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# Foreword

Writing good copy entails being able to sell your reader just about anything by demonstrating it's real benefits and utilizing key strategies in your material.

The most beneficial way to do that is to follow some different rules that are an awesome way to better your chances of selling your product. Being persuasive is your most beneficial skill when writing copy, and that's accented most by your power to showcase the advantages of whatever you're selling.



***Copywriting – part3***

# Chapter 1:

## *Securing The Order*

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### Synopsis

If you're selling digital products your best choice for adding a commerce page to your site is ClickBank.com. It's a reputable company that specializes in payment processing for digital products.

ClickBank.com will let you process orders placed with Visa, MasterCard, American Express or Discover cards. Every transaction will be assessed a low fee for processing and there's a \$50 application fee. The transaction upper limit is \$250 and Clickbank will only process payment for digital products that put up be downloaded immediately on purchase. But just how do you get people to push that “buy” button?



## **The Convincing**

### **Principle number 1:**

Make certain that your product or service will have value to your audience. Your buyer isn't going to stick around considering your material if you can't provide them something they want or something they require. When dealing with services, like landscape gardening services for instance, your reader may already have that service, so your task is to tell them what is different or new. Having something different and stimulating is the key to getting readers into your article.

Research on likely rivals of the product that you'll be selling. Learn about their strengths and compare them with the unparalleled selling points of the product that you'll be selling. Refer to a few sample sales letters. You are able to get them by buying books or searching for

them on the net. If possible, try to get the sales letters of your product rivals.

### **Principle number 2:**

Deliver a hook. I don't mean the buccaneer kind, but it serves the same function. In a domain where headlines pelt you from every angle and at each click of the mouse, you have to have something that sticks out. Having a bold headline that distinctly states an advantage of your product or service will acquire the attention of your reader and draw them in so that you are able to sell the product throughout the body of your material. Those advantages are going to be the most worthwhile part of your material, so it helps to display them from the beginning. If you wish to embark on your own business or pull in the big bucks, this is the field that you might want to venture into. I can tell you that the first learning stages may be really challenging. All the same, if the correct methods are applied, I'm positive that anybody can excel!

### **Principle number 3:**

Demonstrate, don't tell. Customers will care less about telling them what this product or service provides, but rather in you demonstrating to them the process. Tell them how you do something and provide as much info as you are able to. The fewer enigmas with a product, the more faith buyers may put into your pitch, and therefore, your product. While you don't wish to appear condescending, don't assume that everybody is acquainted with the terminology for your industry. Therefore, you have to examine your description from an objective position and ask yourself:

- Am I getting too technical?
- Am I presuming readers will have too great a knowledge base?
- Am I utilizing terms that are unfamiliar to anybody outside of the industry?
- Am I utilizing "buzzwords"?
- Do I adequately describe the principal function and advantage(s) of the product or service?
- If I'm introducing a new product or concept, am I including a comparative reference point?

Among the best ways to evaluate your products and services copy is to simply ask others to read the section and explain in their own words their understanding of the products or services you sell and their advantages. Lucidity is the key.

All in all, you need to start out by finding the worth in your product or service so that you are able to sell it to your customers. Then, make certain you have a strong hook to keep hold of your buyer, and top it off by showing your readers as much info as you are able to that will sell your product or service.

As well, don't forget testimonies. Emphasize the unparalleled selling points of your product and include great testimonies of your product buyers. Attempt to make your product sound more special and/or better than the product of your product rivals. Compose your sales letter in a personal tone - as in by speaking to your likely buyers in your letter instead of telling them what to do.





## **Chapter 2:**

### *Using Guarantees*

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## **Synopsis**

You didn't used to see a lot of guarantees for net services and digital products.

However today's fresh generation of bloggers and entrepreneurs have chanced upon that this age-old offline strategy may be one of the most potent routes to more sales.

They understand that net buyers are harried by fears and doubts. And there's nothing that will kill a sale faster than doubtfulness.



## **Take The Fear Away**

After all, with a guarantee that's potent, the company truly must trust that they have the best products ever, right?

That's the might of a guarantee.

Too many individuals believe that selling is about talking individuals into purchasing things, as if you are able to wear individuals down with a barrage of words.

You can't.

You are able to compose all the selling copy you want about how you're the finest, provide awesome quality, and include lots of awesome content. All the same, it's all for nothing if your likely customers have any doubts.

**Doubt produces hesitation. Hesitation puts sales to death.**

The resolution? You have to decrease the perceived risk individuals feel so there's no hesitation to take you up on your proposal.

And that's the key — risk decrease.

Think of this, if you're selling on the net, individuals can't experience the thing you're marketing before they part with their cash. They can't view it, hear it, feel it, taste it, or smell it. So there's forever a level of doubtfulness and risk.

A guarantee helps you bring down the feeling of risk by resolving questions like “Is it all you say it is? What if it isn’t? May I return it if I wish to? Is there a catch?”

By a guarantee, they feel positive that they won’t be stuck with their purchase. And the very act of providing a solid guarantee lets customers know you truly trust the product is worth its selling price.

But there’s a different reason to utilize a guarantee — ethical motive.

You must value customers so much, that you simply don’t want them to have any product they don’t utterly love. You need to feel like if you don’t deliver great products, you don’t deserve the cash.

Wow! Many individuals think of buyer loyalty as buyers being loyal to a business. However how about a business being loyal to buyers? This is a formula for long-run success if I’ve ever seen one. And it all comes from a potent guarantee.

A guarantee might be the most crucial copy you ever write, but it isn’t rocket science.

**Your guarantee ought to do 4 basic things:**

- Reassure your buyer that you trust in the quality of your product.
- Spell out your terms and specifics clearly.
- Nail down a generous period of time for evaluation.
- State what you'll do if the buyer is disgruntled.

### **Here's the classic guarantee guide:**

We supply the finest gizmos in the world. If you're not totally satisfied for any reason, simply return your gizmo within 60 days for a total refund of your purchase price.

You are able to be more personal. Or stronger. Or more particular. Simply keep it short and sweet.

### **But what about setting limits?**

- You may have a time limit: “If you’re not satisfied, return inside 30 days for a total refund.”
- You may have usage considerations: “With normal use ...” or “When utilized according to directions ...”
- You may have a liability limit: “Liability limited to the replacement cost of this product.”
- You may wish to specify repair or replacement instead of return: “If it doesn’t work as promised, we’ll repair or replace it free of charge.”
- Keep away from asterisks or teensy legal type. They simply produce the suspicion that you are a weasel.

### **Does a guarantee present a gamble for you?**

This is a basic misconception. The logic becomes like this: “If I guarantee to repay money after somebody gets the product, they will rip me off.” This is particularly scary for individuals selling digital products.

The truth is, you may will get cheated by a couple of individuals. But in the long haul, what you acquire from additional sales will far outbalance what you lose from those scant few cheaters.

The sole time you take a chance is when you provide lousy products. Provide awesome products, and your “returns” won’t amount to a great deal.

Remember, your likely customers feel a particular level of risk if you offer something to them. A guarantee is your most beneficial tool for bringing down or doing away with that risk.



# Chapter 3:

*Using P.S.*

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## Synopsis

Individuals frequently ask me to improve their marketing copy. A few are amazed when I tell them there's nothing truly amiss with their copy, it simply needs re-formatting to give it a little zest and make its message more readable and clear.



## **A Great Idea**

In many cases, I tell people to add bold, underline, and utilize a P.S.

Here's how come these simple add-ons may bring sales up to where you want them.

Many individuals read in a huge hurry and don't take time to place all the emphasis in the correct places. They might pass over the most exciting, all-important piece of your offer. You are able to dramatically call attention to the advantages and features that will truly sell the deal by utilizing bold and underline. I flip-flop the two utilizing bold in some places, underlining a term or word in other places.

Utilize bold and underline so a reader may skim down your page and discover the most significant points. Frequently you are able to do the same thing with red font or a yellow highlight behind your terms.

Likewise include a P.S. How come? Studies demonstrate sixty percent of individuals reading printed copy read a P.S. Prior to them reading the remainder of the letter.

Although this doesn't work nearly as well for net copy, a P.S. is all the same a great idea. Utilize your P.S. to reiterate your offer.

Include a contact number, e-mail address, or site URL.

Don't be frightened to enthusiastically hype up your offer. Exuberance sells big today.



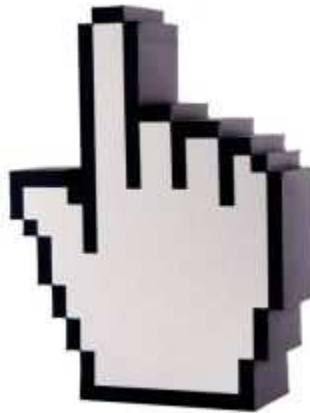
# Chapter 4:

## *Structuring The Order Page To Complete The Order*

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### Synopsis

Winner! You've gotten your sites buyers all the way to that end of your sale: the order form. Geez, but this is a serious and shaky moment indeed. Will that order form be as great at selling your product as the rest of your web site has been? Let's make certain.



## **Collecting The Cash**

A huge giant box cluttered with words and numbers and costs and boxes with checks or tiny circles with black dots in them and rows and rows and rows of selections may be harrowing for somebody simply trying to order a hankie for her Aunt.

You have to be heedful to make the order form as friendly and welcoming as a person at the checkout, as that's basically what your order form is, only in cyber variety.

It's all about easiness. What are the selections? Size, color, and quantity are the basic selections for many products. For these selections, showing the choices in a dropdown menu is simplest to understand, rather than having a different row for every size and color.

For number, a simple box where the buyer may type in the precise number they wish may be quite handy. That's a case where a dropdown menu might be too much of a fuss.

Have prices distinctly marked.

If there's something that bears on all items, like “free shipping” or “tax in the XYZ,” you needn't place it next to each item; just announce it at the top of the form. Otherwise you're simply being superfluous.

### **Using Clickbank**

Your Clickbank payment link is what lets buyers actually buy your product thru the Clickbank order form.

You'll have to manually produce the payment link to send buyers to the order form, and then put in this payment link in HTML code on your sales page. Place the HTML code for your payment link in the accompanying format:

`http://ITEM.VENDOR.pay.clickbank.net`

`<a href="http://ITEM.VENDOR.pay.clickbank.net" target="cb">CLICK HERE TO BUY</a>`

You have to tailor-make this HTML code to link to the order form for your particular product:

Substitute ITEM with the item number of the product purchasable. As you assemble products to sell in your Clickbank account, every product will be ascribed a unique number: 1, 2, 3, and so forth. If you're assembling your first product, the item number is 1.

Substitute VENDOR with your Clickbank account nickname.

If you wish, you are able to substitute CLICK HERE TO BUY with any text you choose, or if you're acquainted with HTML you are able to insert code to make the payment link a graphic.

Prior to submitting your product for approval (covered earlier in this series), you have to initially place a test order for your product as though you were a buyer. That way, you are able to

make certain all of your links are working prior to potential clients trying to purchase. Testing your payment link likewise helps see to it your product is approved the initial time by Clickbank's Product Approval team.

To attain a test buy, you'll need to utilize test charge card details that Clickbank supplies to you. You will not be able to place test orders utilizing a real charge card number for products that haven't been submitted or approved.

To acquire this test charge card data, click the My Site link under the Account Settings tab. If you've produced a product in My Products, you ought to see a box near the bottom of the My Site page named Testing Your Products.

Next to Test Credit Card Number, click on Generate New Card Number. This will produce a charge card number, expiration date, and validation code you may utilize to place test orders.

This card data will be valid for twenty-four hours, after which time it will run out and will no more be functional for test orders.

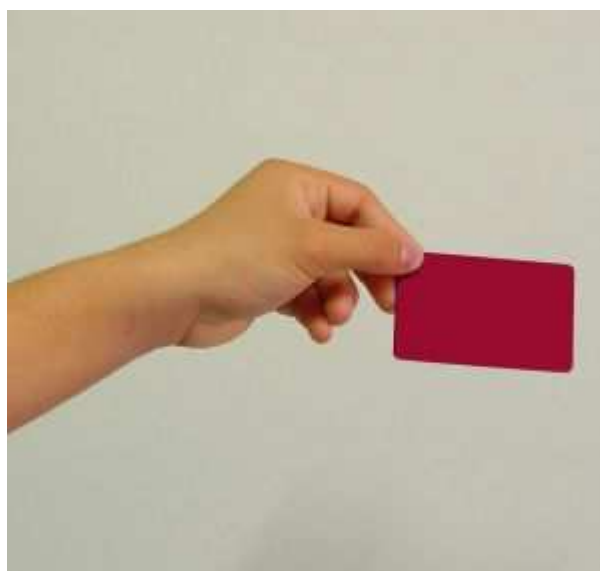
To attain a test buy, go to your sales page and click your payment link or Purchase Now button as though you were a buyer. On the Clickbank order form, put down any address data you wish, along with the test charge card data.

When the order is submitted and okayed, proceed in the order process like you were a buyer, to ensure you are able to access or download your product. It's crucial to make certain you may

access the product, as product approval will test this prior to approving your product for sale.

If you get errors during a test buy, here are a few things to check into:

- Is your payment link assembled right?
- Is your Clickbank nickname spelled right?
- Did you record the test charge card data right?
- Do you have the right item number named in the payment link?
- Have you saved your Thank You Page URL in the My Products section of your account? (We'll cover thank you pages later)



# Chapter 5:

## *Using An Exit Script In Case They Reject The Offer*

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### Synopsis

Commonly a potential customer looking to buy something online doesn't make the buy on the initial visit. It's stated that it takes a visitor three -five visits or about persuasion for the visitor to make the buy.

It's a basic practice to utilize exit scripts on the site to stop the people leaving your site without a buy. Such exit scripts are commonly utilized to supply additional benefit or speedy action bonus which helps the visitor to make speedy decision to get out to his billfold.



## **A Look At A Script**

Have you bookmarked your own web site to get some fast traffic from the bookmark sites? I thought so. However have you ascertained the bounce rate for the visitors coming from such sites? If not, I'd suggest you do so at once from Google analytics or your site logs. You'll be amazed to see that such visitors depart your site in three -five seconds. What about monetizing this traffic & converting them to subscribers or purchasers? Exit splash simply does that.

Exit Splash says it grabs the haggard net traffic and directly turns it into new readers and commissions. I've seen lot of exit scripts and also utilized them.

Exit splash is presupposed to be an exit trapper or the exit script to convert the leaving visitors. However this isn't simply a popup script software but a big package of training videos along with the script. The gist of the package is absolutely the popup generator software however the package comes with big amount of training material

Is it any good?

Sure. I've always been advocating exit scripts. There are tons of free scripts available which may be utilized to produce such exit popups or the popup windows. Though I didn't find anything fresh with the pop up returned by Exit Splash script, I like the extras that came with the package.

However if you're simply looking for popup window generator code or exit script, it might not add up to spend the cash to buy the package.

You ought to be able to download free scripts to do the job. I'd recommend considering Action Popup script which utilizes light box script and produces a nice exit popup. The action pop script may also be deployed as a WordPress plug-in assuring you don't need to fret about the script deployments.

### **Exit Splash Pro's**

- Simple to utilize. You don't have to know programming to produce the exit popups.
- Comes with video recording tutorials on utilizing it effectively.
- Rendered scripts are simple to deploy.

### **Con's**

- Only javascript alert like popups are returned.
- The pop up script may occasionally crash the browser.



# Chapter 6:

## *How To Write A Good Thank You Page So Your Customer Feels Appreciated*

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### Synopsis

Authoring a great ‘Thank you’ page is frequently an afterthought for many individuals. They’ll put something generic like “thank you for signing up”. This is all right, but I wish you to think about for a minute what the user is doing at that minute.

They have just digitally signed your agreement, they are questioning what the following step is – this is your chance to explain it to them.



## **What Happens Next**

We have an answer to make this simple...

How to compose a ‘Thank you page’

Authentically thank the user for agreeing to your terms, think about the situation – is this the bit where they just concurred to go ahead with your business or product or service? Thank them for picking you.

Explain that they’ll have a product link or further instruction waiting for them in their inbox or should have been redirected to another link. This only occurs once they have signed the agreement or finished the order process.

What’s the following step? What’s going to occur now they’ve signed up or made a purchase? Are they going to get a telephone call from your billing department? Will they get their product shipped? Are you sending a download link? What’s the situation? This is in reality the most crucial bit of the ‘Thank you page’ as it’ll alleviate an immediate feeling of “Oh crap, I’ve just bought this thing, what now?”.

Quickly thank them once more and give them contact information or something if they want to talk to someone.

You might not think much of them. As a matter of fact, they feel like one of those “annoying” little jobs you have to do at the eleventh hour just before you launch your product or e-zine...

But, buried inside each of your “Thank You” pages lay astonishing opportunities...

However only if you understand how to produce them effectively. You see, following the initial transaction, your buyer or prospect has a particular anxiety...

He or she wishes to be reassured it was the correct decision to buy your product.

And, occasionally, the buyer might be so nervous of what the spouse may think that he or she is already seeking the reason to return your product.

And what’s more, as soon as your buyer has purchased your product or signed-up for your e-zine they need clarity, not mental confusion. They need to immediately get going on the advantages they were promised.

This implies your “Thank You” page is a critical component to your business.

It quiets your buyer down and directs their thoughts

So, whether you wish your leads to purchase a different product, or have opt-in to a purchasers list, the thank you page tells them where they ought to be centered.

Let’s view a couple examples of an introduction for an effective thank you page:

Kudos On Buying X Product

Dear Friend,

Thank you for purchasing X product. Your purchase is valued... and I wish you the best of luck utilizing this new product.

You now bear the solution you require to achieve X advantages... or transform your life from having X issue to enjoying X resolution (paint a clear-cut image).

Step-by-step download instructions to get your digital products are below. You are able to begin enjoying your product at once.

Sincerely yours,

Your Name

P.S. Keep an eye on your e-mail for an extra bonus worth \$X arriving X days from now.

Thank You for Your Patronage!

Dear Customer Name:

I just wanted you to understand that we really enjoy working with you and feel honored to be your selected (type of business).

Your business is much valued, and we'll do our very best to continue to meet your (sort of service) needs.

Your continued support and suggestions are a vital part of our growth. And for that, we're most grateful.

Thanks again! We look forward to serving you for many years to come.

Best regards,

Thank you pages do many crucial things:

Reassures the buyers or prospects they've arrived at a wise decision by re-emphasizing what they may now do, and stressing the advantages.

Informs buyers how and when they'll get their product. The more particular you are able to be, the better. Assume your buyer is dying to acquire your product and is going to be waiting in anticipation, till it arrives. For digital products and e-zines you might say, "A welcome e-mail will be delivered in moments." Or hard products may state, "Your product will be sent in less than twenty-four hours thru the U.S. postal service and will be arriving in 3-5 days."

Lets the buyer understand how to stay in touch with you. Whether you communicate thru blog, e-mail, or hard mail, you're setting the buyer up for the next step in the sales process. This is particularly crucial if you need your customer to double opt-in for e-mail.

Motivates your buyers or prospects to devour your material. Inside you might entice them with things to come, or advantages they might be able to accomplish in minutes.

If you've just sold a product and are offering an additional one on the back end, you have to make certain you acknowledge the sale before

you go into a different product, and make certain you don't cross the line by selling before delivering. Pitching an unrelated product (or even a related product) will switch off many buyers till they have received what they just bought.

You are able to add personalization into the sales process. Traditionally, calling someone by their name (rather than "Dear friend" or an impersonalized headline) will dramatically better response.

Provide effective delivery instructions. When you've digital products, clear-cut instruction is crucial for new buyers. Here's how each one should look:

Initially, thank your buyers for their purchase and assure them that they've made the correct decision by re-emphasizing crucial advantages.

Following, explain how to get the new product. If you ship something, then provide a time frame of when the prospect will get it. Be particular as possible. On the other hand, for digital products, then explain bit by bit how to get it.

Remember, most the population has no concept of what a digital product is. They're frightened they're going to hit the wrong button and the PC will crash. Empathize with your buyers. Help them comprehend using screenshots and detailed instructions and you'll transform them into loyal buyers as a result.

Offer extra resources. Once you've delivered on your process, then provide your customer more value. This may be another e-course to

pre-sell another product, or it may be a box that merely says, “Recommended resources.”

Don’t forget... thank you pages ought to be utilized for each transaction your prospect or buyer takes. This includes if affiliates take the jump to market your product. For each leap of faith someone takes on you, you have to reassure him or her. So, on your affiliate page, let buyers know precisely what they may get by marketing your product.

Show your affiliates the tools you have to provide them... and explain how to utilize them. Get every affiliate excited about what he or she may accomplish and watch your joint profits soar.

Thank you pages have a lot more advantages than most marketers believe. It's an error to simply throw them together at the last moment and put in little thought as to the user experience, particularly when it may mean lower refunds, more pleased buyers, and significantly more money in your pocket.

Not simply in the short-run with additional sales, but in the long-run as you've built immediate trust with your prospect.

You've delivered on your promises and taken a different step to building a long-lasting relationship.

# Chapter 7:

## *Ways To Minimize Your Refund Rates*

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### Synopsis

It's a double edged sword, this matter we name refund. By providing the same, we may in reality strengthen relationships with our customers. They'd trust us easier if they'd be assured that they may always return a product that wouldn't meet their expectations. On the other hand, returns have been ill-used by some people.

As we're dealing with digital products, they may easily make a copy of the particulars they'll purchase, and then, call for a refund. In effect, these individuals would be able to get our products free of charge, which would mean a decrease in our profits.





## **A Look At Returns**

So ought you or shouldn't you provide refunds?

Well, you ought to understand this much. Providing refunds is the pro way of doing business. It's your way of telling your buyers that their patronage is appreciated and that their trust would never be compromised.

The trick isn't in refusing to provide refunds. It's in discovering ways how to cut back refund requests. For this intention, let us look at some astonishing ways that would help you limit the incidence of return requests.

Supply high caliber products. This, naturally, is really elementary. Returns are born out of buyer dissatisfaction. If the buyer is satisfied, there would be no cause for them to call for a return. Supplying first-class products really worth their time and hard-earned cash would take out from their minds any possibility of thinking about a chargeback.

Supply excellent support system for a buyer. Most net businessmen trust that buyer support is unneeded for a net enterprise. This is a fake notion. To the contrary, a buyer support system would step-up the value of your product and drastically cut back your refund rate.

Recognizing that their grievances may be coursed through a presented channel would dissuade your buyers from falling back on refunds.

Supply lifetime updates. You might have noticed the prevalence of offers with lifetime updates lately. There's more psychology to this technique than what is readily evident. By supplying lifetime updates, you'll be giving your buyers something to look forward to.

In the event that your products would fail to meet their anticipations, they would be hesitant to give back the same because of the coming updates you've promised. Updates may enhance the value of existent products, and providing such, for a virtual eternity at that would be too great an offer to refuse.

Supply bonuses. Bonuses have long been utilized as come-ons to sweeten the deal and make them simpler to sell. Bonuses, all the same, would likewise serve as an anti-agent against possible returns.

By boxing your products with a bevy of additional items, your buyers would feel that they'll get more than what they will pay for. The sheer variety provided by bonuses would make them believe twice about calling for a refund.

Give the most beneficial guarantee that you may muster. Guarantees are different from returns, naturally. The former is more concerned about buyer gratification. The latter is centered on security of investment. Guarantees may range from the good word of respected individuals, or actual fixing of the products in the event that they're susceptible to breakdowns.

A guarantee is promise to your buyers that you've done your best to hand over to them product that you really believe is the best, and that you'd be by their side if that very product fails them.

Provide loyalty payoffs. Acknowledging loyal buyers would go a long, long way in cutting back the rise of return rates. Repaying them would establish lasting relationships that would make the need for returns almost obsolete.

No businessman would wish to get a return request. It's both unsatisfying and downright depressing. But keep your spirits high. Returns are a part of the game. They're something we have to live with. And luckily, they're something we may actually control.



# Wrapping Up

You have to do the thinking for your customer. Don't stop short of describing the advantages, providing reasons why and telling stories simply as you're afraid of insulting your audience's intelligence. You are not.

People frequently say, "My clients are not cretins," "the advantages are obvious," "they may think for themselves" or "they may figure it out on their own."

Technically, that's authentic. But leaving the copy to the reader's own twists will likewise open up a can of worms, since they'll likewise think of all the additional things that might be irrelevant, false or unneeded, which will neutralize the sale.

And unlike a face-to-face sales demonstration, you're not there to answer any questions or protests. So your copy has to do that for them. As a matter of fact, you must do the thinking for your buyer and tell them how come your offer is so useful. Naturally, they might 'get it' in the abstract. However going from the abstract to the reader's particular situation calls for thinking on their part. A customer thinking about your offer wouldn't dare do that thinking. You have to accomplish it for them.

So here's a hint: utilize the "so-what" test. If at any point in your transcript your buyer asks "so what," then that piece needs to be more personal. It has to be more particular to the reader. And it needs to provide more reasons how come.

Otherwise, erase it as it's irrelevant.

If you don't, your copy won't speak to your buyer. It will make your long copy feel long. And most especially, it merely won't drive your buyer to act.

