

**THE 'RUBBER NECK'
EFFECT:**

**HOW TO WRITE SUPERB
SALES COPY BY 'SWIPING'
FROM THE PROFESSIONALS**

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Introduction

A professional looking web site is a very important part of developing a profitable internet business. However, your sales copy is just as important and each will play a major role in your success.

What to bear in mind

The key to writing effective sales copy is simply learning how to write persuasive words specifically written for your targeted potential customer. To do this you need to:

- get into the mind set of your customers
- feel your customers needs
- write your copy with passion
- write your copy with excitement
- write your copy with benefits
- tell your customers exactly what's in it for them
- evoke specific emotion and stress your product's benefits.

Remember the AIDA formula

There are four key elements that you need to address when writing your sales copy. You should, therefore, always use the following 'AIDA' formula:

A - Attention - Use a powerful headline that demands attention

I - Interest - Intrigue interest and create curiosity

D - Detail - Provide details about your product or service

A - Action - Call for action

The KEY Elements of a Quality Sales Letter

1. Sales Copy Basics

When you begin writing your copy, your text should be written in a black, legible font with a light background. Avoid using fancy fonts or backgrounds that will make your text difficult to read. Write in small blocks of text with a space between each block. There is nothing that will make your visitor click away faster than a sea of black text - so make sure you use plenty of white space.

2. The Five Basic Human Motivators

Before writing your headline, you must first learn a little bit about the basic human motivators. According to psychologist Abraham Maslow, human behaviour is always the result of one or more of five basic needs. He listed these needs in a sequence that he refers to as "the hierarchy of human needs."

He believes that until a less important need is met there won't be any desire to pursue a more important need. Below are the five human motivators, beginning with the basic needs and continuing to the most important needs.

Physiological - Basic human needs include hunger, thirst, shelter, clothing and sex.

Safety (Security) - Human need for physical, emotional and financial security.

Social (Affiliation) - Human need for love, affection, companionship and acceptance.

Esteem (Self Esteem) - Human need for achievement, recognition, attention and respect.

Self-actualization - Human need to reach their full potential.

When you are aware of the basic human needs, you can incorporate these needs into your writing. A great headline will appeal to your potential customers' emotions. You must feel their needs, wants and desires and write your headlines with passion and emotion.

3. Headline – the ‘Rubber Neck’ Effect

The first and most important part of your sales copy is the headline. Think of this as being like a short advert for the content of your sales copy. Therefore, like any advert it needs to hook in the reader from the very first word.

I call this the rubber neck effect – i.e. picture a cartoon character travelling along in a car. He suddenly sees something of interest, he turns his head, the car keeps moving, and in true cartoon style his ‘rubber neck’ stretches whilst his head stays fixated on the object of interest (your headline!).

If your headline doesn't instantly capture your targeted potential customers' attention, and arouse a specific emotion, the rest of your sales copy will be useless. In order to write an effective headline, you must learn how to use specific words to achieve a specific reaction.

4. The Introduction

Just as your headline is a very important part of your sales copy, the first paragraph is just as important. Studies have shown that if your headline attracts your potential customers' attention, and you can maintain their attention through the first paragraph, chances are they'll read the rest of your copy.

The first paragraph should clearly define the benefits that will be outlined within your sales copy -- identify a problem and promote your product or service as the solution.

5. Sub-headings

Sub-headings are basically just smaller headlines used to break up your text blocks. They also provide your readers with important highlights of your paragraphs.

Use plenty of sub-headings throughout your copy, as not all of your visitors will read your copy word for word. They'll simply scan it and only read what catches their attention the most.

6. Remove the Risk

You must provide your potential customers with a solid, no risk, money back guarantee. In addition, provide a limited time free trial or download that will completely remove their risk. This will build your potential customers' confidence in you and put their mind at ease.

7. Call for Action

Once your potential customer has read your sales copy, you must direct them to your order page by asking for the order.

8. Use a P.S.

When your visitor scans your sales message, chances are they'll read your headline, sub headlines and your PostScript message. Place your most important benefits within your P.S. message.

9. Provide Testimonials

Testimonials provide a great way to reassure your visitors. Blend your testimonials in with your sales message. Avoid making your visitors have to click to another page to view your testimonials -- chances are, they won't. By blending your testimonials in with your sales message, you can ensure they will be read.

The Easiest and Quickest Method for writing Quality Sales Copy

1. Identify what sales copy works in your niche

An easy way of doing this is by going to www.clickbank.com and searching the 'marketplace' for products in your niche. Look for products that have high 'gravity' and high conversion rates. This means a lot of people are buying the product when they land at a particular web site. Visit those web sites by clicking on the link at clickbank and have a good look at their sales page.

2. 'Swiping' – the quickest way to obtain effective proven sales copy

This is the most important part of the process. What you need to do is visit related sites and copy any relevant sections and paste them into a word or text 'swipe' file.

Let's take computers as an example of a product you want to write sales copy for. Find ten websites selling computer related products. Then copy and paste:

- any headlines that contain parts that would suit your product promotion
- any relevant sub-headings
- any relevant chunks of generic body text
- any sections of body text that could be modified slightly by inserting your product details to make it relevant
- any guarantee information
- any call to action information
- any P.S. information at the bottom

Also take note of where testimonials and proof of earnings shots have been used. Obviously you can't swipe them but bear in mind if you think they look

good and relevant for your product the chances are your customers will do too.

3. The Sales Copy 'Shuffle'

All you need to do now that you have gathered together lots of top quality sales copy in various section swipe files, is pick out the best bits, tweak them where necessary and link them so it reads effortlessly. I call this the 'shuffle'. You can work on each section – headline, body text, call to action, etc, and then integrate them all at the end, or, you can work on all sections together if you prefer. The key to good sales copy is for it to flow and be an easy read for your readers.

This is the bit I enjoy most as it allows you to inject a little of your own creativity and I know that when you're finished you will be proud and somewhat surprised of the masterpiece you've created. Remember it's the expert sales copy writers that will have done all the work for you by writing the original copy that you swiped.

You're just going to be copying, stealing, swiping, robbing, whatever profanity you care to choose, their copy, which is one hundred per cent legal. You'll save yourself hundreds of dollars and hours of time using this clever trick. Seriously, this will not take you long and it will be top notch sales copy!

4. TOP TIP: The "So What" Strategy

A great way to write and improve your sales copy and come up with new benefits is to use the "so what" strategy. After each sentence, say to yourself, "so what" and then elaborate.

Let's use the computers example again...

ABC computers are lightning fast

...so what?

They can process information faster than any other computer on the market.

...so what?

Your programs will instantly load on command

...so what?

saving you hours of valuable time and frustration over the life of your computer

Remember...benefits sell NOT features.

5. Long Copy verses Short Copy

It is a proven fact that long sales copy out-sells short sales copy. However, some visitors do prefer a short sales letter. You can provide your visitors with both. For those who prefer a short sales letter, provide opportunities to click through to your order page prior to ending your sales letter.

Try to keep your sales letter all on one page. Your visitors would much rather have to scroll through your letter than click through and load another page. With each additional click, you'll lose a percentage of your potential customers.

Your words should seamlessly flow together from your headline through to your order page. Every word, sentence and headline should have one specific purpose -- to lead your potential customer to your order page. The simple, well-designed web sites with killer sales copy make the sales.

Remember don't expect your first attempt to be perfect. It won't be. But if you have all these principles in mind and adopt the 'swiping' technique combined with the 'rubber neck' effect you'll quickly be able to create sales copy that is eye catching, creative and converts like crazy!

Good luck and enjoy your new found talent.