

A man with short brown hair, a beard, and black-rimmed glasses is sitting at a wooden desk, looking down at a silver laptop. He is wearing a light grey button-down shirt. The desk is cluttered with various items: an open notebook with a blue pen, a smartphone, a white mug, a calculator, a pen holder with pens, a pair of glasses, and several sheets of paper. The background is a wooden wall covered in more papers, a clock, and other office supplies. The overall scene is a busy, creative workspace.

PERSUASIVE COPYWRITING SECRETS

HOW TO WRITE PROFITABLE ADS AND SALES LETTERS

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Chapter One: INTRODUCTION TO COPYWRITING

Copywriting has always been portrayed as a daunting task to be undertaken by the “*experts*”. However, I strongly believe that anyone can master the art of being a great copywriter as long as they have the passion and drive.

I am confident that after reading this report, you’ll have a clearer understanding about copywriting and will be able to master the techniques of writing powerful copy that not only captivates the reader, but motivates them to take action.

With the above said, are you ready to dive into writing your first copy? Not so fast, let’s first go over the basics.

Hiring copywriters to write copy for your business has been the norm for many years, but let’s analyze the job of the copywriter. Their job is usually to write the words or copy for an advertisement. This can be in the form of a television commercial, print ad in a magazine or newspaper, or advertisements displayed on the internet.

Before a copywriter can write a single word, they must know the goal you are trying to achieve. Are you selling a product or a service that requires the user to purchase immediately, or is the advertisement for branding purposes only?

What’s the reason why I’m mentioning this? It is because no one knows more about your goal than you. That’s exactly my point with regards to you being able to write your own compelling copy.

Usually the copywriter expects you to at least provide a sample of the product or give an outline of your goals, expectations, along with your desired results. You have to provide as much information as possible so they can take that information and transform it into an appealing advertisement.

By providing this information, you’ve actually taken the first step to being a copywriter. That’s the research aspect. A good copywriter will always need to do the needed research on your product or service, or receive a guideline from you. If you can provide the copywriter with this guideline, then you’ve already been through step number one for writing your own great copy.

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When I first thought about the prospect of writing my own advertisements and doing my own copywriting, all kinds of thoughts were going through my head. Thoughts such as ***"What am I thinking; do I really believe I can write compelling advertisements like the pros?"***

Negative thoughts such as the one above might cause your downfall as a copywriter. Your thoughts should always be positive. You visualize your goal, and believe it will materialize. If you don't believe in your copy then no one else will. That's the first lesson you need to learn with regards to writing effective advertisements for your business. It's not a matter of just learning the secrets and techniques or magic formulas, but actually believing you can do it, and then setting about the task of putting it into action.

Before you begin the task of copywriting, let's review some general steps:

1. Set a timeline and actually stick to it. It's extremely important that you set a time frame for completion and do your best to stay within that time frame. Procrastination will only lead to more stress, and you'll be placing more pressure on yourself to write your advertisement within a shorter period of time. With a reasonable time frame, you give yourself the ability to thoroughly visualize and complete the process.
2. Set your goals with regards to the goal of the copywriting piece. Only you will truly understand your business, therefore you should ensure that your copy matches that goal.
3. Put together a list of your ideas in a format that can then be expanded upon.
4. Research advertisements that captured your interest in the past, whether it be print, online, or television. Write down in point format the aspects of the ad that captivated you, and then write notes on how you can incorporate those aspects into your ad copy.



Once you've done the above, you can then proceed to the next step, which is actually starting the writing process. In the next few pages, I'll be taking you through step by step the process of writing. Always keep in mind that a positive outlook will reap true rewards.