



# **Fundamentals of Copywriting**



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# Introduction

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

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

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



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

Thankfully, good copywriting practices are learnable skills.



## Chapter 1: Foundation

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

Back in the day, the best “copywriters” were the businesspersons who knew how to sell anything to anybody. Their most powerful weapon was the pen (or tongue).

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

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



## Chapter 2: Basics of Copywriting

Copywriting is used in many places throughout your online business funnel. Examples of commonly used places include:

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

Remember, the ultimate goal of copywriting is to get your readers to perform your most desired outcome, i.e., make a purchase or sign up on your mailing list. Therefore, it's very important that you determine your desired result before you embark on your copywriting crusade. Clarity is power. It's important to know what you are after so that when you write, your audience will go in the desired direction.

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

### **Keep it casual**

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

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



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

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



## Chapter 3: Headline Essentials

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

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

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

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

"IMAGINE WHAT THIS WOULD LOOK LIKE IF THIS WAS ON THE TOP OF YOUR WEBPAGE!!!"

It looks like someone screaming at you. Who would like that? Also, full caps looks spammy. Nobody — especially Google — would like that.

Also, headlines should use eye-catching words which instantly excite the emotions. Have you ever seen magazines at a newsstand? The headlines are usually catchy and excite curiosity and emotions by using words connecting with topics like sex, money and drama.

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



## Chapter 4: USP vs. ESP

We talked a lot about emotions in the previous chapter. In earlier times, many businesses used something called “Unique Selling Points” or “Unique Selling Propositions” to differentiate themselves from their competitors and rake in more sales.

While those points are still very important, in the online world we have something additional called “Emotional Selling Point,” which is the ability to tap into the emotions of your readers so that you can spur them to carry out your most desired action.

Here’s an example of an emotional selling point:

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

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

Emotional selling points also deal a lot with powerful emotion-stimulating words. For example, in the “make money online” niche you would use words or phrases like “time and financial freedom,” “free from the shackles of 9-5,” or “quit the rat race.”

These are emotional terms related to the niche that people can easily relate to and connect with. In short, if you wish to use ESPs effectively to market your business, ask yourself these two questions:





**1) What niche am I in?**

**2) What kind of words/stories/situations can people in my niche identify with?**

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



## Chapter 5: Call To Action

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

### Action

Different components of your business would usually require different desired outcomes, such as:

- Blog – Comments
- Facebook page – Likes
- Landing page – Opt-ins
- Emails – Click-throughs
- Sales pages – Purchases

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

Once you have determined the desired results, your call to action must be worded or shaped to facilitate that kind of action.

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

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



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

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

Adding a scarcity factor or time sensitivity to your calls to action often results in high conversions, so don’t forget to include them in whatever you do!

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



## Chapter 6: Handling Objections

Handling objections is an integral skill of good sales copywriting.

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

Here are a couple of commonly used techniques for handling objections:

### **1) Testimonials**

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

### **2) FAQs**

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

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

Post scripts (P.S.) have been used extensively in sales letters to boost conversions. Before clicking the “Add to cart” button people will usually have a final line of defense which prevents them from making



the purchase. If you have a couple of post scripts ready, you can give them that final nudge to make the purchase.

#### **4) Good reasons to buy**

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

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



## Chapter 7: Copywriting Mistakes To Avoid

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

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

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

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

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

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

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

Let’s face it, if your pitch sounds too formal, you’ll come off sounding like a sales robot. For goodness’ sake, throw in the human factor and use a casual tone. No one likes the hard sell. If you can connect with your readers with a more informal tone, they can identify with you and you’ll be more likely to make that sale.



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

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

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



## Chapter 8: Conclusion

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

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

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

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