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Introduction

Copywriting is a very specialized form of writing, and in order for you to create compelling copy, you need to learn specific skills including:

- *How to engage readers so they hang onto your every word*
- *How to carry a reader from the initial paragraph to the closing statement*
- *How to weave storytelling into your copy to hold interest*
- *How to relate to your reader so you are communicating directly with them*

Copywriting requires creativity unlike any other form of writing, because not only must you hold a reader's attention, you need to motivate them to take action such as purchase a product or subscribe to a newsletter.

This means that you need to know exactly WHAT your visitors are looking for and genuinely interested in before you can create copy that will push their hot buttons or motivate them into taking action.

This isn't always as easy as you may think, as people who are looking for the same product or service may be looking for it based on many different reasons.

For example, a single stay at home mother may be looking to secure work at home to be able to help supplement the family income, while avoiding daycare for her kids, whereas a single guy may be looking for work at home to make extra cash while attending university.

Since buyers come from all walks of life with different backgrounds, sales copy directed at one particular segment of the market may not compel the

remainder of your customer base into taking action in the same way.

This is when we turn to “hypnotic copywriting”.

With hypnotic copywriting, you are able to target many different segments of your market with the same sales page, allowing you to tap into core human responses regardless of a visitors background or lifestyle.

This report reveals the most important components of an effective sales page utilizing hypnotic marketing strategies.

Let's begin!

Your Copywriting Voice

There are a number of different ways to blend positive interpretation with a strong call to action within your copy, and in order to create high converting sales pages, you need to evaluate the many different styles and voices of writing.

One thing to keep in mind is that if your copy is solid, you don't really have to sell at all. Instead, you are focusing on providing potential buyers with important information regarding the featured products so that they are equipped with the knowledge they need to make an informed buying decision.

While this seems to go against the grain as far as traditional sales copy goes, removing the pressure of "having" to sell, and instead, focusing on "having" to educate, you will be able to create powerful copy that truly speaks directly to potential buyers and prospects without coming across too strong or using transparent pressure tactics that will only deter a visitor from taking action.

With copywriting, you are able to use different styles of 'voice' within your copy. For example, a very common writing style for online sales copy is to be sympathetic and understanding.

You've probably stumbled across sales pages that remove all responsibility for a readers mistakes or failures, and instead, highlights the flaws or problems in competing products as the cause of a buyer not being able to resolve their problems.

When using this style of copywriting, you would reassure your visitors that it's

not their fault, that they were misled or that the previous vendor or merchant failed to provide them with the essential tools, information or resources they needed in order to succeed.

By writing in a sympathetic, understanding voice, you remove the barrier between yourself and your buyer, helping to lower their defenses by nurturing trust. After all, anytime you can make someone feel better about themselves and any past failures, you become someone they see as a friend or a confidant rather than a merchant or vendor who is only interested in selling something to them.

Getting into the mindset of your buyers is a critical component in being able to write compelling copy that pushes hot buttons and triggers, and truly speaks directly to potential buyers.

Trigger The 3 Emotions

Great copy triggers three main emotions in potential buyers, including:

- ✓ Panic & Urgency
- ✓ Fear
- ✓ Excitement

Urgency

Good copywriting will create a sense of urgency. It will make the reader feel like they need to react quickly, or to make a critical decision at that very moment.

Well-written copy will have the reader ready to respond even before they reach the end of the sales letter or copy that they're reading. Copywriters will implement "emotional pulls" throughout the copy, to ensure that they are able to captivate readers who skim the sales page, and material.

What kinds of copy call upon a sense of urgency?

An example of this would be the sale of exercise products or weight-loss information. If the copy is well-crafted and cleverly written, the reader would be ready to place her order even before she reaches the end of the page, because not only are they given a clear picture of their current situation (before), they are also given a vivid image of what they can accomplish if they take action (after).

Spend some time watching late night infomercials if you're interested in seeing some of the most well written, emotion driven advertising material available. Take notes of the terms, wording and phrases they use, and how they often weave in both fear and relief by first presenting the problem and offering a clear solution to those desperate for help.

Since infomercials are also some of the most expensive forms of marketing, the advertising tactics have been analyzed, tested and proven to work. It's simply one of the best ways to garner ideas for your own copy by seeing what works (as well as what pulls your own strings, and activates emotional triggers based on your personal lifestyle).

2. Fear

The type of fear that well-written copy evokes is the idea that without the service or product being advertised, that the reader will somehow experience a negative "side effect" (such as failing, continuing to experience pain, causing their situation to become worse, etc). The reader may feel that without it, they are incomplete, bound to fail or be left behind.

Perfect examples are advertisements focused on online businesses where competition is stiff and entrepreneurs are concerned about others gaining a foothold in their market.

Compelling sales copy would address these situations and explain how without the information readily available to them, they stand a chance of letting their competition take control of their markets, or worse, push them out of their existing niches.

The solution?

To purchase the product (course, training, newsletter, etc) and be part of an inner circle, ahead of the competition, gaining inside knowledge.

Essentially, if the reader feels that NOT having what is being sold in the copy is detrimental, he will be at a disadvantage.

Using the weight-loss industry as another example, the reader may experience fear if they do not quickly purchase the product that will help them shed pounds quickly that they will gain more weight, become more unhealthy and perhaps never be able to recover again.

3. Anticipation Or Excitement

Motivating a reader to look to the future and anticipate upcoming products or information is a very effective method used by copywriters online, especially those that are creating marketing material for recurring products (membership websites, newspapers, newsletters, etc).

The copy will enlighten the reader, and paint a clear picture of what is currently available as well as what is being created, just for them.

By focusing on showcasing their current situation and how it will improve with future material offered, copywriters have helped newspapers attain loyal subscribers, email marketers to build massive lists of active buyers, and websites to experience a flood of prospects interested in keeping a pulse on current developments and future launches.

Again, with the weight-loss example, well-crafted copy can invoke a feeling of anticipation and drive the reader towards a desired result. (10 Pounds in 10 Days!, and other similar headlines will cause the reader to envision their

future, and how much their lives can change if they remain a member and digest the material as it becomes available every month, week, year).

Critical Copywriting Elements

Effective sales copy elicits response from the reader and gets him to make a decision based on what he has read.

The sales copy is divided up into three sections:

- ✓ Headline
- ✓ Body
- ✓ Conclusion

The headline is the attention-grabbing portion of the text. This is where you will catch the reader's eye and make him want to read more of the material. You only have a short window of opportunity here to connect with your reader so it's important to make it compelling. Your headline should be:

- clever
- creative
- short (if possible)
- catchy
- spirited
- lasting

The body is the crux of the copy written material. This is where you will provide your succinct, detailed information and elaborate on the headline of your sales page. The body of the text will discuss and answer questions that the reader may have and enlighten him on more about the product or service.

The body of the sales page will need to be as detailed and well-researched as possible without being too lengthy as to lose the reader. Keep the copy on focus by discussing and detailing the topic in depth.

Copywriting very basically and simply entices your audience to buy your product or service.

In order for you to provide well-written copy to entice them to buy, there are distinctive elements to a sales copy page that engage the reader, encouraging him to read more about your offer is.

The principles are based on the AIDA (Attention, Interest, Desire, Action) concept and can be adapted to any copywriting experience.

Attention and Interest

The interest would include the title, the headline and the attention-grabbing portion of the sales copy. The headline should be written in a way that almost yells at your reader. Make it stand out and command attention. Make it noticeable. Examples of headlines include:

Good: How to Start a Lucrative Internet Business

Better: 5 Days to a Profitable Online Business

Best: Automated Success in 10 Easy Steps!

The first headline would get most reader's attention, but if you use the third headline, you are far more likely to get them and keep them reading through your copy to the end.

Your copy's goal here is to catch your reader's attention and create interest. Your topic or point of interest must be compelling enough to bring him in, keep him there and create a desire for more.

Desire

The reader is interested, and now wants what you're offering. The next piece of your focused copy page is to spark and stoke the embers that the interested reader has.

Here, you have the reader's attention. You should write copy that will make them want more. For example:

Do you want to shed those last ten pounds? Of course you do!

This revolutionary new product has been on the market for a short period of time, but has caused sensational results with users. With this product, you can get ready for the beach scene in less than 30 days and look great!

After reading this (or similar text), the reader should want more of your offerings and will continue until he reaches the goal of the sales page.

That goal is the entire precept that the marketing page is structured behind.

The sales page ends with a call to action, an order form for your clients.

Action

The call to action should be the most concentrated effort of your sales copy. Write towards the reader as if they've already decided that they do want the product or service. Write as if you're thinking in past terms:

Don't ask:

Are you convinced yet that you need this XXX product? Is there anything more that we can say to you to convince you? If so, contact us at xxx-xxxx today!

Say:

This product has the ability to enhance your life giving you more time and freedom to do the things you enjoy. Click here to order now and we'll include an additional 30-day supply of this product just for placing your order on xx/xx/xxxx!

Final Tips

The difference in your choice of words and how you order and align the words can mean a world of difference in your copy and how well that copy will convert.

The ability to persuade an audience

Do you have the ability to persuade readers to do what you want them to do? Very few people have the skill and charisma to persuade persons, interested or not, into doing something that they otherwise would not do.

Persuading an audience towards your interests is a skill that can be learned. Studying and learning the habits of people can help you to write compelling copy to get them to buy. What are some things you can do to help you study your audience and win them over?

Identify with your audience

Share with them things that are commonly found in your niche audience. Find a commonality and expound on it while you are writing your copy.

Don't embellish, as it really is not necessary. But rather, find something that the audience can nod to and see themselves in your text.

For instance, if you are writing a copy piece on selling personal security products, you want to find a common thread among your readers.

Be honest

Always tell your audience the truth. Be honest and open and tell them not what they want to hear about your product or service, but what actually the truth about it is.

Being honest in your writing helps to connect to the audience by giving them insight into your context of writing. They are more apt to believe plausible, sensible claims than outrageous claims.

Although it's alright to be motivational and inspirational, moving the audience to action, but be careful to not embellish the text and promise things that cannot be delivered.

To your copywriting success!