

Sales Seduction Arsenal's

59 Point Copywriting Checklist For Copywriters Who Gets Results

Legal Stuff

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Many people ask me what's involved and how to become a copywriter.

I tell them this . . .

When you want to **discover copywriting** you must start with **basic copywriting tips for beginners** and increase your knowledge from there otherwise you will have no chance to **become a copywriter** who can churn out compelling sale copy which sells.

The **best way to become a copywriter** and the only way . . . is to become a keen student of and get proven **copywriting tips** cemented into your brain.

When you do this and decide to never stop studying . . . you will **learn copywriting** the right way. There really is no other way.

Here's my 59 Point Copywriting Checklist

Basic Copywriting Tips For Beginners No. 1

Know your customer. Know whom you are writing to. Do this before you put pen to paper.

Basic Copywriting Tips For Beginners No. 2

You're writing to just one person. You are writing your copy as if you are talking face to face with your prospect. Anticipating his questions and answering his objections.

Basic Copywriting Tips For Beginners No. 3

Your headline is your single most important element. It has been said that 80% of your prospects don't read any further than your headline.

Which means, you only get one in five visitors to read your whole copy.

Doesn't it therefore make sense that you should spend 80% of your time making sure that you have your best possible headline.

Basic Copywriting Tips For Beginners No. 4

Your P.S. is the second most read part of your sales copy.

Doesn't it therefore make sense that you should spend some time making sure that your P.S. rams home benefits.

Basic Copywriting Tips For Beginners No. 5

Remember the Y word. Following on from Basic Copywriting Tips For Beginners no.2 above, use the word YOU as often as possible.

Basic Copywriting Tips For Beginners No. 6

Makes sure your copy flows. Your copy should read seamlessly. Each paragraph should connect with the one previous. If your copy is too “stochato” it will show, and sound awful. This is where a friend or second person can read it for you and comment.

Basic Copywriting Tips For Beginners No. 7

Make it easy for your prospect. Don't assume that your prospect knows everything. Sometimes you need to spell it out for him.

Basic Copywriting Tips For Beginners No 8:

Keep your copy in the same voice throughout. Maintain a consistent tone to your copy. Your prospect needs to connect with you as a real person. Don't confuse him – or he will not order.

Basic Copywriting Tips For Beginners No. 9

Make it easy to read. Simple words. Simple sentences. Simple paragraphs. Don't try to impress with fancy words – you won't. Write your copy as if a 12 year-old could read it.

Using one word, two word, three word paragraphs is not uncommon in good copywriting.

At first sight, it makes your copy “look” easy to read. Which is what you want.

Basic Copywriting Tips For Beginners No. 10

Keep the typefaces simple. Use only one typeface (Arial or courier new are best). But if you want your headline to be different then maybe use a Times New Roman font for that. But don't get drawn into fancy fonts in your copy. Just don't do it.

Basic Copywriting Tips For Beginners No. 11

Keep the color scheme simple. Same thing with colors. Keep it simple. Red for headline. Dark blue for sub-heads. Black, of course, for text. Yellow for

highlighting. Process blue for links and signature. NO other colors are necessary for your copy.

Basic Copywriting Tips For Beginners No 12:

Write as much as you have to, to get your message across. Generally, longer copy works best. Eight pages is better than four pages. Sixteen pages is better than eight pages. Thirty-Two pages is better than sixteen pages – and so on. But your copy should never be boring. Only write what you need to write to get your “story” across.

Basic Copywriting Tips For Beginners No. 13

Remember to use more verbs than adjectives. You are not writing for the Nobel prize. You are not Stephen King or any other novelist. You are writing to persuade. Therefore, you have write short, punchy, “as-you-speak” kind of language. Refer to our list of clichés and verbs (Appendices A and E). Get yourself a copy of American Slang by Robert Chapman.

Basic Copywriting Tips For Beginners No. 14

Your first sentence is crucial. It must capture your prospect immediately.

Basic Copywriting Tips For Beginners No. 15

Your final sentence is equally crucial. It must compel your prospect to act.

Basic Copywriting Tips For Beginners No. 16

Keep it all conversational. Write as if your are talking to your prospect across the table.

Basic Copywriting Tips For Beginners No. 17

Miss this and regret it forever should be one of your major emotional buttons. Zoom in on your prospect’s fear of missing a great opportunity.

Basic Copywriting Tips For Beginners No. 18

Rarely use the word “that’s.” It doesn’t describe anything. You need nothing but benefits and specifics.

Basic Copywriting Tips For Beginners No. 19

You need to tell your prospect EXACTLY what to do. Never assume that your prospect knows what to do. Tell him exactly what he has to do at every step of the way. By using simple commands such as: “click here for free instant access”

Basic Copywriting Tips For Beginners No. 20

Play on your guarantee. Your guarantee will often be the last line of resistance to getting a positive outcome. So therefore stress it.

Basic Copywriting Tips For Beginners No. 21

Ensure your order process simple. Make your order complex and you will lose your prospective customer.

Basic Copywriting Tips For Beginners No. 22

Sprinkle Testimonials throughout your copy. Rather than bundle all of your testimonials in one long Johnson box, try to weave them into your copy. Break them up, preferably placing them in relevant parts of your copy. When you get to the stage you have loads of testimonials – add a testimonial page and link it to your sales letter. Remember, have a back link so your prospects can get back to your sales copy.

Basic Copywriting Tips For Beginners No. 23

Write with authority. Your prospect needs to know that your copy has been written by an “expert.” So write as though you are.

Basic Copywriting Tips For Beginners No. 24

Create urgency. Get your prospect feel that he has to take immediate action. Give a reason why he has to respond right away.

Basic Copywriting Tips For Beginners No. 25

Answer objections. Anticipate your prospects questions and answer them in your copy. Write as if you are face to face with your prospect and he has questioned you about one of your points.

Basic Copywriting Tips For Beginners No. 26

Shower your prospects with benefits, benefits, and more benefits. Hook your prospect with your main benefit and then keep jabbing at him with more benefits.

Basic Copywriting Tips For Beginners No. 27

Use bullets to ram home benefits. Bullets under your headline work well. Bullets when describing your product work well. Bullets in your P.S. work well. And bullets in your opt-in box work well.

Every bullet must have a benefit.

Basic Copywriting Tips For Beginners No. 28

Save a good benefit as a closer. In your close, introducing another big benefit is a good technique.

Basic Copywriting Tips For Beginners No. 29

Restate your main benefit. Your main benefit will be in your headline, but there's no harm in repeating this in your body copy. And no harm in repeating it several times.

Basic Copywriting Tips For Beginners No. 30

Let your prospect know why he should buy from you. Remind your prospect just why he should trust you and make a purchase.

Basic Copywriting Tips For Beginners No. 31

Never try to be cutesy or funny. What you might think is cute or funny, most of your prospects won't. Play safe. Don't do it.

Basic Copywriting Tips For Beginners No. 32

One paragraph should lead seamlessly into the next one. You can do this with copy transitions. See Appendix E.

Basic Copywriting Tips For Beginners No. 33

Don't get carried away with your own ego. You are writing for your prospect, not for yourself.

Basic Copywriting Tips For Beginners No. 34

Give proof for everything you claim. When you make a claim or a promise, you equally have to prove it. And prove it to the satisfaction of your prospect.

Basic Copywriting Tips For Beginners No. 35

Drop capital the first letter of your first sentence. This has the effect of drawing your prospect's eye to the beginning of your copy.

Basic Copywriting Tips For Beginners No. 36

Always add a signature. Your copy must be signed. This needs to be by the person who was introduced just above the salutation. Signatures should always be in process blue.

Basic Copywriting Tips For Beginners No. 37

Pay attention to the five “W’s” Tell your prospect who your are. Tell your prospect what you’ll do for him. Tell your prospect where to send his response. Tell your prospect when to respond. Tell your prospect why he will benefit.

Basic Copywriting Tips For Beginners No. 38

Read through your letter and check what you’ve written is honest. Telling the truth is one of the emotional hot buttons. Add into your copy a “damaging admission” – if there’s a slight flaw in your product, tell them about it.

Basic Copywriting Tips For Beginners No. 39

The use of contractions can be used for more emphasis. Instead of “do not” write “don’t” and instead of “I am” write “I’m.”

Basic Copywriting Tips For Beginners No. 40

Reduce your price. In your offer start with a higher price and give a discount. When using this technique, always give a reason why you have discounted.

Basic Copywriting Tips For Beginners No. 41

Have you included a Fear of loss into your copy.

Basic Copywriting Tips For Beginners No. 42

You must have a tremendous offer. Your offer is the most important thing about your copy. Probably as important as your headline. A lousy offer will get you no sales. And, construct your offer before you do anything else.

Basic Copywriting Tips For Beginners No. 43

Can skimmers understand your copy? If your prospects only read the headlines, sub-heads and P.S.s can they understand what you have on offer? Make your sub-heads meaningful.

Basic Copywriting Tips For Beginners No. 44

Using numerals (not written out numbers) in your headline can improve your response. Have you done that?

Basic Copywriting Tips For Beginners No. 45

Benefits come first, features second. People buy on emotion (benefits) and then rationalise the purchase with logic.

Basic Copywriting Tips For Beginners No. 46

Everything needs to be believable. Your copy has to be believable. Do not make far-fetched claims. If your copy is believable, there is more chance of it getting read. This is all part of becoming a copywriter

Basic Copywriting Tips For Beginners No. 47

Use specific salutations. Not Dear Sir, but Dear Dog Lover, Dear Investor, etc. Dear friend is still th most successful salutation to use.

Basic Copywriting Tips For Beginners No. 48

Your headline needs to be as long as it needs to be. If you feel your headline is too un-wieldly, add a sub-head.

Basic Copywriting Tips For Beginners No. 49

Add value to your offer by the addition of bonuses. And every bonus must have value. Generally, if you can't sell it as a stand-alone item, why would you want it as a bonus?

Basic Copywriting Tips For Beginners No. 50

Use the emotional "hot" buttons fear of loss, greed, scarcity, specificity, curiosity, the truth, stories, reason why, answering objections, vanity, desire to belong, fear of future regret.

Basic Copywriting Tips For Beginners No. 51

Refer to your "Anatomy of a Sales Letter" template when writing all pieces of copy.

Basic Copywriting Tips For Beginners No. 52

Don't forget to do your research. Un-earth those hard-to-find gems by going that extra mile. Anyone can become a copywriter - a good one or a crap one. It's your choice!

Basic Copywriting Tips For Beginners No. 53

Your opening should provide your prospect with a promise, a picture in his mind. And your body copy should then give the proof that you can deliver, and evidence of your credibility.

Basic Copywriting Tips For Beginners No. 54

Words sell. Graphics, photos, pictures, don't sell, sure they can help . . . however . . . It's the words you use which sell.

Basic Copywriting Tips For Beginners No. 55

Your prospect has a problem or a desire. Have you provided a solution to his situation?

Basic Copywriting Tips For Beginners No. 56

Your false close should change the "pace" of your copy.

Basic Copywriting Tips For Beginners No. 57

Before you begin, map out your copy. Some go as far as mind-mapping sales copy to give them a road map of what to write about.

Basic Copywriting Tips For Beginners No. 58

Avoid negatives. Try to be positive throughout.

Basic Copywriting Tips For Beginners No. 59

Summarize. At the end of your copy, summarize your offer, sometimes this can catch prospect's who have missed a key point when reading your copy.