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## SPECIAL REPORT:

### **10 Reasons Why Your Sales Copy Doesn't Convert** *(And What You WILL Do Better Next Time Around)*

by Dina Giolitto

You wrote a great information product. It's brilliant! You spent hours... no, *days*... no, *WEEKS* pouring your soul into this masterpiece. You *just know* that your readers would eat this thing up (if they knew about it). And yet... purchases are so few and far between that you're about ready to crawl into the fetal and sleep 'til next season. You worked SO hard. ***What happened?***

#### **1. You wrote a dead line instead of a headline.**

Did you ever notice that sales headlines written by top web marketers feel like an instant caffeine jolt? You could be sitting there in the Slack Jaw Zone for hours, when suddenly Yanik or someone equally impressive sweeps onto the scene... and in nine words or less has you wide-eyed and believing that the answer to your prayers lies at the bottom of his landing page.

Dynamic headlines have 3 major functions:

- a. Wake you up with action verbs that energize and set you in motion
- b. Press your psychological hot buttons
- c. Imply that the emotion you are currently experiencing will be alleviated by the product they're selling

(Notice I said IMPLY. A sales headline should NEVER make promises it can't keep).

Remember this: headlines that power-sell a product are rarely if ever comforting. Just like your old high school crush, the headline's primary function is to play games with your mind and leave you wanting more.

#### **2. The sales page copy blathers on for miles and miles.**

I don't give a hoot which web marketing expert is telling you to write a marathon sales page. The real truth is that nobody reads all that copy. Much like Pinocchio's nose, the longer your sales page grows, the more people are going to assume that your copy tells fibs. Cover your bases, but know when you're taking it too far. Seriously.

When it comes to sales page copy, strong beats long by a landslide. Take the techniques emphasized in point one - **power verbs, emotional triggers, problem-solution scenarios** - and apply them as you develop the written argument for your product's effectiveness. Work on your page in sections, like so:

- a. Start with that power headline, then open with a friendly greeting and introduction. In the copy, immediately address a challenge the reader is experiencing.
- b. Introduce your product - the answer to that challenge. What is this thing? Just tell them, in a simple and straightforward way. Yes, there is a time to be no-nonsense. This is that time.
- c. Deliver the "what's in it for you." Cover five or seven points as to why your product is the hands-down answer. The benefits should be emotional; the supporting details, concrete.
- d. Be your own best case study. Cite examples where you yourself used the product (information) to a positive end. List the mistakes you once made, that others can now avoid thanks to this knowledge you plan to share with them.
- e. Add a few testimonials. You don't have to include every testimonial anyone ever wrote. Save some for later! Trim and "shape" the testimonials to be reader-friendly and reflect true benefits.
- f. Close with a final irresistible offer - and seal the deal with links to an order page that features secure payment processing.

### **3. There IS no sales page!**

What? *You don't have a sales page?* No wonder you aren't selling... your product is fighting with the rest of your web copy for attention... and losing the battle. You MUST have a sales page. It's the **one place** that your customer can visit, without distraction, to learn exactly why your product will cure what ails them. Your sales page functions as the supporting argument for that slay-'em headline you wrote in point one.

Many people are frightened of/turned off by the sales page and don't want to write one. To all who feel this way: the sales page is yours to create and develop as you so desire, and that's a GOOD thing. You don't have to be tacky, smarmy OR over the top. Just be YOU; and pitch the product intelligently!

Without the sales page, you have nothing to link to and no "home" for your product. Remember, your mission is to drive traffic to the product page, where there is nothing to deter your readers from buying. Direct traffic via links from your blog, your ezine and the articles you distribute on the web.

#### **4. You fell asleep before you covered the intangible benefits.**

Ever write about something for so long that your brain becomes numb to it? If you start to feel like you're sleepwalking to the tune of your own product sales pitch, it's time to step back and let a fresh brain take over. Whether you're tired of writing or just plain tired, your customers are going to sense that and fall into the deep sleep along with you. Drowsy prospects do not buy - EVER.

Writing an entire information product (20+ pages) takes a whale of an effort. Nobody expects you to pull that off AND write the persuasive sales copy. So, farm it out. Your customer needs to know what intangible benefits (i.e. peace of mind, security, happiness, carefree living) will accompany the acquisition of your product. Listing these benefits does a number on the psyche far better than the best technical overview on the planet could ever hope for. Tap the power of emotional benefits and you're on your way to mass sales conversions.

#### **5. You're telling it to the wall, when you should be looking straight into the eyes (and heart) of your customer.**

Know thy customer. Who is this person? Is he young? Old? Inspired? Jaded? Bewildered? Imagine his mindset, his secret thoughts and dreams, how he'll react to your sales letter as he reads it, and what notion drove him to start reading in the first place. Is your customer really "you" in a past life? Go back to the person you were, and remember what your doubts, fears and expectations were before you evolved with your business and the creation of your product. What would it take to sell this product to YOURSELF? Practice talking to "old you" in a heart-to-heart conversation.

The most powerful copy springs from psychological projection-- jumping from your mind into that of your customer and then back again. Can you do that? Can you make someone *feel*, on cue? Can you paint word pictures that trigger emotional reactions that drive a strong desire for your product? Can you package those emotions in a sound, logical argument that builds a solid case for what you sell?

#### **6. Delivery (and timing) is everything.**

You wrote the copy and you said all the right things. You're hitting the climax of the movie... trouble is, your customer is out noshing at the refreshment stand. Effective marketing requires that you generate a buzz and a gradual buildup for what you have, and time it to perfection like a well-cooked steak.

Pay attention to the web's most beloved marketers. Notice that they start talking up their newest products long before they actually hit the shelf. This is active, artful and very purposeful behavior, and it's displayed in all the traditional marketing vehicles such as ezines, blogs, articles, press releases and networks. These guys know how to work it so that all eyes are on them when they hit the crescendo. The end result is always a tidal wave of traffic, fixed attention on that sales page, and cash sales that roll in one after the other. Miss the mark, time it too early or too late, and you may as well gift-wrap those warm prospects for the next guy who comes along.

### **7. You still need to roll the bandwagon past their window.**

Take your readers on a trip into your world, through your own eyes. Show them all the happy faces of folks who signed up for your stuff; the magnificent turnout, the gratitude and love for all who participated. I know that it sounds so devious, but it's not deception; it's marketing. Fans respond to the "bandwagon effect" in your copy.

Nobody wants to feel like they're on the outside, peeking in the window as the excitement unfolds. Yet, in sharing with them, that's exactly what happens. If they learn that "everybody's doing it," they'll want to do it as well. I'm not telling you to make up lies, but I am telling you to really blow out the positive reactions and results that came about thanks to this promotion or product you sold. Do it in your sales copy.

### **8. Too many distractions.**

Stay on-target with your sales letter. Potential distractions that can flush the sale down the drain include: live links to other people's websites. Live links to your own website. Too much information about you that has nothing to do with this product. Competing products on the same page. Links to FREE downloads (get those OFF there, pronto!). Confusing copy and navigation. Dead links.

Once you've punctuated your argument for this fantastic thing you're selling, take the reader by the hand and guide him swiftly through the order process. There should be nothing on this page that can potentially break the spell of his concentration or hinder the progress of the purchase. The greatest copy in the world won't convert the sale if your reader is wandering off to read about some other enticing offer. Get rid of the clutter and chaos!

## **9. You're too busy having a conversation with your own ego to hear what your customers are asking for.**

Even though you might feel like you gave birth after creating this information product, your customer does not share this emotion with you. They only want to know how this item will enhance their life or better their current situation. List the product benefits, but remember that if you start bragging like an overly proud parent about this feature and that feature, your words will fall on deaf eyes and closed pocketbooks.

Another valid point: the smaller you mince up the product benefits, the less effective each one will be. Instead of writing a 50-point "power list" of reasons to buy, write a five-bullet, emotionally-driven argument with detailed paragraphs to back up each major point. Each bullet should contain a good chunk of text that develops your persuasive premise.

## **10. You're marketing to the WRONG AUDIENCE.**

Sometimes it's not a matter of what you said in your sales letter copy. It's about who you're talking to. Some folks will try to unload a \$2,000 marketing kit on newbie marketers operating on a shoestring budget. Sorry, but it's not going to happen, no matter how stellar this product is, because you're way out of the budget comfort zone. The solution: change the price of what you're selling, or shift the focus to a higher-paying market. But that's a story for another article, another sales letter, and another advertising campaign altogether.

Okay. We know what we did wrong, and this time around we're going to fix all those little flubs and strive for a sales page that blows your competition off the map. Now that you're juiced for sales letter writing, are you going to put pen to paper and write some kick-butt copy that works as a sales-driving machine?

I'm rooting for you here. Let's do this!

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