

# "27 Surefire Copywriting Tactics - That **SELLS**"



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## Introduction

Copywriting is an art and always been a subject that fascinates me. I did some copywriting before, and I've to say that I really love it. Without a good sales copy, even the best product in the world or galaxy for that matter, won't sell.

It is not that difficult to come out with a good copy. It just takes a **LOT** of practice, constant testing and tweaking.

One of the best ways to learn copywriting is just to observe the sales copy of the best marketers out there.

I read many sales copies, and I've to say that I learned quite a lot just by scanning through them.

I've done all the dirty work and compiled a list. I've scanned through some of the best copies and compiled a list of 27 surefire tactics master copywriters employ to produce a great, engaging, gripping and persuasive sales copy that grabs you intensely by the arm!

Sit back and enjoy. Brace yourself for a ride through the makings of a brilliant sales copy.

Hope you like this FREE report.

Observe → Learn → Model → Take Action → Rinse & Repeat = Success!

To Your Success,

*Jag Foo*

Jag Foo

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## 27 Surefire Tactics Dissected One By One

### 1. Compelling Headlines

A good sales copy always starts off with a great powerful engaging headline. That sets the tone right for the reader and makes him sit up in his seat a bit to take notice. With the interest gained, it is half the battle won.

A good headline can be a question or just a short quick summary of the whole product, or both.

Here is an example of a great starting headline:

"What if you can increase your profit by up to 500% in just 30 days, and radically revolutionize the way your business operates just by implementing 7 dummy-proof strategies? This step by step report shows you how."

Can you see that I use very specific statistics like "increase profit by 500%", in "30 days" and "7 dummy-proof strategies" in the headline?

### 2. Clever Use Of Colors, Font size, And Positioning

Notice that the headline is in red? It grabs the attention from the very start. It makes a visual impact due to the contrast to the follow-up black text.

It signals an intention to tell you, the potential buyer, that something big is brewing.

The headline also stands out because of the bigger font and centralized positioning. It gives a powerful inkling to the readers of what is to come and expect next.

### 3. Highlighting For Emphasis

You want to put an important point across with added impact? **Highlight it!** Get the **picture?**

Clever marketers often use highlighting to add color and life to the message they want to bring out.

The trick is in the limiting of the use of highlighting. Overdoing it will dilute the impact.

#### **4. Speaking From The Would-Be Buyer's Perspective**

Let's face it. The buyer cares only about himself. What is in for him if he is to fork out the money to buy the product? It's about the buyer, buyer, buyer and how it can benefit him. He wants to know how the product can solve his problems.

So if he has an erectile dysfunction, the product better jolly well make him a real beast of a man again!

In short, the sales copy must spell out all the solutions to the problems.

#### **5. Benefits In Bullet Points**

A point by point or bullet presentation of benefits and solutions gives the buyer an easy grasp of what he is in for if he is to make a purchase.

Generally, the longer the list, the better. The perceived value gets higher.

#### **6. Creating Components/Modules**

Anyway, with components or modules in the package, it presents an image of the product as being comprehensive, all rounded and complete.

In addition, with the various parts broken down and tabulated, it makes it easier for the buyer to go through and digest the various information, features and benefits.

## 7. Pushing The Emotional Hot Buttons

Human are an emotional lot. Always have been, always will be. **Fear, greed and hope** dominate our feelings and thoughts. Investor's psychology is important in investing and trading, so is consumer's psychology in sales.

A good sales copy brings out these emotions in the would-be buyers, which they can identify with. They will go, "Yeah yeah. That sounds familiar! I can relate to this."

Take for example, the fear factor. A product may play on a buyer's fear that he will stand to LOSE out a hell lot and may even be damaging to himself, if he did not purchase the product. It is the survival of the fittest.

Nobody wants to be disadvantaged. The fear factor can dramatically incline the buyer towards making the purchase.

So are greed and hope. Everyone wants to make money, or gain more of something. Everyone's hoping for more. If the product can give it to them, it will be great.

Another trick a good sales copy employs is to bring out and invoke the **past pains and sufferings** of the would-be buyers, and then offer a cure to it. There is nothing more compelling and convincing than a shining light of a helping hand that will take you out of your abyss of darkness.

## 8. Credible Proof

Would-be buyers would like to see that there is some credibility behind the seller and that he is able to deliver on what he claims he can give.

For example, presenting a before and after picture of a man who lost an incredible amount of weight will give some degree of credence to a weight loss programme or pill.

A motivational speaker seeking to sell his course will appear even more believable if there are perhaps newspaper cuttings and photos of events he has organized in the past.

For a product that teaches one how to generate extra income, be it directly or indirectly, screenshots of earnings are a big credibility booster. This is especially so if the actual name of the seller is clearly shown.

It shows that the seller is actually making good money, by employing the tactics he is selling. He is walking the talk.

He puts the money where his mouth is. It might be fake, but still, it creates a compelling notion to the would-be buyer that he could be the next one making that obscene amount of money!

## [9. Testimonials](#)

Not just testimonials from any Tom, Dick and Harry, but from those who are the big names in the particular field. It gives an image of authority to the seller which is good. It shows that the seller is trustworthy, and as I have mentioned a few times already, credible.

Also, there are many times where testimonials just contain a name and nothing else. Heck, we don't even know if these people are real or from outer space? I won't want to buy a product that is endorsed by an alien.

Credible testimonials will always have a real photo, name, website address (if there is) and job title (when relevant) present.

## [10. Personal Stories Of Triumph](#)



Everyone loves a **winner**. If the seller can convey his own personal experience of how he has achieved success through his own methods that he is selling, it will be good.

If he sets out to display that this feat can be easily modeled and emulated, it will be great.

If he comes out with a story of overcoming the odds, from being an underdog to winner, from chump to champ, from loser to the stud who brings home the prom queen, we got a winner on our hands.

Good sales copy usually presents strong engaging stories that do not come across as too egoistic. These stories are

normally crafted in a way that are believable and not come across as excessive.

After all the sales copy is all about the buyer, buyer, buyer, and not the seller as mentioned in point 4. The buyer will only care mostly about what is in for him and not so much about how great the seller is.

## [11. Value-Added Bonuses](#)

Bonuses are great in increasing the perceived value of the product. Not just any substandard bonuses but quality ones that complement the main product. Generally, the more bonuses there are, the more valuable and attractive the selling product package becomes.

Usually the bonuses will be tabulated in a detailed manner, with the price beside it to emphasize the great perceived value.

However a copywriter will always be careful to not overdo the giving out of bonuses. After all, too many bonuses (say more than 12) might confuse the buyer, and also dilute the value of the main focal selling product.

Would-be buyers too will get suspicious and think that, perhaps, there are so many bonuses given out to cover the inadequacies of the main product.

## [12. Comparing The Perceived Value vs. Actual price](#)

Many compelling sales copies use this to great effect. They bring out the perceived value of each component in the products, tally them and contrast it with the final selling price, which is usually much lower.

This creates an illusion that the product is **one hell of a bargain**, and that the would-be buyers are actually getting much more value than what they are paying for.

Let me ask you which is more attractive to you, a 50 dollars product with a perceived value of 10,000 dollars or a similar product that costs only 25 dollars but has no actual perceived value to show? I'll grab the former in an instance.

### [13. Compelling Price](#)



The final selling price is important. If the niche the sales copy is targeting is aimed at the teens crowd, do you think the would-be buyers will pay top dollars for it?

If you are selling a report that teaches one how to cook different recipes, do you think people will want to buy it if you priced it at say, 97 bucks?

The price has to be reasonable and irresistible at the same time, and more importantly, fitting of the niche the product is aimed towards.

Let me give you two examples of successful products that are priced at opposite ends of the selling scale.

John Reese's traffic secrets cost a whopping US\$997 but it was a massive success, generating 1 million dollars in sales over an extremely long period of 1 day! That will take some beating to emulate.

It sold out like wildfire partially because he created and built up some anticipation for the product, but also largely in part, due to the immense value the traffic generating ideas the product will bring to the would-be buyers, who are banking on using the traffic ideas to in turn generate more sales for themselves.

It was a worthy investment many were willing to take as they feel that the potential returns will far outweigh the initial cost.

On the other end of the scale, Jonathan Ledger, the man behind the [7 dollar](#) craze, has a wonderful product that is available at a price the same as a Macdonald meal. Many see the great value in the product and the best thing is that it doesn't cost a bomb!

### [14. Risk Reversal](#)

Do you notice virtually every great sales copy comes with a risk-free 50 or 60 days money back guarantee? This is important to the buyer, as they are more inclined to buy a product which they can refund easily if they aren't satisfied with the quality of the product.

In fact, the longer the risk-free money back duration, the less likely the would-be buyers are to refund.

Why?

Simply because they can take their own sweet time to evaluate the product. When the would-be buyers are less pressurized, they are also less likely to find fault with the product.

In fact, with long risk-free tryout duration, most would-be buyers will simply just forget about the refund aspect.

In addition, it allows the buyer to differentiate from the rest who are offering a period of say, only 30 days of money back guarantee.

### 15. Clever Manipulation Of Prices

Nope I'm not talking about manipulation of stock price.

Do you notice that great sales copy always like to tease the mind of the would-be buyers?

They will go something like:

"With all the value present in this product and bonuses, it is easily worth \$999.

How much are we selling?

Not \$777

.

.

Not \$555

.

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Not \$277

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.

Not even \$77 dollars which already represent a FANTASTIC DIRT CHEAP bargain!

The product is going at **\$27!**"

How clever - playing around with prices to again create an illusion of a fantastic impossible-to-resist offer.

Strikethroughs are commonly used tactics too.

Example:

The product is selling at not ~~\$777~~, ~~\$555~~, ~~\$277~~, ~~\$77~~ but **\$27!** A bit tacky but it works!

### [16. Utilizing P.S and P.P.S](#)

P.S and P.P.S are used at the end when signing off.

It is a good quick way to reiterate and remind the readers of the great value of the products and also to squeeze in some last minute pitching, as well as to tell them that they will be missing out on a great offer if they don't buy.

You may think that this tactic is more long-winded than your affable grandma, but again, it works!

### [17. Giving Out A FREE Teaser Report](#)



Would-be buyers love this. It creates a win-win situation for both them and the sellers alike.

The buyer can have a preview of the product and can better understand what he is getting himself into, while the seller can pre-sell and warm the buyer up, putting him into the 'buy' mode.

It also goes some way in credentializing the seller.

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Such teaser reports will usually require the would-be prospect to opt in to a list, thus it will be a fantastic way for the seller to follow up, pre-sell, and of course cross-sell and up-sell further down the road.

Did I also mention that it helps to build up anticipation? Yeah, make the would-be buyers feel itchy – itchy to buy that is.

### **18. E-Cover Of The Product**

This is especially crucial for digital products which are not physical in nature. An image of a product looks more tangible to the buyer. It has been proven without a doubt that an e-cover that accompanies a product will have a higher sales conversion as compared to one that doesn't have.

Look at this e-cover for [XsitePro](#), a website builder for Internet Marketer.



Looks much more appealing than a simple text introduction, isn't it? After all, a picture speaks a thousand words.

### **19. Managing Expectations**

Honestly there will always be some buggers who will expect more than what they are paying for. So right from the start, a great sales copy will state first that who should buy and who shouldn't.

Sales might decrease, but you can be pretty sure that those who buy will be less likely to issue a refund. The key is to get hold of quality targeted would-be buyers.

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### **21. Adding A Table Of Content**

Adding a table of content allows the would-be buyer to take a sneak peek of information that is presented in the product.

If the content is worthy and interesting, the would-be buyer will take the bait.

Revealing what is inside also shows that the seller has reasonable confidence of the information he is going to give, and at the same time, the would-be buyer feels assured that he will be paying for information he really is seeking.

### **22. Hinting A Possible Price Increase After A Certain Date**

This is a great way to induce urgency. Some would-be buyers just love to sit on the fence to consider this and that, and in the end, may not even buy at all.

By introducing a deadline, it will 'force' the would-be buyer to make a decision.

If all the benefits are presented clearly and succinctly (with other good sales copy tactics like those highlighted here in place), the would-be buyer will be much more inclined to buy the product.

### **23. Hinting A Possible Taking Down Of Offer After A Certain Date**

This is similar to the above point. Let the would-be buyer know that there is a possibility that the 'to-die-for' offer will be taken down after some time, and urge them to act quickly in order not to miss this terrific bargain.

### **24. Justifying The Price Of The Product**

A good sales copy will justify the price if it is too high or if it is too low. We talked about having a compelling price in point 13, but we also need to specifically spell out why would-be buyers should grab the product even at the price it is selling for.

Just look at Jonathan Leger's [7 dollars secrets](#) product for example again (I just love this product!) This product is going at 7 dollars, and the sales copy stated why it is going at such a cheap price of 7 dollars.

This is important as people would want to know if this product would still be of any good when it is going at such a low price.

Putting in a "Why we are selling at 7 dollars?" segment goes some way in reassuring the would-be buyers that the pricing is worked out to give them the best possible "value".

This is likewise for an extremely costly product like John Reese's Traffic Secrets. This is not a product for the average Joe (or the faint-hearted for that matter) on the street.

A compelling and persuasive justification of the price will get the sale, regardless of how expensive it is, so long as it can convince the would-be buyer of the **VALUE**.

## [25. Avoiding The Urge To Over-Hype](#)

There is no bigger turn-off than over-hyping one's product. If your product is great, then state so, but not in an arrogant and exaggerated manner. It may come off as a snake-oil type of product, and worse still, appear scam-like!

Hyping up a product is fine actually, but do not overdo it. The key is to do it in moderation. Some of the best sales letter promote their products to their hilt and still are able to present it in an honest, sincere and not in a thrust-it-down-your-throat manner at the same time.

For one thing, I have a big hatred against over-hyped sales copy that doesn't deliver like it said it would. Great products will **ALWAYS** live up to the stuffs promised in the sales letter.

## [26. Emotional Triggering Words And Phrases](#)

Great sales copies are very clever in using words that pull the emotional and psychological triggers in would-be buyers that put them in the 'mode' to buy.

Here are a list of **power words and phrases**:

*"Amazing, Little-Known Secrets, Amazing Secrets, Insider-secrets, Breakthroughs, FREE, Advice To, How To, Fantastic, Money, Alluring, Attractive, Beautiful, Confidential, Daring, Dynamite, EASY, Simple, Quick, Surefire, Dazzling, Absolute Bargain, Explosive, Mind-Blowing, Powerful, Profitable, Electrifying, Incredible, Wonderful, Magical, Excellent, Value-added, BONUS, Exciting, Revolutionary, Guaranteed, Amazing, Never Be The Same Again, Fascinating, Remarkable, Sensational, Sizzling, Reliable, Potent, Tried and Tested, Instant, Cash, Success, HOT, Proven, Shocking, Essential, Vital, Ultimate, Uncovered, Smart, Wealthy, Rich, Discover, Exposed, Unlocked, Unleashed, Breaking News, Irresistible, Exclusive, New, Discount, Absolute, Domination, Important, New, Dummy proof, Foolproof, Testimonial, Revealed, Explained, Special, Automatically, Autopilot, Weapon, Stunning, Tactic, Step-by-step, Truth, Hassle-Free, Impact, Simple and Effective, Proven Techniques, Risk-FREE."*

## [27. Providing Good Customer Support](#)

My last point, but no doubt, one of the most important aspects of a great sales copy.

Would-be buyers want support for anything they aren't clear about when analyzing or using the product. Give them what they want and need to know. Including an email or phone contact, or a help desk, go a long way in helping to clarify doubts and these can also be a great credibility booster as well.



If you provide great support, you might even get a potential loyal customer who will buy more products from you in future for life. In 2 words - **SUPPORT MATTERS!**

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### **[FREE Resources On Copywriting](#)**

1. <http://www.thegaryhalbertletter.com/> - Gary Halbert's Newsletters
2. <http://www.copyblogger.com/> - Copywriting tips for Online Marketing Success
3. <http://free-copywriting-tips.blogspot.com/> - Free tips for successful copywriting
4. <http://www.copywritersboard.com/> - Copywriting forum
5. <http://www.copywritersblog.com> – Copywriters Blog, Tips and Tricks

If you have the time, see also:

### **[Free Downloads](#)**

1. <http://emoneymarketing.com/free-downloads/>

Hope you have enjoyed and learnt something useful from “27 Copywriting Tactics – That Sells” report. As you can see, the Internet is actually loaded with free resources for you to learn, without having you to spend a single dime.

Sometimes the best things in life are indeed free!

Have a great day!

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