
FRONT COVER:

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Foreword

Have you heard of the term: “Copywriting”? Wikipedia defined 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 to 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 copy writing practices is a learnable skill.

The Copywriter’s Handbook

Everything You Need To Know About Selling Effectively On The
Internet

Chapter 1:

Introduction

Synopsis

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



Intro

This whole copywriting thing came later on. Back in the day, the best “copywriters” were the great businesspersons of the olden days who knew how to sell anything to anybody. While people possessed powerful weapons, their most powerful weapon was their 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 sincerity of voice 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.

In the next few chapters, I’m going to reveal to you these secrets.

Chapter 2:

Basics of Copywriting

Synopsis

Copywriting is used in many places throughout your online business funnel. Here are some examples of common used places:



The Basics

- 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. E.g. making a purchase or signing up into your mailing list.

Therefore, it's very important that you determine what your desired result is before you embark on your copywriting crusade. Clarity is power so it's important to know what you are after so that when you write, things will go the direction you want it to go.

Okay, let's look at some basics. Bearing in mind that we want our readers to perform our most desired result, we also 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 and not like a blatant salesman. The latter will cause people to dislike you can treat you as spam.

The next thing you must know is that some rules are pretty illogical. But 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 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 a good copy – **headlines**.



Chapter 3:

Headline Essentials

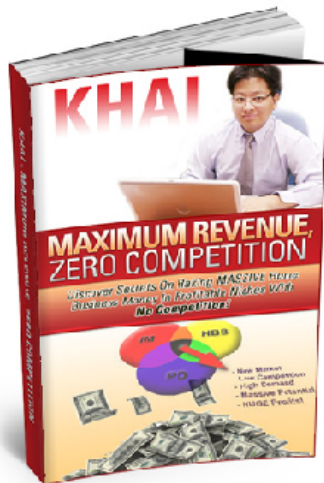
Synopsis

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 5 seconds to make an impact on your readers before they move on, so make it count.



Here's an example of a good headline:

**"Home Business Expert *Labeled An Insane FREAK*
For Giving Away His Jealously Guarded '6 Figure
Blueprint' Manuscript (Worth \$97)... FREE OF CHARGE!"**



Contains Sizzling Information On Making Maximum Revenue From Home Businesses & MLM Industries With Virtually ZERO Competition!



Your Name:
Primary E-Mail:

YES! I Want My Free Download!

To get your free download I can send the link to you. Your details will be strictly protected and safe. I will never be sold or shared.

WARNING: This Massive 100 Page Manuscript Contains Rock Solid Information On To Monetizing Your Home Business. Limited Copies Normally Sold For \$97 - Download NOW Before It Is Taken Off!

The headline has to 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 red fonts to grab the reader's attention. The black words in the header are to break the monotony of the headline. It's 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 it 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 and nobody nor Google would like that.

Also, headlines has to use eye-catching words which can **instantly excite** the emotions. Have you ever seen magazines at a newsstand? The headlines usually sound catchy and uses words which excite curiosity and emotions 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?



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