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ULTIMATE SALES WRITING



eBook

How to Master Persuasive Sales Writing Techniques

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**Learn the secrets to writing sales copy
that engages prospects and motivates
them to take action.**

How to Master Persuasive Sales Writing Techniques

There's really no getting around it.

There's the kind of writing you did to please your English teacher and there's the kind of writing you do to motivate prospects to buy your products and books. And they're two completely different things.

Many marketing professionals and small business owners have competent writing skills, but they don't know the secret techniques for writing compelling sales letters, headlines, print ads, video scripts, e-blasts, web site landing pages and social media.

Does this challenge sound familiar to you?

Not only does good sales copy have to be compelling, it also needs to grab prospects and motivate them to take action. Meeting this demand can be intimidating, especially if writing promotional copy isn't your area of expertise.

In addition, clever headlines, clichés, zippy one-liners and old school hype and fluff doesn't sell products anymore. What does work is authentic, engaging sales copy that's backed by sound communication strategies.

Fortunately, writing persuasive sales copy for your products, services and books is about to become much easier for you. That's because I have a series of techniques that will help you get the attention of your prospects and inspire them to buy.

Five Basic Tips To Get You Started

Before I get into the specific building blocks of strong sales writing, I want to first provide you with five "overview" tips that can be applied to all your marketing materials.

1. Break A Few Writing Rules – Really, It's Ok

When you're writing to generate sales, it's perfectly fine to break some age-old rules. Here are a few tips that go against the grain, but liven up your copy.

Use sentence fragments. They keep your sentences short and give center stage to specific selling points. Using sentence fragments also can create a sense of dramatic rhythm for your copy.

Example:

Zach's Cold Medicine does it all. Relieves coughs. Reduces aches. And it eliminates the stuffy feeling that comes with colds. No wonder four out of five doctors recommend it. Zach's Cold Medicine. Why trust your cold to anything else?

End sentences with prepositions. Although it's not considered proper by many to end sentences with prepositions, doing can make your copy more conversational.

Examples:

Instead of: *There are risks and complications of which patients should be aware.*

Write: *There are risks and complications patients should be aware of.*

Instead of: *He's the kind of mechanic with whom it's easy to have a talk.*

Write: *He's the kind of mechanic that's easy to talk with.*

Start sentences with conjunctions. Beginning a sentence with *and*, *or*, *but*, *for*, or *so* is perfectly fine in sales writing. To keep your sentences short and concise, put periods where you would typically put commas.

Example:

WoodRidge widgets have the highest available spin rates. And no other manufacturer can say this.

So for greater precision and more control, why choose any other widget?

Remember, if writing copy that sells means breaking a few rules you learned in school, don't lose sleep over it. HOWEVER, don't overdo it. There's a fine line between breaking rules and writing copy that one would expect from an amateur. Always know where that line is and never cross it.

2. Pick The Voice That's Right For You

One of the biggest mistakes I see in sales writing is copy that is not written in the right conversational style. It's either too stiff and formal or too overblown with hype.

All of your sales copy should have a common and consistent conversational tone throughout your marketing campaign. Don't think of your writing as words on paper, think of them as your campaign's voice and personality.

Depending on your audience and strategic objectives, your campaign should have a voice that emanates authority, intelligence, confidence, wit, know-how, compassion, wisdom or insight. After you choose the appropriate voice, write all your campaign materials in this conversational style.

The easiest way to choose your voice is to think of the tone and style you'd use to make your sales pitch in person.

3. Use Simple Words and Short Sentences

The quickest way to kill good sales copy is to use long-winded sentences that are loaded with punctuation and four-syllable words.

Using short sentences gives each of your thoughts its own individual stage, and it makes it easy for busy prospects to read your copy quickly. Using simple words, with respect to necessary industry jargon, also makes it much easier for prospects to read and digest your sales copy.

Example:

The SimpleTouch™ speech button represents an innovative step forward in HME technology. Why? Because it makes stoma occlusion simple.

Users need only press it with minimal force and it closes to produce voice. The feeling is definite. Release the SimpleTouch button and it instantly returns to its open position.

4. Make Your Copy Fast and Easy To Read

Marketing copy that's intended to sell should be written in a concise style and be formatted so it looks inviting to the eye. Given these parameters, here is a simple three-step formula that can help you make your copy fast and easy for prospects to read.

Formula:

- Break your copy up with subheads that tout product benefits.
- Limit your descriptive paragraphs to three or four lines and then start another paragraph.
- Use sharp, action-oriented bullet points to highlight product benefits and create open white space in your copy.

Example:

The WaterRich Excel System

Facilitates More Effective Water Therapy Treatments

Meet specific patient needs with a progressive system that offers a single solution for your various aqua therapies. The WaterRich Excel System gives you the flexibility needed to expand your possibilities for advanced water therapy programs.

Our industry-leading Water-K software enables you to create protocols that match individual patient requirements.

- *Provides easy-to-handle and effective therapy management.*
- *Delivers precise, specific treatments for patients of all ages.*
- *Enables the safe monitoring and treatment of children.*

In addition, the WaterRich Excel System includes a highly-intuitive user interface and ergonomic handling for greater ease of use. Its well-balanced components make therapies easier to perform, which enhances patient safety.

5. *Write Believable Copy*

It's natural to want to add a little sizzle and hype to your writing, especially when you truly believe in the product you're writing about. But when attempting to be persuasive with your sales copy, don't make the mistake of going too far. Always assume your audience is intelligent and skeptical.

Make sure every word you write really means something. If you write fluff for the sake of fluff your audience will see right through it.

To be convincing, your copy has to be believable. If your copy is filled with needless puffery, it will come across as dishonest, which will hurt your product's credibility. And once you've planted a seed of distrust in your audience, they'll never trust you again.

The Building Blocks of Persuasive Sales Writing

Start With A Strategic Headline

The easiest way to improve any collateral marketing piece is to create a better headline. The two goals of every headline are to engage your prospects and compel them to read your body copy. Here are three tips that will help you accomplish this.

#1 Remember that great headlines can be very simple

Many people waste a lot of time trying to come up with headlines that are witty, zippy or clever when something straightforward and simple may be the better choice. Consider these three examples:

How to increase office productivity and reduce healthcare costs.

Five steps to cutting healthcare costs by 30%.

Want to lower your company's healthcare costs by 30%?

Clever, witty or zippy? Hardly. But, if these three headlines were directed at human resource directors they would arouse interest, get their attention and most likely motivate them to read the copy beneath them.

#2 State or imply a promise in your headline

Take another look at the three previous headline examples. Each of them states or implies a customer benefit. And it's strongly implied that how to achieve the benefit being promised will be revealed in the body copy below the headline.

Make or imply a promise in your headlines and you have a much greater chance of drawing readers into your body copy. However, be truthful with your headlines and don't imply promises you can't keep.

#3 Use "Three Secrets To" headlines

This is a simple headline technique that can be very effective. Begin your headline with the words *Three Secrets To...* and then state or imply a promise that you will follow up on in your body copy.

Here are a few examples:

Three Secrets To Generating More Sales Leads
Three Secrets To Increasing Your Web Site Traffic
Three Secrets to Realizing Your True Life Purpose

Using this technique also creates a basic 1-2-3 structure for the copy that will be written beneath your headline. And yes, you can change the number three to any number that is appropriate for your promotion.

Show Your Prospects You Feel Their Pain

A common mistake when writing sales copy is to begin immediately by touting your product's features and benefits. A better course of action is to start by showing you have an understanding of your prospects' challenges.

This approach makes your copy more about your prospects and less about you. It also gives you the credibility to then position your product as a solution to the challenge.

Example:

You're not asking for much. You just want to shorten your selling cycle, increase sales, and gain greater competitive share. And you'd prefer a solution that's customized to meet your needs while serving as a profitable revenue stream.

The answer is a flexible leasing program from Jones Equipment Finance. And I can tailor one to specifically benefit you, your dealer, and your customers.

Focus On Benefits – Not Just Features

Focusing strictly on product features is a common mistake many writers make when creating sales copy. Instead, your primary focus should be on communicating product benefits. Benefits are the “yeah, so-what's-in-it-for-me” aspect of a product or service and it's what your prospects care about the most.

When you write about your product's features, be sure to immediately follow up with the benefit that corresponds with that feature. I'll demonstrate how to do this using copy from a previous example.

Example:

The WaterRich Excel System

Its open system (feature) allows you to implement any protocol required for prescribed treatments (benefit). Our industry-leading Water-K software (feature) enables you to create protocols that match individual patient requirements (benefit).

In addition, the WaterRich Excel System includes a highly-intuitive user interface and ergonomic handling (features) for greater ease of use (benefit). Its well-balanced components (feature) make therapies easier to perform (benefit) which enhances patient safety (benefit).

Use “Action” Bullet Points

I touched on bullet points a bit earlier, but I want focus on them again with another example. After you’ve positioned your product as a solution to your prospects’ challenge, a great way to communicate your product benefits is through a sharp, concise set of bullet points that begin with dynamic action words.

Example.

Through our social media programs Jimstone Marketing can:

- *Develop leading-edge marketing messages for your business.*
- *Build your brand reputation with prospects.*
- *Drive more customers into your facility.*
- *Fuel your bottom line and grow your enterprise.*

Offer Proof Through Belief Builders

After you have showed empathy for the challenges your prospects face, positioned your product as the solution to these challenges, and effectively communicated your product benefits, it’s time to offer a little proof to back up your marketing claims.

So, whenever possible, include as many “belief builders” as you can into your sales copy. Belief builders are pieces of proof that support your primary marketing claims.

A list of basic belief builders include:

- Charts and graphs
- Published statistics
- Testimonials from respected third-party experts
- Positive reviews (a must for books)
- Case study quotations

Create Limited-Time Special Offers – And Throw In Some Free Stuff

Nearly every successful piece of sales writing is built around a special offer. The most effective special offers are those that have built-in time limits.

The reasoning here is simple. Setting a time limit on your offer motivates prospects to act sooner, rather than later.

Examples:

*Order by April 1, 2014, and receive a 20% discount off our standard price. Plus, we’ll also send you a **free** tip sheet about how to increase your leads by 15% or more.*

*Place your order by May 10, 2014, and we’ll also send you a **free** special report.*

When including a time limit with your special offer, always be sure to include the year with your date, as in these examples. This prevents any problems that can come up when someone picks up your sales piece a few months after your offer has expired.

Also, including a free special report or a free tip sheet with your limited-time offer will further motivate prospects to act.

Reverse The Risk

Limited-time discounts, special offers and free giveaways are great—but they are not always enough to motivate your prospects to take action.

One more thing you can do to persuade them is to reverse the risk on your special offer. An easy way to do this is to offer prospects a 30-day trial or a guarantee of some kind.

Example:

If you're not completely satisfied, simply return your information product within 30 days of purchase and receive a full refund. No questions asked. So what have you got to lose?

Reversing the risk essentially means your prospects have nothing to lose because they can always get their money back. This takes the risk off of them and puts it on you, which can further motivate customers to act.

Make A Strong Call To Action

Always tell prospects the next definite step you want them to take in the buying process. This is very easy to do with call-to-action lines.

Never be passive when writing call-to-action lines. Always be confident, straightforward and direct as in these examples.

Examples:

*To Receive Your Free Consultation Call Us Today At (800) 555-XXXX
Don't Pass Up This Special Low Price Offer – Order Now!
Take Advantage of Our 30-day Free Trial. You Have Nothing To Risk!
Learn More By Calling Us Right Now At (800) 555-XXXX*

Again, be very confident with your call-to-action lines as in these examples. Never start your call-to-action line with the words, *If you are interested*. This is too passive! Instead, be bold and assume your prospects are interested and tell them exactly what to do next.

Five Easy Ways To Fine Tune Your Persuasive Sales Writing

Now that you know the basics and the essential building blocks of persuasive copywriting, let me share with you five inside secrets that can really fine tune your sales writing.

1. Don't Be Afraid To Use The Fear Factor

People worry a lot. They fear being left behind, not being up to date and they fear not having the latest tools they need to compete. Take advantage of this.

Read and listen to successful marketing campaigns and you'll find them peppered with phrases like, "Can you really afford to know less than your competitor?" "Don't you want the best for your child?" "Don't wait until it's too late to start planning for retirement."

Although subtle, fear is utilized in almost every winning campaign. You can inject fear into your campaign simply by suggesting to prospects the consequences they may face if they don't buy your product.

Example:

Today, more and more people are demanding to interact with you online. And your prospects are the life blood of your enterprise. So can you really afford to ignore the lead-generation power of today's social media platforms?

2. Let Your Prospects In On A Secret

We all want to be in the know and we all want to feel like "insiders." Your prospects are no different. A great way to grab readers immediately is by letting them in on a secret. This could be:

- Test results from a soon-to-be-published study.
- Advanced news of an upcoming product release.
- Testimonials from a soon-to-be-released case study.
- Excerpts from an upcoming book.

Basically, it can be anything that makes your prospects think they're about to become "an insider" if they read on.

3. Create Value Demonstrations

This is a technique you can use to put the price of your product in perspective. Your goal with a value demonstration is simple: You want to clearly explain to prospects how your product pays for itself.

Example:

Our DVD, "How to Generate Twice As Many Business Leads in Half The Time" is loaded with hundreds of essential lead-generating secrets. At only \$24.95, you're probably paying less than a dime for every tip that could fuel the growth of your business for years to come.

4. Ask Compelling Questions

Asking good questions is an excellent way to get your prospects thinking, and a great way to focus a reader's attention on your competitive advantages.

Example:

With the Quantum LQR, you can have aspiration speeds that are 20% faster than other devices on the market. So why are you still using yesterday's technology?

This is a good question because it focuses on Quantum's competitive advantage, and it implies that users who don't upgrade to the Quantum device will fall behind the technology curve. Software and cell phone companies use this technique continuously.

A good question can also arouse curiosity and drive readers further into your sales copy. This can be a great technique when writing headlines.

Examples:

*Would you like to double your sales leads in less than three weeks?
We have exclusive behind-the-scenes information. Interested?*

Now, this point is very important. If you ask compelling questions, you need to provide prospects with equally compelling answers.

If a strong question is followed by teaser material or hype and fluff—you're going to really turn off your prospects. So be smart with this technique.

5. Stress Emotional Benefits

Most products have emotional benefits that are often overlooked. For example, intraocular lenses used in cataract surgery may help restore the vision of elderly people suffering from cataracts. The lens may also be highly biocompatible with the eye, promoting quicker recovery times following surgery.

But don't forget the emotional benefits of such a product. Restoring elderly people's vision gives them hope, makes them feel young, and allows them to experience the joy of watching their grandchildren play. It may also make them feel more vibrant and alive.

Have you written a good book? A few of the emotional benefits I just described could also be applied to a good romance novel, or an information product about how to turn your true passion into a thriving business.

In short, when writing your sales copy always put a premium on how your products make people feel.

Giving your sales copy an emotional hook can also serve as a bridge that guides prospects into your sales pitch about your product's tangible benefits.

There you have it. A long list of persuasive sales writing techniques that can help you motivate your prospects to reach for their wallets and buy your products.

Remember, getting prospects to take action isn't about being zippy, witty or clever. It's all about using proven sales writing techniques that are backed by sound strategies.

Now that you've learned these inside persuasive sales writing secrets, why not put them to work for you today?

About Casey Demchak

*My passion is delivering value to your business
and helping you skyrocket your success!*

Here's a hard truth about creating marketing copy that I shared in the opening of this ebook, but it's worth repeating.

*"There's writing to please your English teacher and then there's writing to sell products
and services—and they're two completely different things."*

This simple fact is the driving strategy behind my copywriting services and my ***Ultimate Sales Writing*** program.

I am completely dedicated to writing copy and helping you learn the inside secrets to creating sales and marketing materials that:

- Build your brand image
- Generate leads
- Persuade prospects
- Power your bottom line
- Propel your personal success

When I talk about sales writing I don't mean the old school "hype and fluff" techniques that everybody is tired of. Because let's face it, nobody wants to be "sold" to anymore.

I utilize and teach strategies that are relevant in today's highly-competitive markets where prospects DEMAND to interact with you in an honest, straightforward two-way dialogue.

In addition to writing your sales copy, I can coach and teach you everything I know in a style that is fun, inspiring, and easy to understand and put into action!

Whenever I have some exciting new sales writing insights to share, you can get them first if you're signed up for my weekly updates.

So make sure you get access today at **CaseyDemchak.com**. It's **FREE!**

Casey Demchak - Professional Background

Casey is an author, speaker and recognized expert at writing highly-effective marketing copy for authors/speakers/coaches and a wide range of industry-leading companies. In addition to his *Ultimate Sales Writing* e-books, he is author of the book, *Essential Sales Writing Secrets*.

Casey also wrote a chapter on persuasive sales writing that is featured in the book, *Advice From The Top: The Expert Guide To B2B Marketing*. In addition, he hosted the VoiceAmerica™ Business Internet radio talk show, *Essential Marketing Secrets*.

Casey's been quoted in *Inside Direct Mail* for his expertise in building corporate newsletter programs; and samples of his work are featured in Steve Slaunwhite's course workbook, *Secrets of Writing for the Business-to-Business Market*.

Casey is also quoted in the book, *The Wealthy Freelancer*, written by Steve Slaunwhite, Pete Savage and Ed Gandia.

To learn more contact Casey today at **Casey@CaseyDemchak.com**; or pick up the phone and call him to schedule a **FREE** 15-minute consultation at **303.697.4793**.