notes.”

Gregory Brassil

(PROSPECT'S DOUBT OR OBJECTION #3)

“But will it have any effect on my copywriting? I can hardly believe anything I hear in one hour is going to make my writing go any faster or easier.”

(TESTIMONIAL #3)

“I would like to thank you so much for your valuable insight into Copywriting.

“It was an extremely valuable experience and an honor to be talking to one of the world's best copywriters and have you explain in detail, specific to my project, what to do.

“Your relaxed friendly approach meant what you had to say was easy to understand and relate to my project. I have since powered ahead with my sales letter and have found it comes to me a lot easier since listening to your call.”

Steve Quartermaine  
Western Australia

Points to note about these testimonials that will help you use yours to get more sales:

- I spelled out the prospect's unspoken doubts or objections to make very clear how and why the testimonial is valuable. You may or may not want to do that in your actual copy; I don't always do that. Depends on how conversational the flow is. You can figure out a lot of this by **READING YOUR COPY OUT LOUD** after you write it.

- These answers to doubts and objections are a lot more likely to make your prospects believe your claims than anything **YOU** could say yourself in your copy. Here is why: All of these testimonials are based on **USER EXPERIENCE**. How do people make decisions or gain confidence in a decision they are about to make? By comparing it to their own experience, or someone else's.

- When you use testimonials, make sure they are both true and that you have written (which could be emailed) permission to use those exact words. As you may know, we're in a new era in Internet Marketing and you just as well should assume someone from the U.S. Federal Trade Commission is looking over your shoulder. So cross all your T's and dot all your I's, so to speak – that is, do everything legally and by the book.

*Note:* As of this writing, I have not set up online marketing for the product I mentioned in this report. To receive “early bird” offers (and tons of free copywriting information), sign up for David Garfinkel’s World Copywriting Newsletter

(<http://www.world-copywriting-institute.com>).

It’s free, and you’ll be the first to know about CDs, seminars and other valuable products to help you with your business.

## 9. Expert Testimonials Add Extra Credibility To Your Copy

In the last report, we talked about user testimonials – one of the key building blocks of Web sites that rack up the big sales.

To review, user testimonials are quotations you get directly from people who have used, or at least reviewed, your product. You place these testimonials in your Web site along with your sales copy.

These testimonials make your sales increase **DRAMATICALLY**.

Ideally, the people who write these testimonials for you are similar enough to the prospects who are visiting your site, so that prospects will identify strongly with the people who gave you these testimonials.

That's important, because as they read your sales Web site, prospects will say to themselves, "Hey, if someone **JUST LIKE ME** thinks well of this product (or better yet, **GOT GREAT RESULTS** from using this product), then **\*\*\*I'll\*\*\*** probably like it, too."

Do you remember that when I told you about user testimonials in a recent issue, I also promised I would tell you later about another kind of testimonial – the kind you get from experts?

Yes, I did. That's what this issue is about.

So, to begin with, who the heck **ARE** these people, these experts, anyway?

They fall into four categories:

- Celebrities
- Authors
- Established authorities
- Media reviewers and reporters.

Testimonial quotes from experts on your sales page are important, because most people believe most experts know what they're talking about!

For that reason, experts can give your sales copy **EXTRA-HIGH** credibility.

And it makes sense. After all, these people became experts by virtue of their knowledge, accomplishments and experience – all of which led them to the ability to make judgments and recommendations that other people can count on.

To be sure, both kinds of testimonials – user, and expert – are valuable. Each serves a slightly different purpose.

Let me give you a comparison. On the Web site for “eBook Secrets Exposed,” here is a user testimonial:

“Dear Jim and David,

**“It's hard to put into words how much this ebook helped me.**

“I bought it on a Friday night. And spent the whole weekend not just reading it, but devouring it! There was so much awesome content that I literally could not put it down. I remember telling my wife, ‘Let me take the kids to church play practice, so I can sit in the back of the church (alone) and keep reading this book.’

**“You certainly ‘over-delivered’ on this product.** It's worth many, many times its sale price. And because I got so much out of it, I joined your affiliate program and have been promoting it on my website and in my ezine.

“Section 9 (How Can I Use an eBook To Get More Consulting or Coaching Business) was especially applicable to my situation. I'm a Tax Accountant in Fort Wayne, Indiana and recently wrote an ebook about tax-reduction strategies for small business owners and self-employed people. After using the marketing strategies in your book, I'm starting to see great results -- **people are buying my tax ebook and I'm getting new tax clients from all over the country.**

“I used to spend money on advertising to get new tax clients. Since publishing my ebook, I don't have an advertising budget; **my advertising budget is now a profit center!** Imagine that. And your "eBook Secrets Exposed" played a major role in my learning how to do this.”

**Wayne Davies**

Fort Wayne Indiana

[www.YouSaveOnTaxes.com](http://www.YouSaveOnTaxes.com)

Why do I call this a user testimonial and not an expert testimonial? Simple. Wayne is obviously an expert, but his expertise is in helping businesses save on taxes – NOT on publishing and marketing books!

Before he saw our ebook, he was in the same position a lot of our prospects are today.

Compare that to this testimonial from the same sales page:

“As the author and ghostwriter of 10 business books with major publishers, I only wish I'd read *‘eBook Secrets Exposed’* before now. With their no-nonsense, sales-oriented approach, Jim Edwards and David Garfinkel put authors in control of their books and

their destinies. Don't wait for months or years to see your book in print. Don't settle for tiny advances and royalties. Read this book, do what it says, and start making real money."

**Tom Gorman,**  
*Author of Writing the Breakthrough Business Book*

Tom, who was gracious enough to give us that testimonial, is actually a DOUBLE-expert:

- 1) He's written or ghostwritten 10 books, so he has the "been there/done that" experience of a successful author (along with – as he so painfully points out – at least a passing acquaintanceship with the financial insults conventional publishing can bestow upon its authors), and
- 2) He's the author of a book on writing books. So he's an authority by dint of that as well.

His testimonial doesn't tell how well the book worked for him. It says, without using these words, "in my expert opinion, this book can make a big difference for authors who want to try ebooks."

By now you can see the difference between user and expert testimonials. To see more examples of each in this vein, you might want to visit the site for "eBook Secrets Exposed": <http://www.ebooksecretsexposed.com>

Before we wrap up this issue, let me answer a question that's almost certainly on your mind:

Why are experts willing to give testimonials, anyway?

There are three main reasons. The first is self-serving; the second is beneficial both to the expert and the Web site visitor; and the third is entirely for the benefit of the ebook author and the Web site visitor. These reasons are:

1. Testimonials give the expert additional exposure and help him or her build their brand.
2. Experts usually enjoy recommending good products to people in the marketplace.
3. For experts, giving a testimonial is a way of giving back, especially to the next generation of experts. Most people who have accomplished a lot usually got to where they are because other people were willing to stick their necks out for them before their success arrived.

Finally, some advice: Be courteous and make sure you send a quality product the expert will feel comfortable having his or her name associated with. Remember, the expert doesn't owe you anything and has no obligation to endorse your product.

Make it as easy as possible for the expert. They're busy. Tell them what your ebook is about. Appeal to their self-interest. Tell them why it would benefit them, and help them with their identity in the marketplace, to be associated with the promotion of your product.

## **Part 4 – Web Site Sales**

Now let's put what you've learned so far all together. The most profitable way to use copy on the Web, is, of course, a Web site!

Here are two reports to help you kick the Web site's profitability into high gear.

## 10. A Little Trick to Double Your Website Sales

People often ask me, “What’s the one thing I can do (other than increasing website traffic) to double the sales from my website?”

I’m tempted to say there are no magic answers, but that’s not true. There are some. The obvious answer is to improve your headline. But let me give you an even better way.

It’s this: Most sites are trying to sell for the **WRONG REASON!** Fix **THAT**, and you will **MORE** than double your sales!

What do I mean by “selling for the wrong reason?” I mean trying to get your customers to buy for the reasons **YOU** think are important – instead of getting inside their heads and selling them for the reasons **THEY** will actually buy.

Say you were selling a \$49 ebook to doctors on the subject of practice management. You might title it “How to Manage Your Practice More Professionally.” Some bullet points:

- professional tips and techniques you’d pay a consultant hundreds or thousands of dollars to learn
- Why most practices are poorly managed – how to make sure yours isn’t
- Why doctors with well-managed practices are happier and more productive, and have less stress

On the surface, it sounds good. It makes sense.

But there’s a problem. It’s **NOT** killer copy. It doesn’t make **DOLLARS** and **CENTS!** :)

Here’s why. Despite what the doctor “should” think, in reality the doctor really doesn’t give a rat’s tailbone about “practice management.” It’s simply not on the doctor’s mind, day-in, day-out. He or she most likely cares instead about real-life problems out of his or her day-to-day experience.

So, rewrite your copy to focus on those **PROBLEMS**, and the **SOLUTIONS** your ebook will provide.

Now, it might be titled “How to See More Patients, Take Home More Profits, and Have a Staff That Finally Gets Along.”

Bullets:

- Secrets for cutting overhead by 31%

- Stop office bickering. Replace it with harmony and greater staff productivity.
- A neat little secret that cuts patient cancellations and no-shows by 73%.

Guess what. This is still “practice management.” But now, from the CUSTOMER’S point of view. We’re talking about things that bug the doc – and how to fix them. Doing so will lead to a MASSIVE increase in sales.

Here are 3 easy questions to ask yourself to make your copy far more “sales friendly” to your prospects:

1. What POSITIVE CHANGES will a customer go through by using what they learn from my ebook?
2. What is the MOST VALUABLE THING (result) associated with each of those changes?
3. What are the specific details of the NEGATIVE SITUATION my potential customers currently find themselves in – that my ebook can help them change for the better?

Answers to these questions, worked into your title and marketing copy, will make your sales SOAR!

## 11. Web Sales Secrets (How to Make Your Web Site Kick Butt!)

What is the secret to making money selling information online?

It turns out there are three secrets:

1. Have a great product people will want and find valuable once they've downloaded it.
2. Get a lot of quality traffic to your site on a regular basis and in a cost-efficient way.
3. Have a Web site sales letter that closes a lot of business.

Today I'm going to give you three in-depth tips for secret number 3 - Web copy that closes sales. Here are some pointers on how to get your Web site to give you more sales right away:

1. Make sure you have a killer title for your ebook or other info product. The way you'll know it's a killer title is that it describes, concisely and vividly, the END-RESULT your customer wants.

Let's say you've written an ebook about maintaining job security in an insecure economy. Here are some typical titles - the kind people use all the time - that won't work very well:

- The Truth About Job Security
- Don't Fall Prey To An Uncertain Economy
- The Myth of Job Security And How To Beat It
- Job Security: Myth Or Reality?

Those titles will lead - I'm sorry to say - to disappointing sales. That's because they describe what the book's ABOUT, all right, but they don't make the prospect WANT it badly enough -they don't describe the END-RESULTS the prospect is looking for.

Here are two titles get right to the heart of what is on your prospect's mind:

- How to Feel Secure In Your Job (And Really BE Secure, As Well)
- How to Beat the Odds and Keep Your Job, Even During The Toughest Times

See the difference? While these winning titles are hardly sophisticated or subtle - in fact, they're about as subtle as a ton of bricks - they work. That's because they are carefully designed to zap right into the unconscious mind of the reader - the very place where buying decisions are made.

By the way, you may have noticed I'm talking about book titles, and this is an article about writing killer Web copy. Am I off-topic?

No. I mention titles because, while maybe you shouldn't JUDGE a book by its cover, don't even think of trying to SELL a book (especially an ebook) without a killer title! The title of your book will have a profound impact on your Web sales.

2. Have a killer headline for your site.

If your book title is good, you can also use it as the headline for your Web site as well. Both of these...

- How to Feel Secure In Your Job (And Really BE Secure As Well)

- How to Beat the Odds and Keep Your Job, Even During The Toughest Times

... would work fine as headlines.

But, if you want to use a different headline than your book title, that's OK, too. Just make sure your headline follows the same rules as I gave you for book titles - that it provides a promise or vivid description of the END-RESULT your prospect would like.

A couple of examples of headlines that would be good for the Web page selling the job-security book:

- Once You Know These Secrets, You Can Laugh at Rumors of Upcoming Layoffs!

- Some People Let Their Employers Do All The Worrying,  
Because THESE People Know THEY Can Get A Job  
Wherever And Whenever They Want.

How Would YOU Like to Know What THEY Know?

These headlines focus on desirable end-results AND tap deep into emotion that will propel the prospect upward on a path of excitement and into making a purchase.

3. Write an opening sentence that sets the tone, really grabs your prospects, and makes them want to read more.

What you say at first has such a strong impact on how the prospect reads everything else. You would hardly believe how important it is unless you had repeated experience proving it to yourself.

Some friendly advice: just take the leap and believe it. Many people miss this point when they're writing copy. You can't just say (write) any old thing - you have to come up with words that really get your prospect's pulse going faster!

Start by deciding how you want your prospect to feel. The feeling you're going for should be the one that will give you the greatest odds, later on down the line, of closing the sale.

So, if the book is about job security, you do NOT initially want the prospect to feel secure ... you want the prospect to feel the DESIRE to feel secure in his or her job.

Ironically, you would do that by saying or asking something that will create in your prospect a feeling of INsecurity (or a heightened awareness of the insecurity your prospect is already feeling).

Here are some opening sentences that would do that for you:

-You know what it's like when you hear about a big layoff at another company and you think to yourself, "I wonder when it's going to happen to me?"

-How likely is it that you'll have your job a year from now? Suppose you could learn a proven way to instantly increase those odds?

-Some people always seem to have employers chasing after THEM. What's their secret?

Each of these opening sentences builds on the emotion that was stirred up in the headline. And once you tap into the emotions of your prospects, then you know you have their undivided attention - and a MUCH better chance to get their business!

## **Part 5 – Sales Strategies**

I've saved the best for last. These three reports peer deep “under the hood” of successful sales vehicles to show you where so many people go wrong, and how you can avoid their fate.

You may want to set aside some time to think about these three reports after you've read them, and then read them again. It took me many years to learn what I'm sharing with you in the next few pages.

## 12. Good Ideas Vs. Good Results

How do you all but guarantee success in marketing information products?

Most people think it's by having a good idea.

I've got some news for you. They're wrong!

A good idea is a necessary first step. But it's not enough.

I remember a marketing consultant - a brilliant woman, gifted in many ways, but afraid to make mistakes - who would craft beautiful ideas for people and charge them a lot of money.

There was only one problem. Often, her ideas wouldn't work. People didn't get the results she SWORE up and down they "SHOULD" get.

I'm sure you've known bright and talented men and women who have had the same problem. They have great ideas that sound really good, but they never seem to pan out in "real life." Maybe you're even one of them.

If you're lucky, you USED to be one of those people, but you aren't any more.

Here's what I'm getting at. There's the concept (the idea you have) and then, there's the execution (the action that goes with it). Great idea + bad execution = mediocre result.

You need to have excellent execution to get excellent results.

Example: You need to focus on the details - ALL the details - of how your email teaser and sales letter Web page will get READ (execution). Don't focus merely how brilliant your copy is (idea).

Recently a friend sent out an email teaser to a large list and got truly disappointing results. He was really confused, because his writing had demonstrated his knowledge of the subject inside out. His writing was snappy. It really flowed.

In other words, his idea was great. Flawless, in fact - as an idea.

He asked me what went wrong. After I studied it for a while, I found a few problems with the execution:

1) His subject line made his message look very much like spam (bad execution). So even if readers knew it was from him, they would start reading with a bad taste in their mouths.

2) His content was not about the reader and the benefits the reader would get.

His content was all about him, and the impression he had of the product he was promoting, and what he learned from it (bad execution). While he is a skilled and, in fact, an ingenious writer, not focusing exclusively on the READER's self-interest is a recipe for mediocre sales results.

3) His intention was, at the bottom of it, to obtain admiration and respect from the reader - not to obtain sales (bad execution). When you're going for sales, your copy should answer only one underlying question - "How is what I am talking about going to benefit YOU, the reader?"

And so, dear reader, how is all of what you just read going to benefit YOU?

Simple. When you have a promotion that's working, take it apart. Isolate and identify both the good idea, and the good execution. Store that information away, for you will need it to repeat your success.

But... When you have a promotion isn't working... now you have a simple two-step process to analyze and fix it.

First, check out the idea. Is it sound? Is it something your prospect would want? How do you know?

Second, check out the execution. Is there ANY step of the way where prospects could fall out of your sales process?

If so, FIX it.

Your banker will thank you. Your dependents will thank you.

Heck, even the IRS (or whatever the tax collectors in your country call themselves) will thank you... although when it comes to expressing appreciation, they could use a little work on THEIR execution. :)

### 13. The Power of a Good Promise

People come to me all the time asking for help to fix their ailing Web sites – the ones that aren't making any (or nearly enough) sales. Often, I'm too booked to help them.

The other day I wondered if I could come up with one thing to do that would take care of 99% of the problems.

It's dangerous to say that ONE solution will solve every problem, but I did come up with an answer that could turn nearly every loser I've seen into at least a modest winner.

Here's that one thing: Fix the PROMISE you make at the top of your Web site. Make it easier to understand, more believable, and actually, as irresistible as possible. And – I promise you – a big sales increase will follow, just as day follows night.

What is a promise, in this regard? A promise is simply an assertion of what the information product you're selling will DO for your customer.

It can be in the headline, but it doesn't have to. It's strongest when you back it up with a guarantee. The one thing that's absolutely necessary about a promise is it must be explicitly stated, near the top of your copy.

By the way, many Web sites don't even HAVE a promise. Big mistake. If they are trying to sell something, they are probably unaware that they're violating Garfinkel's Sales Copy Law Number One:

No Promise = No Sales

But some have one. Those are the Web sites that stand a chance. However, even most of THOSE sites don't have an easy-to-understand, believable, irresistible promise.

Here's an example of one in the headline at the top of a Web site (that definitely wasn't working):

“MAKE THREE TIMES YOUR MONEY OR I'LL REFUND THE DIFFERENCE!”

That was the promise. Now, tell me: Who in the world is going to believe that?

And even worse... who can even understand that? Because, what does that promise mean? What “difference” are you going to “refund” me? I mean, how can you “refund” me something I didn't pay you for in the first place??

As you can see, that promise has MAJOR problems with believability and logic. Also problems with understandability. I can't even begin to tell you how something like that hurts your sales!

But I'm sure you knew that already.

Well, back to that Web site. After I asked half a dozen questions, I finally found out from the person who owned the site what the REAL promise was:

“My ebook costs \$30. If you don't save at least \$90 with what you learned from it after three months, I'll refund the DIFFERENCE BETWEEN THE AMOUNT YOU DID SAVE and \$90 – up to the full price of the book...”

Uh... I don't know about you, but to me that sounds like a very complicated promise. I needed to get out my calculator to make sense of it. No wonder it wasn't working.

A better promise would have been:

“This ebook will PAY FOR ITSELF THREE TIMES (or more) in three months... or I'll give you your money back – all of it.”

Now THAT'S an easy to understand promise... and a believable guarantee. It's irresistible. How can you lose on a deal like that?

Of course, many people worry about making such a bold guarantee. They wonder, “Will I get ripped off?”

The answer is, “No, you won't – as long as you give people MORE than their money's worth.”

And once you embrace that point of view and do your utmost to live up to it, you find giving a guarantee that strong is not really that big a risk at all.

What you'll find is that when you give people fair value – AND THAT'S THE KEY, THERE HAS TO BE A LOT OF REAL, USABLE VALUE – you'll never have a refund problem. I've seen that to be true over and over again – with all four of my own ebooks, and those of my clients.

Back to promises for a second.

My friend Marlon Sanders – a great speaker, a very funny guy, and one of the most successful Internet entrepreneurs I know – has this promise on his Web site for “The Amazing Formula”:

**“Your products will sell like crazy, or I'll give you TRIPLE YOUR MONEY BACK!”**

Marlon's done pretty well with that, by the way. But it's not just the promise he makes, it's also the product he delivers. Once you look at the product, you'll see how he packs it with incredible value.

Take a look at his Web site for a short master-course in excellent copywriting, brilliant marketing and – if you spring for the product – awesome value creation. To see the site, click here: => <http://www.infomarketingupdate.com/amazingformula.html>

So, to sum up, take a look at the promise you're making on your Web site. If it's not clear, or believable, or very irresistible – that's where you need to start. It will make a world of difference in your sales and profits!

## 14. The Hidden Ingredient In Successful Copy

The big, puzzling question that haunts info-products marketers is almost always the same: Why does SOME copy perform so wonderfully and close so many sales... while OTHER copy leads to few or no sales at all?

The obvious answer isn't always the right one.

For starters, copy needs many things to work: A focus on the prospect's needs and wants, a rhythm that keeps people reading, a good promise to your prospect, solid proof that you can deliver on the promise, a terrific offer to make the prospect want to buy, a reassuring guarantee, and finally, a motivating call to action.

But you can have all those right, as I have, and still miss the mark by a country mile.

On the other hand, you can also have some of those only borderline right and even screw up others entirely, as I have, and create massive sales anyway!

What's the difference?

Come closer. I'm going to whisper it to you. One word.

Enthusiasm.

That's right – enthusiasm!

What really makes copy work, above all else, is when it sounds like a recommendation from good friend or trusted advisor who is NOT being rational.... NOT being reasonable... NOT being prudent... but is RAVING over-the-top about something they really believe in!

Why? Because this is how we talk in real life when we're excited. Like overexcited, raving maniacs! :-)

Now... this is where trust comes in – and it comes in, big time.

If people trust you, and you say, “Hey, listen to me – this ebook is GREAT! You've got to get it before you do anything else.” – then some of them – a lot of them -- will go right ahead and buy it.

BUT... say the same thing when they don't trust you, and they'll immediately think you have ulterior motives.

No sale.

So... you can bring the same level of enthusiasm to a situation, and whether or not they trust you will determine whether or not you have a chance at making a sale.

But just to make sure you understand ... they can trust you with their very lives, and if you don't bring concerted enthusiasm and excitement to what you're saying, it won't matter. You need both trust and enthusiasm to get customers to feel comfortable, and positive about, buying.

Because if they trust you but you come across as laid-back, your readers may BELIEVE you, but they won't be MOTIVATED enough to do something about it. And you won't make the sale.

So... how do you get them to trust you, and how do you convey enthusiasm in your copy?

Trust is earned, not owed to you. That's important to remember. You can develop trust by not only BEING honest and prospects offering free value (like a minicourse), but also by making sure you COME ACROSS as honest – following up on what you promise people, and eliminating seeming contradictions or questionable areas in your copy that may look like you're hiding something or being evasive.

As for enthusiasm, start by remembering how excited you got about something you really believed in. See if you can get that excited when you start to write. Get yourself worked up! Get words down on paper.

Also, listen to yourself when you get excited. How do you talk? Memorize that! Record it on tape or on a digital recorder if necessary. Listen to others. Learn the language of excitement. Become fluent in it.

These are fairly intangible skills, hard to pin down. But, oh, are they valuable. And they are not that hard to learn, once you set your mind to them.

Why are they valuable? Because once you learn to build trust and recommend products with enthusiasm, then you can watch the increasingly large crowds gather at your feet, asking you where to put their cash... and urging you to tell them what to buy next.

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Resources for further study:

To learn copywriting:

1. David Garfinkel's *Killer Copy Tactics*: <http://www.davidgarfinkel.com/kct>
2. David Garfinkel's *Advertising Headlines That Make You Rich*  
<http://www.davidgarfinkel.com/headlines>
3. David Garfinkel's *World Copywriting Newsletter* (free)  
<http://www.world-copywriting-institute.com>

To learn about ebooks:

4. <http://www.ebooksecretsexposed.com>

To learn inside secrets of Web marketing:

5. <http://www.immediatemoney.com>

To learn about creating and marketing your own software:

6. <http://www.infomarketingupdate.com/sse.html>

In-depth instruction on Web marketing, from people earning close to \$1 million a year (each) on the Web:

7. <http://www.infomarketingupdate.com/33vids.html>

Additional information on copywriting:

8. <http://www.infomarketingupdate.com/amazingformula.html>

*Note: Whether or not you have any interest in the products themselves, it will be well worth your while to visit each site and study how it does what it does. Remember... as the Big Guy on TV says... "Success Leaves Clues."*

Best Wishes for Your Continuing Success,

David Garfinkel

<http://www.world-copywriting-institute.com>