

Double Your Response With 5 Copywriting Secrets

Ever wonder how you can seriously double your marketing response? Trying to find ways to make your sales and profits skyrocket? Mike Pavlish, founder of Profit Boosters Copywriting, shows us how.

#1. Forget What You've Always Done

If you want a response breakthrough, you must forget about what you've always done, and what everybody else in your industry does. That's tunnel vision. You need to look at your copywriting with a fresh set of eyes and a wide-open mind. The fact is, if you keep doing what you've always done, you'll keep getting the same results. Remember, the 8-word battle cry of a dying company is, "that's the way we've always done it." Be different...be bold...be original. You must use your imagination if you want a breakthrough.

#2. Start With Your Prospects' Wants

Most marketing falls short for one reason – it focuses on the product or service. The inevitable result of this line of thinking is a list of features that may or may not be of interest to anyone but you. Start, instead, with the benefits your customer wants. This requires research, interviews, brainstorming and multi-industry experience to look at what you're selling through the eyes of your potential customer. But this is only one way to develop the best customer benefits that make sales and profits skyrocket!

#3. Promise To Give Your Prospect Exactly What He Wants Most

Great copywriting is great salesmanship in print. The best sales people find out what the prospect wants most then promise to deliver on it. Write as if you are the prospect. What benefit does your reader want most from this product? What end result? What hidden benefit? Once you determine the most important benefits, start with them and keep stressing them throughout the copy, and prove them with facts, a guarantee and a no risk offer.

#4. Double Or Triple Your Response With Great Offer

Your offer includes how you present and combine your product, product name, price, terms, payment options, ordering information, bonuses, and guarantee. The right offer can double, even triple your response, so it pays to put a lot of thought into this...and continually test.

#5. Write A "Dynamite Headline To Get More Response

Legendary copywriter John Caples saw an ad increase by 19 ½ times simply with a different headline and no copy changes. Your headline must feature the benefits your customer wants most in a specific, easily digestible, believable way. Try to use the magic words of guaranteed, new, secret, fast, easy and free. It also helps to include your strong offer in the headline. For example, if you know your customer's main desire is to save time, and your product will do that for them, tell them boldly and specifically like this: "You Will Save 6 Hours Every Week...Or You Won't Pay A Dime!"