

A-Z of super-effective sales pages

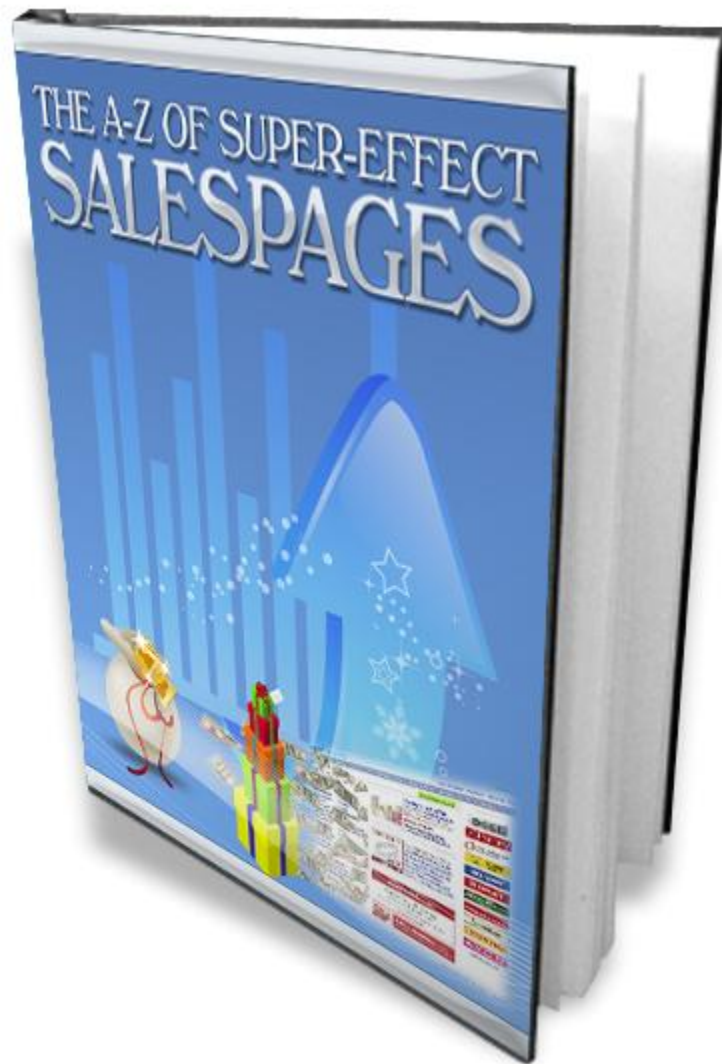


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Introduction

Launching your own product or service which you plan to sell on the internet is never particularly easy. There seems to be a million and one tasks that need to be addressed and overcome as part of the product creation process. After that, you have to bring it to the market and this is not even taking into account the myriad jobs that creep up on you unexpectedly!

For many marketers who are about to launch their very first product or service on the internet, the job of doing so is fraught with difficulty and not a small amount of stress as well. Unlike the 'big boys' who have an army of willing helpers working with them, it's a different story if you are working on your own because it essentially means that everything that needs to be done has to be done by you.

Of course, this is not necessarily 100% true, because in exactly the same way as the best-known names in the industry can gain access to freelance workers to whom they can outsource some of their work, so can you.

However, using freelancers is not always going to be ideal, either because you do not want to expose confidential information about your business – you wouldn't for example want to tell them too much about your fantastic new product in case the idea gets 'leaked' – or because the sheer economics of using freelancers counts against it.

A very good example of a situation where the financial cost would probably put most non-millionaire marketers off outsourcing their work can be seen if you consider the possibility of outsourcing the creation of your sales letter for a soon-to-be launched product.

Sales letter copywriters do not come cheap, with the top people in the industry being able to charge a five figure sum for every sales letter they create.

Whilst this might sound an awful lot of money for just one long copy sales page, it actually represents a tremendous investment for anyone who uses the services of someone who is recognized to be amongst the best in the business. After all, one of the world's top copywriters, Michel Fortin was allegedly worth this much to John Reese, who used him to create a sales letter that was behind a product that was the first on record to sell more than \$1 million worth on launch day!

Put in these terms, it becomes evident that employing the services of a top copywriter is likely to be worth every cent that it costs you.

But working on the assumption that you don't have a five figure sum to spend on the services of a copywriter of this stature (although I have no doubt that you would love to earn \$1 million from a product launch!), you have two options available.

The first option is to find someone else who will do the job for you for considerably less than thousands of dollars, someone who is looking for a fee measured in terms of hundreds instead.

However, the potential downside to this should be obvious. There is a reason that they are charging far less than anyone else, which could be that they are not particularly good at writing sales copy. This will not always be true but it is only logical that if someone you employ for \$200 could command a fee of \$20,000, they would be doing so!

As with most things in life, if you 'employ' a sales page copywriter, you get what you pay for, so the less you pay, the less you logically get.

The alternative option is to create the sales copy yourself, with the immediate downside of this being the fact that doing things this way involves you in a great deal more work.

On the other hand, writing your own sales copy will save you money. Plus, if you follow the guidelines in this book, there is every chance that you will definitely be able to do any better job than someone to whom you would pay a few hundred dollars.

Perhaps more importantly, if you have never created your own sales copy before, you may discover that you have a talent or a skill for doing so with the training and guidance from this manual.

Such a skill is one that is in great demand. Thus, acquiring a new ability that enables you to create killer sales letters could mean that you will soon have an opportunity to sell your services to other online marketers.

How much better would it be if you were pocketing \$200 or \$500 or even \$5,000 for every sales letter, rather than giving that money to other people to do an inferior job?

That is exactly what this book is all about – teaching you to write outstanding sales copy even if you have never considered yourself to be capable of doing so before.

The product creation process and where your sales page fits in

For most online marketers who create their first product or service, the process of doing so is a step-by-step progression. And whilst the nature of this progression will vary from individual to individual and business to business, the most common structure of this process would probably read something like the following.

The first step is, validate your idea...

In the beginning, you have the initial brainwave, the brilliant idea for a product or service that you think will sell well in the marketplace.

However, at this stage, it is nothing more than a notion or an idea. After this, a period of intense market research must *always* follow to establish whether your supposition about making money is realistic or not.

Often times, the idea occurred because you encountered a problem or difficulty for which you sought a solution where no solution already exists.

Hence, it is logical that you might consider it to be a foregone conclusion that you should plough ahead designing and creating the solution which you were previously seeking but you should be very wary of pushing too far, too fast. Before you go any further, you need to establish whether there is any potential demand in the market. You need to know if anyone else is looking for the same as you were or whether on the other hand you are one individual in a very small group.

In fact, no matter what your idea is or where it came from, it is absolutely essential that you know that there is a demand in the market before doing anything else. There is no point whatsoever in creating a product that no one needs or wants because without demand, there will be no sales either.

To start your research, you have to be able to come up with a basic description or name for the product or service that you are considering creating. This is the term that you are going to search the internet for, so you have to make it as accurate as possible.

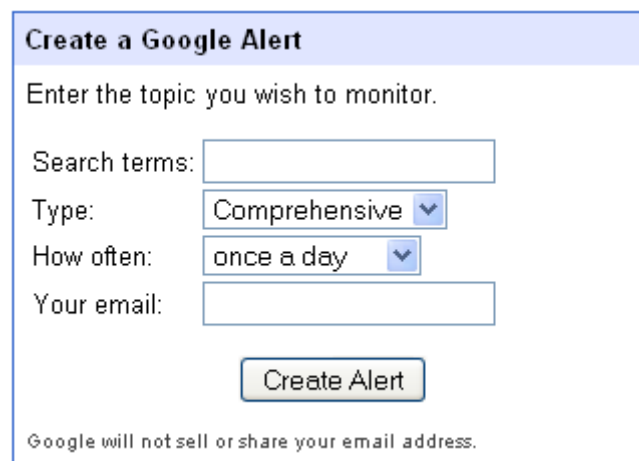
For example, if you already know that there are blue, green and red widgets for sale on the internet but you have never seen 'yellow widgets', you might consider making them. In this case, your search term would be 'yellow widgets'.

Armed with the term that best describes what you are thinking of doing, search Google to see how many web pages there are featuring similar

information. At the same time, look to see whether anyone is advertising on those results pages as an indication that money is being spent in the market.

This phase of your research should also enable you to establish who your main competitors are going to be should you decide to go ahead with product creation. It would make good sense to investigate what these competitors are currently doing, whilst also keeping an eye on what is happening in your market as well. The more knowledge you have of your business, the more prepared you are to make a profit from it, so you can never do too much research.

In order to keep an eye on your market, head over to [Google Alerts](#) and type in the search or query term that you want track. Google will then do the job for you on a daily basis, weekly or hourly basis:



The image shows a screenshot of the 'Create a Google Alert' form. The form has a light blue header with the title 'Create a Google Alert'. Below the header, there is a text input field for 'Search terms:'. To the right of this field is a dropdown menu for 'Type:' with 'Comprehensive' selected. Below these is another dropdown menu for 'How often:' with 'once a day' selected. At the bottom of the form is a text input field for 'Your email:'. A 'Create Alert' button is located below the email field. At the very bottom of the form, there is a small line of text that reads 'Google will not sell or share your email address.'

This is a completely free service whereby you receive an update e-mail as often as you want that reports on any new occurrences of the phrase appearing on their search engine. This is invaluable, because it enables you to keep your finger on the pulse of what is happening without having to check half a dozen or a dozen different web sites every day manually.

Find out whether people are searching the net for information or products of the kind that you are thinking of providing by running a test of approximately how many people search Google every day with the free [Word Tracker](#) keyword research tool.

Look for forum sites in the market in which you are thinking of becoming involved to establish the kind of things people are looking for. You can also use forums to establish whether there might be demand from people who are already interested in this market for the product or

service that you are thinking of launching (we will come back to forums again a little later).

Putting in the time to do your initial market research is essential because you have to establish demand. Assuming that you have done so, however, let's move on.

Next, think about your product...

The vast majority of products that online marketers create and publish are digital products that can be delivered over the internet. However, within this broad categorization, there are many different types of digital products, such as e-books, special reports, video and audio materials, podcasts, interviews and even one-to-one online consultations.

Hence, you need to decide the particular format of digital product that is most suited to what you are thinking of producing.

As a general guideline, it has become increasingly common over the past couple of years for experienced marketers to produce multifaceted product packages that include e-books, reports, process maps and videos and it could be a very sound idea to follow this particular strategy. Not only does selling bundled products in this way enable you to charge a higher price for what is (in essence) various different versions of exactly the same thing, it also helps to emphasize and establish your authority in the marketplace, so it is well worth considering.

After this, you need to pull together enough information to provide the building blocks from which you are going to construct your product, with the watchword being, you must over deliver value and quality. Hence, you should not make the mistake of trying to rush this phase of the product creation process because the more value you provide, the less likely it is that you're going to get hit with a tide of refund requests.

Okay, so you spend as long as necessary bringing together a ton of information that you can include in your product to ensure that your customers receive maximum value. The next step is to collect all of the information together to produce the product or products that you are going to sell.

This product creation phase is one during which you have to keep one eye on the fact that once your product is finished, you need to sell it. In order to do this, there must be very close correlation between your product and the sales letter that promotes it.

This may sound blindingly obvious, but it often seems to be something that product creators ignore or forget. Here is why I would suggest that

far too many product creators take their eye off the ball at the most critical moment.

When it comes to creating a product, it is going to be necessary to create a sales letter that sells it.

In order to do so, the sales letter has to be able to focus on the major features and benefits of the product. Furthermore, whilst it is an accepted part of online salesmanship that every sales letter must exhibit a degree of 'talking up' the product being offered (more commonly known as 'hype'), nevertheless, the claims made on the sales page must still be closely related to the reality of the product.

In short, when you are involved in the initial product creation process, you must bear in mind that your sales letter must be in a position to present the most powerful story possible. Throughout the period of building your product, you must never forget that the sales letter and that product must tie together as closely as possible.

If they do not do so, you are inviting disappointed customers to ask for a refund because the promises made in your sales letter did not match the reality of your product.

This is of course another advantage of writing your own sales copy. If you use an external copywriter, you would in most cases supply the finished product to them so that they can write your sales copy, almost as an afterthought. However, by doing the job yourself, it is easier to ensure that product creation and your sales copy co-ordinated from the beginning, making your overall marketing efforts considerably stronger and more accurately targeted.

With your product in the bag...

Once you have finished creating your product or product package, you are ready to start putting some deeper thought into creating your sales letter.

The first decision to make is, what kind of sales letter are you going to use to promote your product?

There are many different types of sales letters

Until relatively recently, there were really only two types of sales letters that marketers used to promote digital products online. However, over the last couple of years, the boundaries have become increasingly blurred by the ever expanding range of different features that marketers are using in their sales materials.

This is an important concept because it means that you now have far more options than you had in the not too distant past. Thus, you have to decide what you believe is going to work best in your market place at the very beginning, well before starting to create your sales page.

To start, let's look at how it 'used to be'.

Long or short copy?

Until a couple of years ago, the basic choice was between using a traditional long copy sales page or using a short copy sales letter, with the obvious difference between the two being the length of the sales letter in question.

As a general observation, it used to be posited that the more expensive the product that you were promoting from a sales letter was, the more information you had to include on the page to persuade interested visitors to become customers. Consequently, it was generally true that a sales letter for a \$197 product would be longer than the sales letter for a \$97 product, but shorter than the sales page for something costing \$1997.

There is some obvious logic in it because it is naturally more likely to take a far higher degree of persuasion to get someone to part with nearly \$2000 than it does to get them to hand over less than \$100.

At the other end of the price and sophistication scale, the market was swamped a couple of years ago with \$7 product offers almost all of which used 'cookie cutter' premade templates that looked like this:

As far as I can see, if you want to make a heap of money on the net by selling your own ebooks or special reports, then you have a VERY simple choice to make.

That is...which way do you want to do it?...the HARD way or the "Report Rocket" way...

The Most Amazingly SIMPLE Way To Build A Mountain Of Cash Selling eBooks & Special Reports AND Have Them Queueing Around The Block To Buy.....

LISTEN, I have a simple question for you....

Which sounds better to you?

Having a foolproof system that guides you every single step of the way, that can show anyone, regardless of how little they

With such a low price, buying or not buying the product being advertised had little or nothing to do with the sales copy and page design because even if there was only the vaguest suspicion that the product might *possibly* be of some use, it was a no-brainer to invest \$7 to find if it helped.

And until a couple of years ago, that was really the top and bottom of how sales letters were produced. It was either long or short copy if you were creating your own sales letter or a pre-formatted, 98% pre-written sales letter for \$7 products.

However, the number of different types of sales letters that people use has exploded over the past couple years. This presents you with many more options, which of course brings the accompanying disadvantage that the choice is now more difficult to make than it ever has been before.

New ideas for sales letters

In the past couple of years, no one can have failed to notice that video has absolutely exploded all over the net. Consequently, including video

on sales pages is now almost obligatory, with the only real question being whether an individual sales page includes one or many video productions.

For example, whereas a traditional long copy sales page should be designed to build up momentum from the top of page down with a story gradually developing, it is now commonplace for a video to be used in several places on the same sales letter page to supplement the point being made at that particular juncture. As the written story is developing, so is the story being told by the videos which are featured at various different points on that page.

This should not after all be a great surprise because it makes a great deal of sense. Using video enables you to talk more directly to your prospects or customer, whilst from your site viewer's point of view, it makes you appear far more human and less of a faceless entity buried beneath a website.

In marketing terms, using video makes it easier for product creators to market and promote more directly to the video viewer, whilst the viewer benefits because the product owner immediately appears to be more approachable and (if the video is done correctly) more empathetic.

In effect therefore, both sides benefit from the use of video, so the trend towards using video on sales pages is one that you can almost guarantee will accelerate over the coming years.

Another advantage of using video is that it allows you to present a far greater depth and breadth of information on your site without writing a sales page the length of which matches the complete works of Shakespeare!

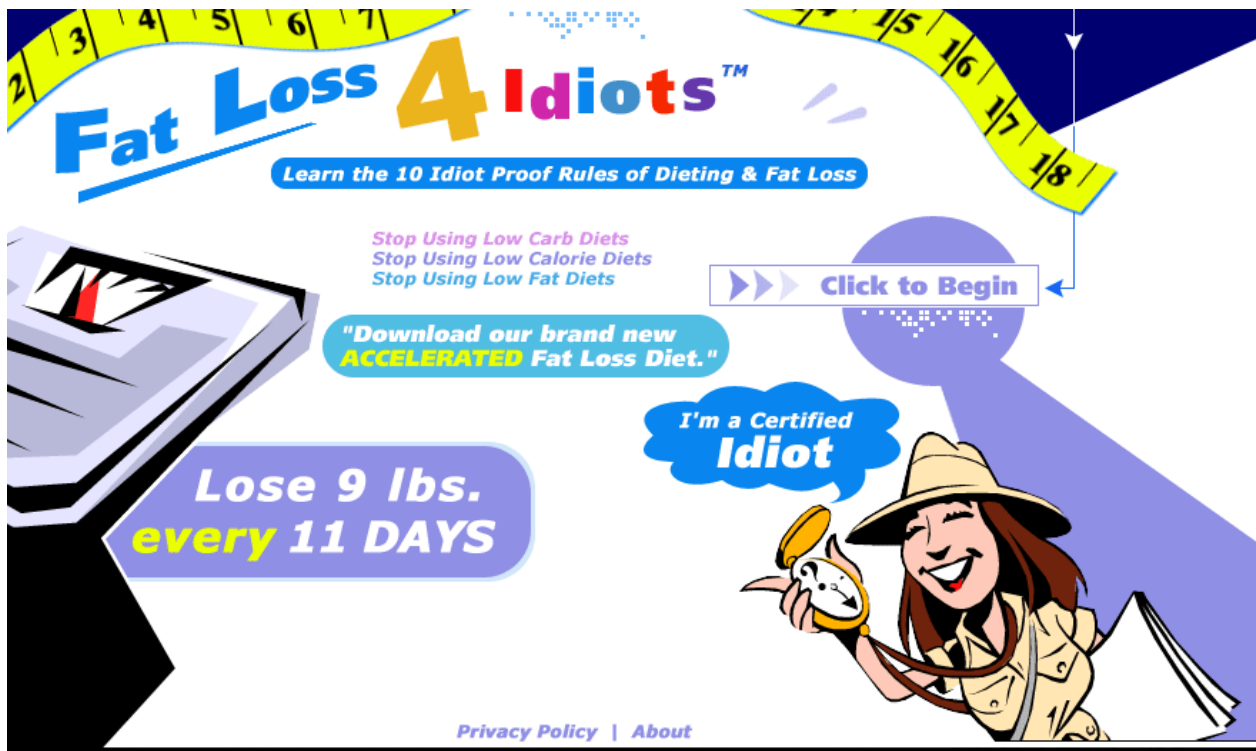
Obviously, we can all watch and listen far more quickly than we can read in exactly the same way that the product creator using video can talk more quickly than they can write. Plus, most of us tend to get bored if we have to read too much especially when we know that someone is trying to sell us something.

Thus, video allows you to present far more information far more quickly whilst also keeping your site visitor far more interested and involved.

At the other end of the information spectrum however, we are now also beginning to see sales pages that present little or no information whatsoever at the very front end of the sales process.

For example, one of the most popular Clickbank.com weight loss products of the last 6-12 months (and remember, weight loss is an incredibly competitive marketplace, so the fact that this product sold

well means that this format works) used this first page of the story being told on the site:



And that was literally it. In order to discover any more about this product, you had to hit the 'Click to Begin' link on the right-hand side of the page.

To a certain extent, using a series of sales pages in this way has always been frowned upon as something that will not generally work on the basis that most net users are lazy. They want to do as little as possible before they get to the real 'nitty-gritty' of the page from which they are seeking information, so asking them to continually click to continue was traditionally believed to be a potential death sentence.

The success of this product tends to suggest that this viewpoint no longer applies, particularly when you consider exactly what the top ranking that this product achieved actually tells you.

When you are looking at Clickbank products, if you search the site for products that are appropriate to your marketplace and leave the default settings as they are, the products at the top of the page will be the ones that are selling the best.

This does not however for one moment imply or suggest that these products are actually the best in terms of doing what they claim they can do or overall quality. For example, the fact that one particular site

appears by default at the top of the page to search for a 'make money' product does not tell you that this product will make the most money for you.

In reality, all it tells you is that the *sales page* is powerful enough to the readers that this product is the one that will make most money for them. In other words, it is the best sales page for a moneymaking product, and the fact that it is the best seller has nothing whatsoever to do with the product itself.

This therefore tends to reinforce the idea that the previous sales page being so effective flies in the face of common wisdom.

But, before you immediately abandon the idea of writing sales copy in favor of creating a series of cartoon images, here is something to think about.

The weight loss market is not especially business related, because the majority of people who are looking for weight loss related information are just 'ordinary, everyday common folk's'. Thus, whilst this particular approach might work in the weight loss market, it is highly doubtful that it would work if you are trying to promote and sell a more serious product or something that is more business-related.

This therefore brings you to a critical consideration that has to be thought through before you decide what kind of sales page you're going to use.

This consideration is, who is your targeted prospect or customer and what do you know about the kind of approach that they are likely to favor?

For example, go back a few pages to look at the screenshot of the \$7 product sales page. It's all words, so at the most basic level, the product creator is automatically assuming that his or her visitors can read and that moreover they want to read. Whether this decision was based on research or guesswork, I have no idea (although selling product for \$7 only, I would have my suspicions), but the fact is, producing a sales letter like this makes assumptions about the people who are going to visit that particular page.

In effect, having established that there are quite a few different styles of sales letter that you can use, you need to establish with a degree of certainty how to create a sales page for maximum appeal to the target audience at which it is primarily aimed. You have to have a very clear idea of who your sales page is designed to 'talk to', in other words.

There is therefore more research needed.

You must 'talk their language'

The primary purpose of your sales letter is to communicate a message to anyone who views it. And whilst there will be minor variations on this theme, the general message that you are trying to communicate is that your product or service is something that your site visitor *must* have.

The message that you communicate is made up of many different composite parts, such as the graphics on the page, the words that you use, any videos that you include, and so on. And changing any of these component parts also changes the nature of the message being conveyed as well.

For example, if the graphic on the front page of the weight loss program that we considered in the previous chapter showed the traditional 'photo of a person when they were fat' next to a 'photo of the same person after they became thin', the overall image of the page and its message would be significantly altered.

It is exactly the same with the words that use on the page as well.

As an example, although the fact that you are reading this suggests that you are someone who will create sales pages in English, would your page convey exactly the same message to your viewer if you wrote it in Swahili or Urdu?

Sure, the words might mean exactly the same, but the impression and therefore the message that the page conveyed to the viewer might be entirely different if it was written in a completely different language.

This is why many experienced copywriters spend a great deal of time researching exactly what sort of people are to be found in the market for which they are going to write sales copy. They do this because it is only by creating a sales page and writing copy that 'matches' the customer that they can maximize sales.

No matter how they do this, there is one critical mistake that all of the top people in the copywriting business *always* avoid making.

They never allow themselves to fall into the trap of trying to write copy that appeals to everyone. This is because if you attempt to write copy that is going to have broad, general mass-market appeal, you end up writing in an extremely vague and unfocused fashion.

Consequently, rather than your writing 'hitting the spot' with everyone, what you end up with is sales copy that appeals to no-one.

Instead of trying to come up with something that everyone loves (which even the top copywriters admit is virtually impossible), you have to write copy and create a sales page that appeals to only one 'ideal'

prospect or customer. In effect, the whole copywriting and sales creation process should focus on selling your product or service to one specific individual, someone who represents the perfect customer for your product.

If you have already been involved in your market or business for a reasonable period of time, you may be in the fortunate position of knowing a real person who fits the bill as far as your ideal prospect or customer is concerned.

However, it is far more likely that you have absolutely no idea of who or where this person might be, which is why you need to start the next stage of the research process right now.

You need to discover everything you can about this person, which may (or may not) include such factors as age, gender, geographical location and income bracket. You have to establish the kind of 'in' jargon or slang that people who are involved in your market use as well as the likes and dislikes. By pulling together all of these different factors, you can build a composite picture of perhaps three or four people who represent typical characters in your market sector or niche. You then need to narrow this group down to one or two individuals who exhibit the greatest number of typical characteristics of this group.

There are several things that you can do to collect this information together.

Forums for research...

Forums that are focused on your market sector are a great place to start the research ball rolling. You can find forums in your market niche by running a standard Google search in the following way (using 'weight loss' as an example):

Web

Results 1 - 10 of about 5,760,000 for **weight loss forums**

Weight Loss Forums — Great Community, Aimed at Helping People

Get unbiased reviews on the best diet pills such as Phentermine, Rimonabant, Lipovarin, Alli. Great online community offering support, tips and advices on ...
www.weight-loss-forums.com/ - 18k - [Cached](#) - [Similar pages](#)

Nutrition, Health & Fitness, Weight Loss, Diet - Weight Loss Forum

Weight loss Forum.com - free weightloss community. Discuss weightloss and diet ideas with other people. View other success stories and find your motivation.
weight-loss.fitness.com/ - 68k - [Cached](#) - [Similar pages](#)

Diet & Weight Loss Forums

Discuss anything on the topic of diet and **weight loss** that doesn't fall under the topic of a more specific **forum** title. 2113, 16600, 19 March 2009 09:30 pm ...
www.caloriesperhour.com/forums/ - 39k - [Cached](#) - [Similar pages](#)

Obesity Discussion

Forum to help people deal with their condition and daily lives. Posts cover medical research, studies, and nutrition tips.
www.obesitydiscussion.com/ - 1k - [Cached](#) - [Similar pages](#)

3 Fat Chicks on a Diet Weight Loss Community - Powered by vBulletin

Weight loss support forum for all diets including South Beach Diet, **Weight** Watchers, Atkins, Low Fat, all Low Carb diets, includes menu plans, recipes, ...

Weight Loss Forums

Get Help From People Just Like You Who Lose **Weight** With SparkPeople!
SparkPeople.com

Weight Loss Forums

Find out what others are discussing about helping you lose **weight**
www.JennyCraig.com

Need Help Losing Weight?

It's much easier with a "Buddy" Get a **Weight Loss** Buddy Now-Free
www.weightlossbuddy.com

Health Message Boards

Free! Share Stories, Questions & Advice with Over 500,000 Members.
www.HealthBoards.com

Top 2 Weight Loss Plans

There are 5.76 million web pages returned which refer to 'weight loss forums' (when no quotes – “.” – are used) but there are still many thousands even when quotes are used (which is a far narrower search):

Results 1 - 10 of about 201,000 for "[weight loss forums](#)".

By definition, Google features the most popular weight loss forum pages at the top of the search results, so it is with these forums that you should start your research. What you need are forums where there is plenty of activity with many different people getting involved on a regular basis. You need to ask and answer questions, start new threads with suggestions and recommendations and participate in debates between members who do not always necessarily agree.

Carefully observing what happens in the top three or four forums in your market sector should quickly help you to establish the kind of people that are involved and what kind of people they are. You can study their profiles to get an idea of gender, age, geographical location and the like whilst following their conversations (and getting involved), which will help you to understand how they talk and communicate.

Start some of your own threads by asking contentious or challenging questions as a way of sparking a debate. In this way, you can establish what kind of things make people in your market sector passionate, what rouses them and how they react in certain circumstances.

Many of the great copywriters spend many weeks if not months studying forums until they are completely satisfied that they have a very clear picture of the kind of people who use them. From this general knowledge, they can then whittle down what they know to start forming an ideal individual potential prospect or customer.

Quantcast for demographic information...

In your initial market research, one of the things that you should have considered was the competition in the marketplace in which you are planning to get involved. Consequently, you should already have an idea of who the big players in your market are.

Armed with this information, visit Quantcast.com and type in the URL of your main competitors. If this particular competitor has registered with Quantcast, you will be presented with a complete demographic breakdown of the US citizens who use that particular site.

For instance, these are the top natural results generated by a search for 'weight loss' information:

[Weight Control - WebMD](#)

Weight Control: Learn the secrets of lifelong **weight** control. **Weight Loss** Wisdom: Dieting help when you really need it. ...

www.webmd.com/diet/ - 119k - [Cached](#) - [Similar pages](#)

[Weight Loss](#)

Mar 8, 2009 ... About.com's **weight loss** Web site provides a variety of information about diets, emotional eating, fitness, nutrition, cooking and more, ...

weightloss.about.com/ - 28k - [Cached](#) - [Similar pages](#)

[Weight Loss — Dean Tornabene's LookCut Method — Free Diet Tips](#)

Feb 10, 2009 ... Offers a true solution to long term **weight loss**, longevity, and aging. Includes an online shop with tested best products.

www.lookcut.com/ - 27k - [Cached](#) - [Similar pages](#)

[Free Diet Plans and Weight Loss Programs](#)

Diet Plans and **Weight Loss** Programs - Calculators, Loads of Free Meal Plans, In-depth Reviews, Free Trials and Samples. 100% Free.

www.freedieting.com/ - 21k - [Cached](#) - [Similar pages](#)

[Welcome to WeightWatchers.com](#)

WEIGHT WATCHERS is the registered trademark of **Weight** Watchers International, Inc. and

You could try analyzing any of these top results using Quantcast, but for the purposes of this illustration, I would look at the information provided for freedieting.com.

In the center of the page, there is an indication of how many people use the site and how the traffic to that site is flowing:

Estimated Monthly Traffic

269K

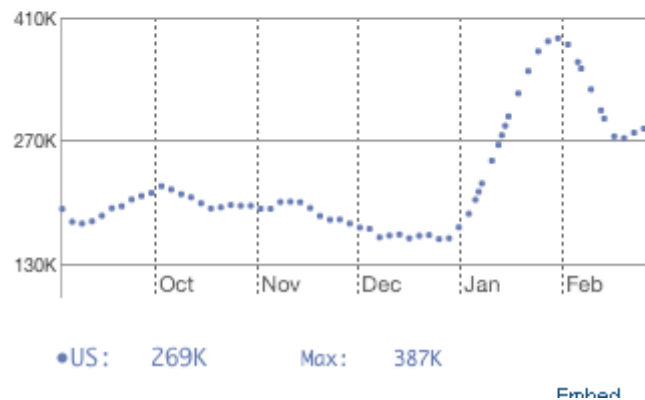
Estimated US People

Estimated Monthly U.S. People

Compare

Monthly U.S. People
freedieting.com

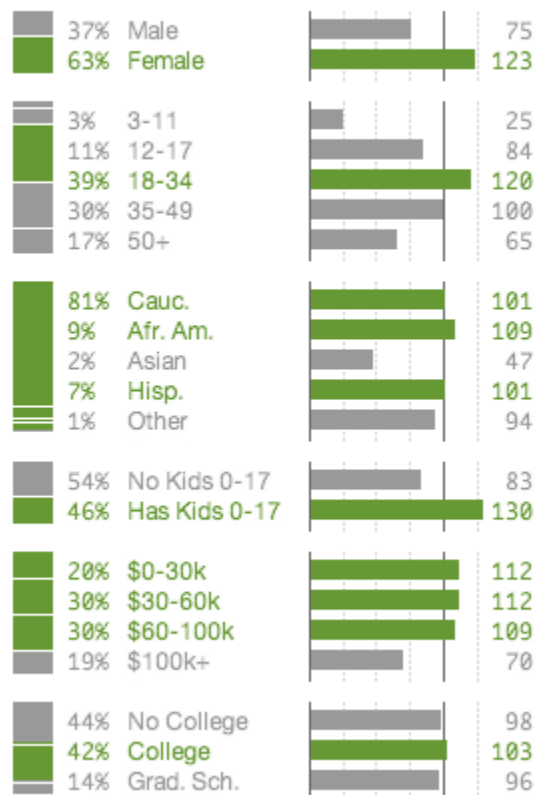
Rough Estimate
02/28/09 



Perhaps even more interestingly, down the left-hand side of the page, there is a detailed demographic breakdown of the type of people who are using freedieting.com. From this information, you can gain a tremendous insight into the kind of people who might be interested in your product if you were to enter the same market:

US Demographics ?

Feb 2009



Here you can see that the audience for the site is almost 2:1 female to male, and that the largest individual age-group is of people between 18 and 34 years of age. You can also see that almost 60% of the people who use this site in February 2009 were earning between \$30,000 and \$100,000 every year, which would suggest that many of these people would have money to spend on a suitably well targeted weight-loss product.

On the right-hand side of the page, you then have information about the other websites that people who use freedieting.com are likely to visit.

And, whereas with most sites that Quantcast analyze, there is at least some variety to the type of alternative sites that people visit, it appears that people who are interested in weight loss have only one thing on their mind if the other sites they are interested in are anything to go by:

Audience Also Likes ?

The people who visit freedieting.com are also likely to visit these categories and sites:

	Affinity
Diet & Fitness	
my-calorie-counter.c...	85.6x
ediets.com	39.4x
calorieking.com	38.4x
sparkpeople.com	36.3x
Health News & Info	
Men's Health	15.3x
eatingwell.com	10.2x
healthatoz.com	8.2x
everydayhealth.com	6.7x
Men	
Men's Health	15.3x
AskMen.com	4.9x

Audience Also Visits ?

The people who visit freedieting.com are also likely to visit:

	Affinity
changingshape.com	232.2x
bmi-calculator.net	220.3x
dietforum.com	192.3x
20in10days.com	179.8x
caloriesperhour.com	160.9x
thecaloriecounter.co ...	134.6x

All of this is extremely valuable information because it indicates a market in which people are desperate for something – anything – that will help them to achieve their objective of losing weight.

Bringing it all together...

Armed with all this information, you should now be able to form a clear picture in your mind of the ideal target customer for the product you want to create. You should know whether your target customer is likely to prefer a long sales page or a short one, as well as whether videos are likely to appeal or not, whether 'cartoon' character story sites are likely to work or not and so forth.

In short, you should have a clear impression in your mind of exactly who you are writing your sales page for before you start writing so that you also know what type of page to create.

Despite the many different ways that you can build a sales page, the fact remains that for the majority of people who are selling a digital

product online, the most common page format is still the long copy sales page.

It is also true that most of the strategies and techniques employed in creating a long copy page can be adapted for the other types of pages that have been previously mentioned.

Hence, the rest of this report is going to be firmly focused on what needs to be done to create an effective and profitable long copy sales page.

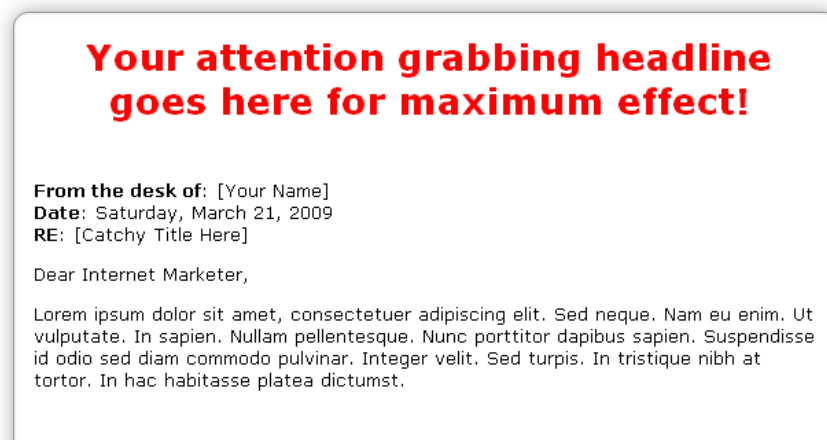
Basic page construction

If you are going to build a long copy sales letter page, the first thing that you need is a web page editor, a program with which you can construct that page in the correct way.

Perhaps the best known program of this type is [Adobe Dreamweaver](#) but as it is also quite costly, you are probably better starting with a free editor like [NVU](#) or [Kompozer](#). Both of these are excellent WYSIWYG editors ('what you see is what you get') meaning that they can to a large extent be used in a similar way to the way you would use a wordprocessing program like Microsoft Word.

Of these editors, I find that using NVU is as good as anything else for creating a sales page, so this is the program that I am going to work with to create our long copy sales page.

As you will probably have noticed from looking at other people's sales pages, it is common for the sales copy to be featured in a table in the middle of the page like this:



Given that this is the widely accepted 'norm' for this type of page, this is what you should do as well.

You can search Google using 'free sales page template' or 'sales page template free', and I am sure that you will be able to find plenty more sites where you can download free templates but the ones listed will get you started.

Alternatively, there are quite a few sites where you can download or use a free sales page generator. Type "Free Sales Page Generator" in Google. Obviously, using a ready-made template or a page generator has the advantage that it allows you to create your page quickly and easily.

On the other hand, if you are using a template, you can be certain that there are dozens or perhaps hundreds of other marketers using the same template, which means that you would be carrying the risk of making a sales page which looks far too much like many others. This obviously reduces the initial impact that your page makes on a brand new visitor in the first split-second that they view it, which is not particularly smart thing to do.

Indeed, in the worst-case scenario, they might glance at your page, think 'I've seen this before' and close it instantly without even starting to read what you have to say.

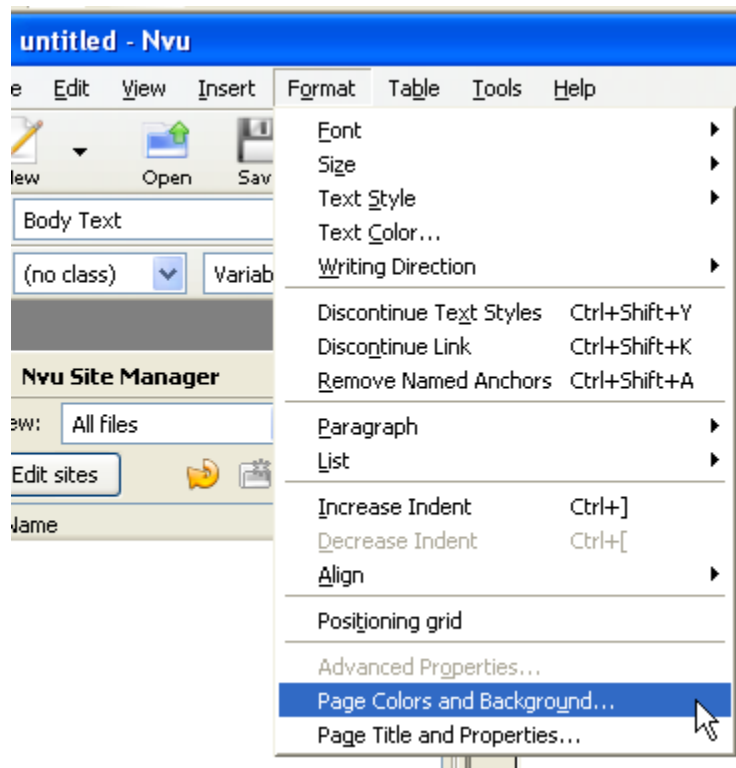
Furthermore, many of the free templates that are offered are made available because the creator embeds a back link in that template to their site. Sometimes this back link will be visible (often in the footer) and sometimes it will be invisible but the fact is, there is a back link from your site to theirs. As a professional marketer, this may not be something that you want to do, which might begin mitigate against using a ready-made template for your sales letter.

The third option is obviously to create the page from scratch yourself. Using NVU, this is actually quite easy to do, so learning how to create the framework of a sales page from scratch is probably a good thing to do.

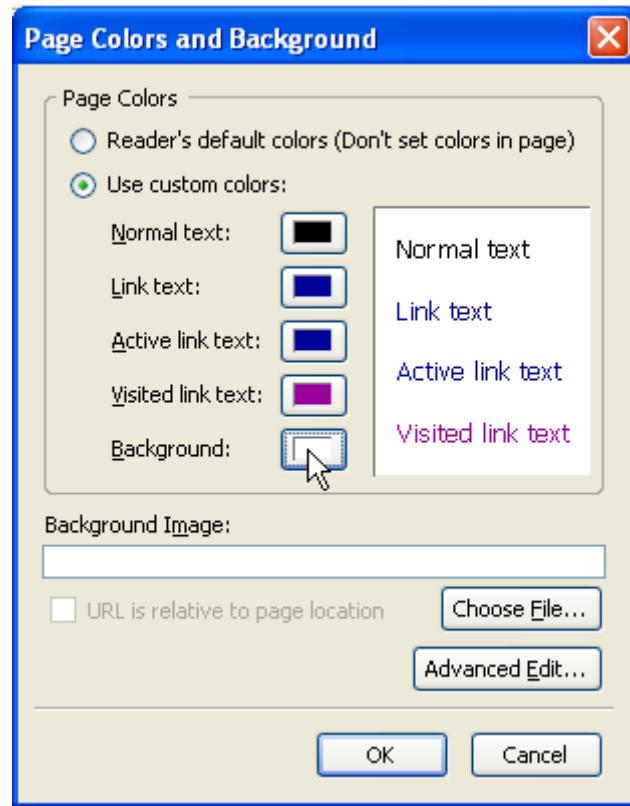
It is most common that the table in the middle of the page which will feature the content of the page should be white, but the page background can be any color you like. Very commonly, the background is a contrasting color, so let's imagine that we want a white table on a blue background.

In order to begin the page creation process, you need to format the page first. To do this, you click on the 'Format' link at the top left of the

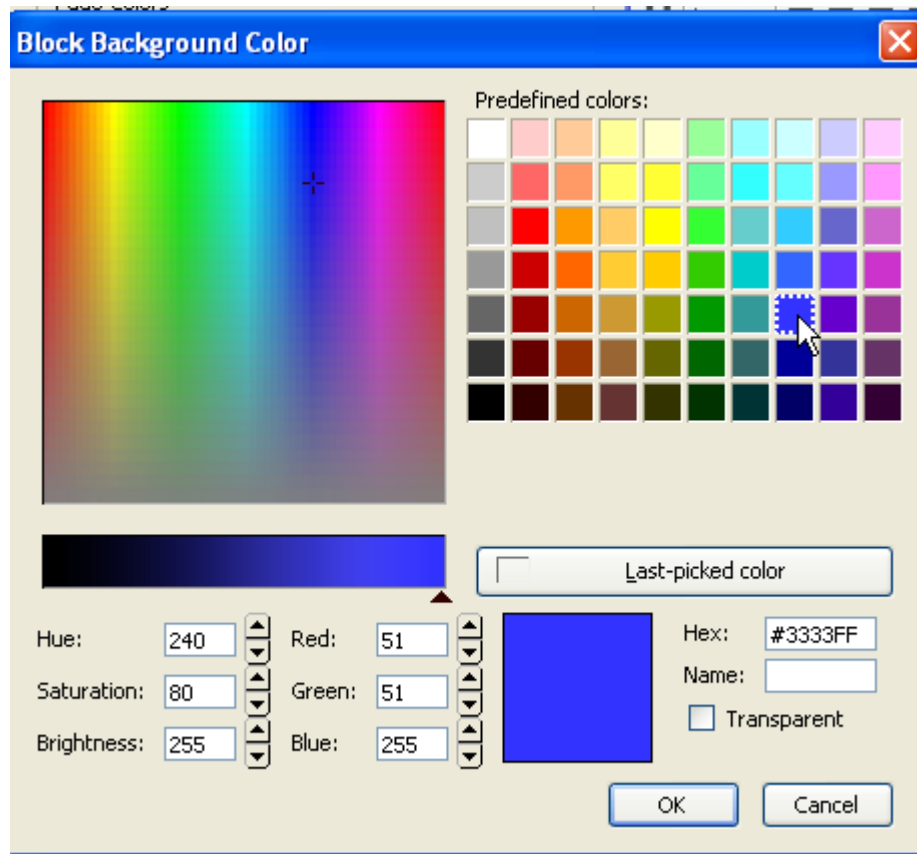
NVU opening screen and then 'Page Colors and Background' from the drop-down menu:



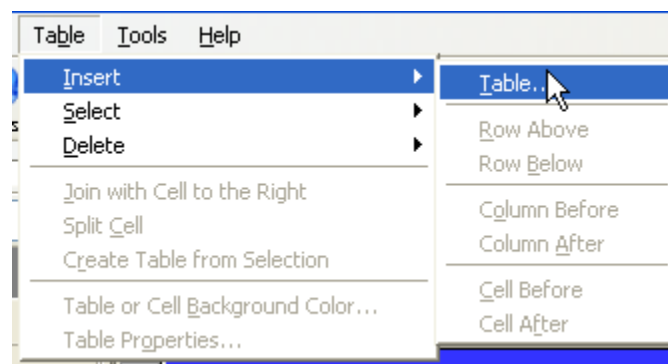
In the window that clicking on this link produces, you choose the 'Use custom colors' option, then 'Background':



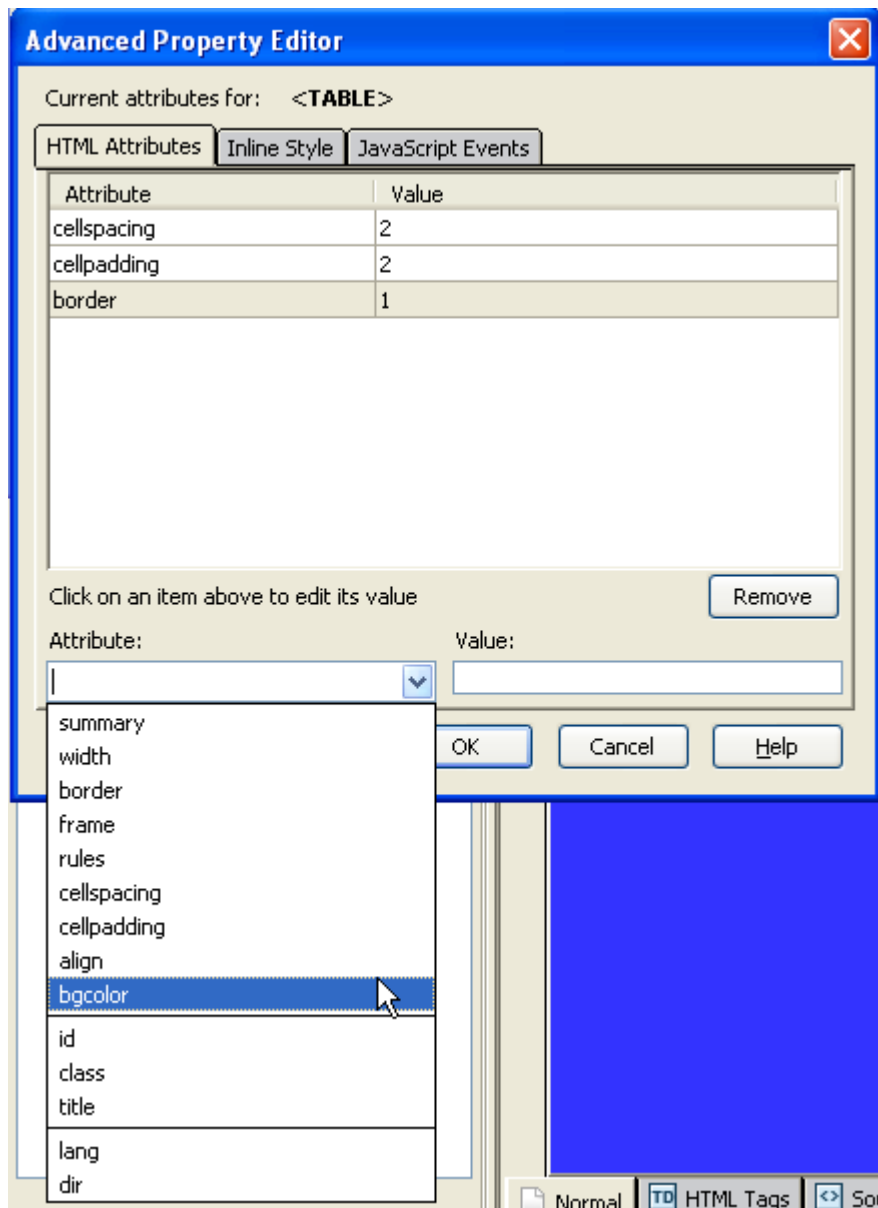
Choose the color that you want to use and then click 'OK' at the bottom of the color window:



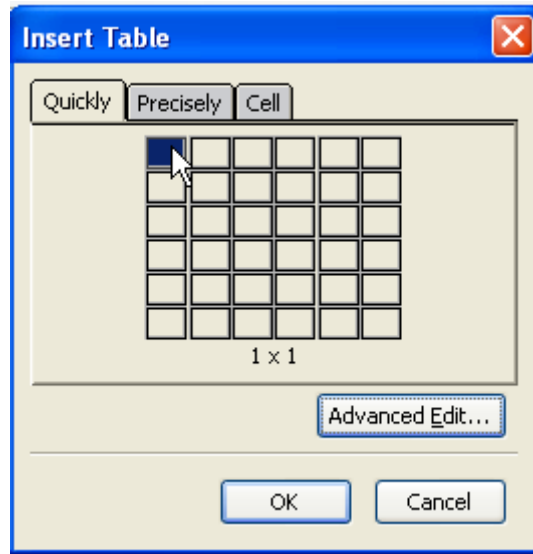
Click 'OK' and that is the background color for your new sales page set. Next, you want to create your first table, so click the 'Table' link at the top left of the page, then 'Insert' and 'Table':



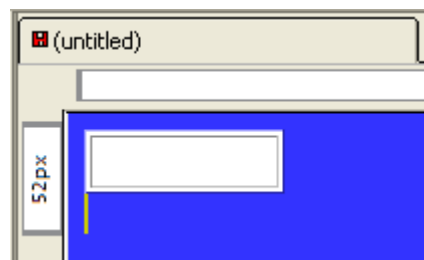
You then choose 'Advanced Edit' and select 'bgcolor' so that you can ensure that your table background color is white:



After you have chosen a white background for your main table, you need to choose one cell for your table for now:

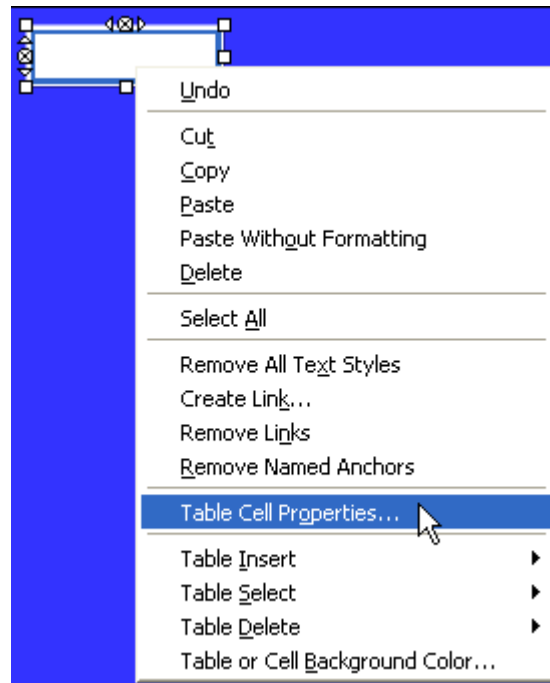


And you should have one small table cell, with the required white background at the top left hand corner of the NVU page creation window:

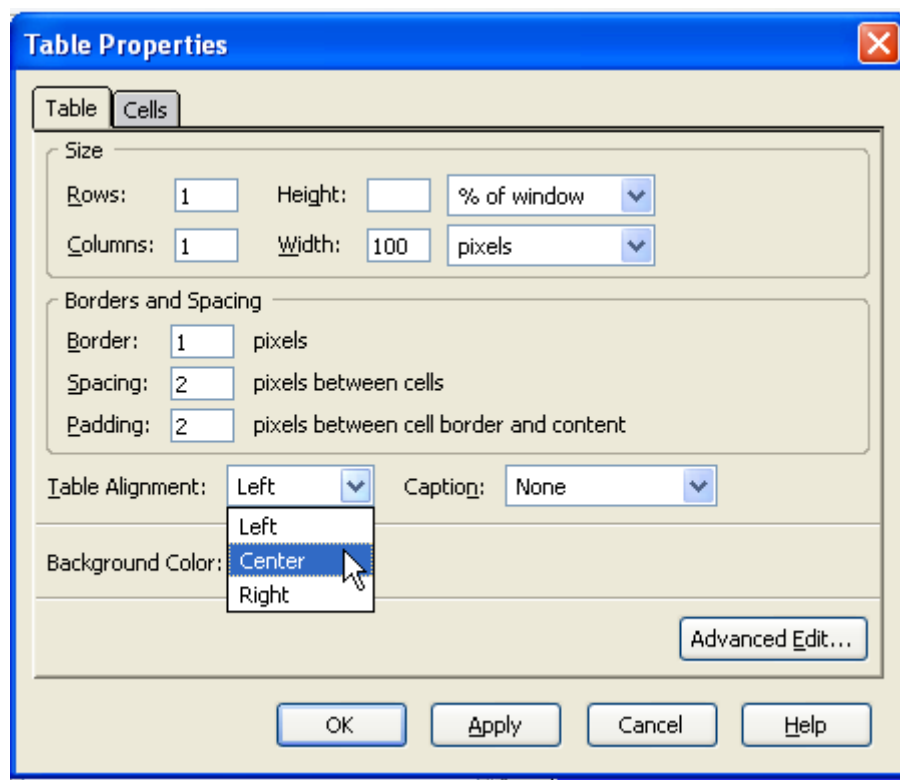


So far, so good, but there are two problems with the table as it stands. Firstly, it should not be on the left-hand side because effective sales pages always feature the content materials in the centre of the page. Secondly, it is obviously way too small.

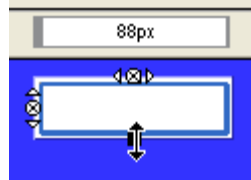
To deal with these problems in this order, to center the table, you should right click on it and then click 'Table Cell Properties':



In the next pop-up window, click the 'Table' tab at the top left-hand side of the window and then choose centre alignment:

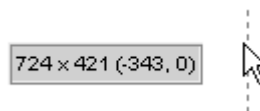


To increase the size of the table, it is simply a question of clicking the resize icon at the bottom of the table as shown:

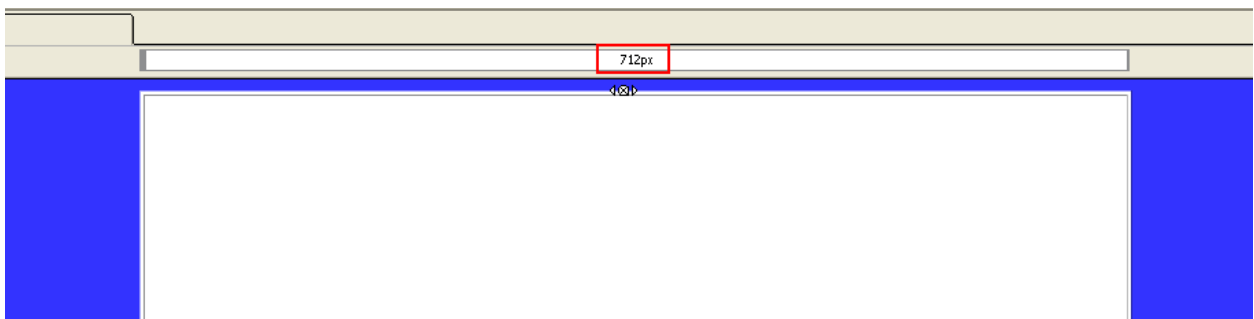


From here, you can then resize the width of the table to match anything that you are going to use on this page. For example, if you were going to use a header that is 700 pixels wide, then you need to make sure that the table you have just created is wide enough to accommodate it, meaning that the table should be somewhere around 710 pixels wide.

For some reason, when using NVU and resizing by 'click and drag', the program never creates the table to exactly the dimensions that you want so there is a little trial and error involved. For example, if you want a table that is around 710 pixels wide, you need to click and drag until it appears to be 722-724 pixels wide. This:



Results in this, which is fine:



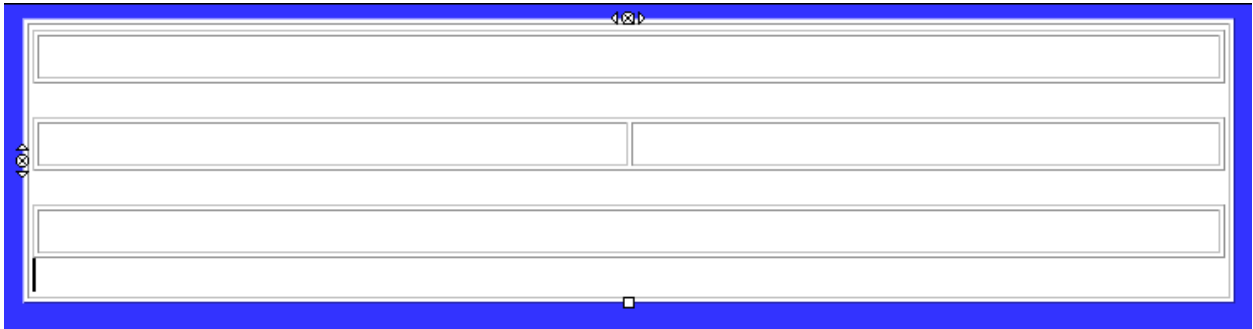
Next, you need to some more tables inside the main table which you have just created.

The first of these is a single cell table that is going to be used for your header, which you create by clicking the 'Table', 'Insert' and 'Table' links once again. You need to resize the width of this table to accommodate the header that you're going to use by clicking and dragging again.

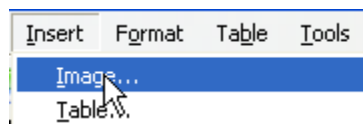
Next, you need to create a two cell table beneath this, which you achieve by dropping the cursor beneath the table you have just created either by clicking on the screen or by hitting the 'Enter' button on your keyboard. These tables are for the main content of your page.

Finally, you need one more single cell table inserting beneath the content tables for your page footer.

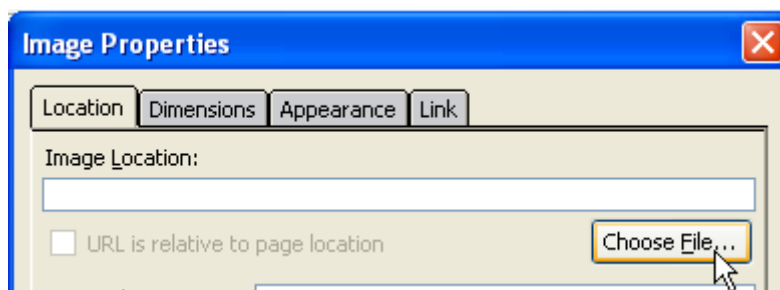
With these additional tables inserted inside the main table, your screen should look something like this:



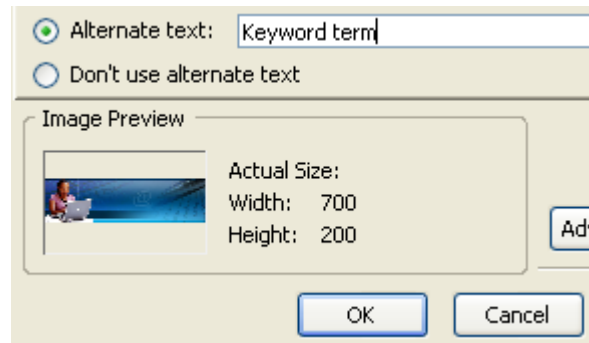
Now you are ready to start page creation by inserting your header image into the uppermost table. To do this, click inside the table but we just created for the header, click on the 'Insert' link at the top left hand corner of the NVU screen and then 'Image':



Now you have to find the header that you want to use by searching for it on your hard drive:



Once you find the image to use, you have the option of using alternate text or not:



Including alternate image text is extremely important because one of the things that you must do when you are building your site is to make it as search engine friendly as possible.

One of the most effective ways of doing this is to ensure that every graphic or image included on your page has 'alternate text' added because whilst the search engine robots cannot 'see' graphics, they can recognize the alternate text behind it. Consequently, you should always add one of your main keyword terms as alternate text when you add any image to your site, because the search robots will pick up on this text as a keyword.

All being well, your developing sales page should now have your header visible (within the header, you would have added a title and a tagline beforehand but in this illustration, I haven't):



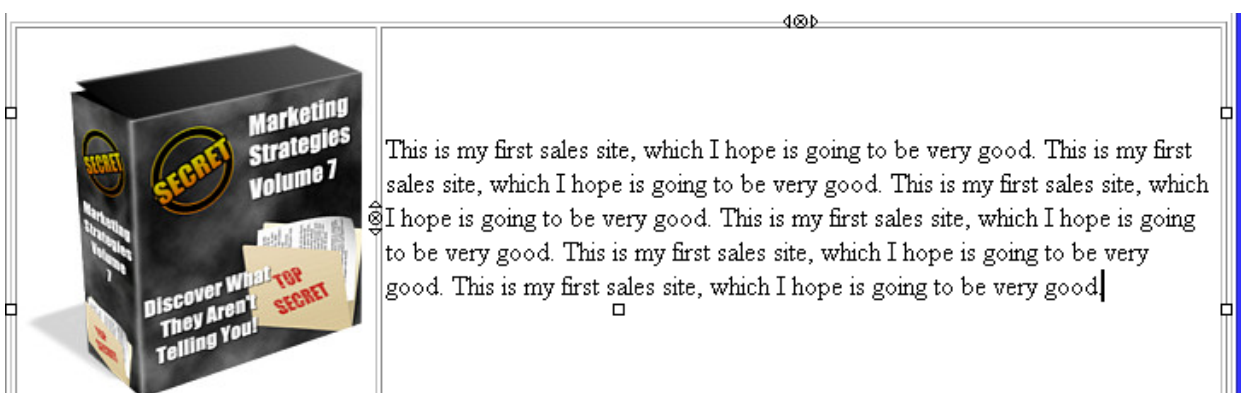
Next, I am going to add another image in the left-hand cell of the two that were created for content. This can be an image of almost anything you want but most commonly, it will be an image of the cover of your

e-book or a collection of DVD covers for your product, depending upon what can kind of product you are selling.

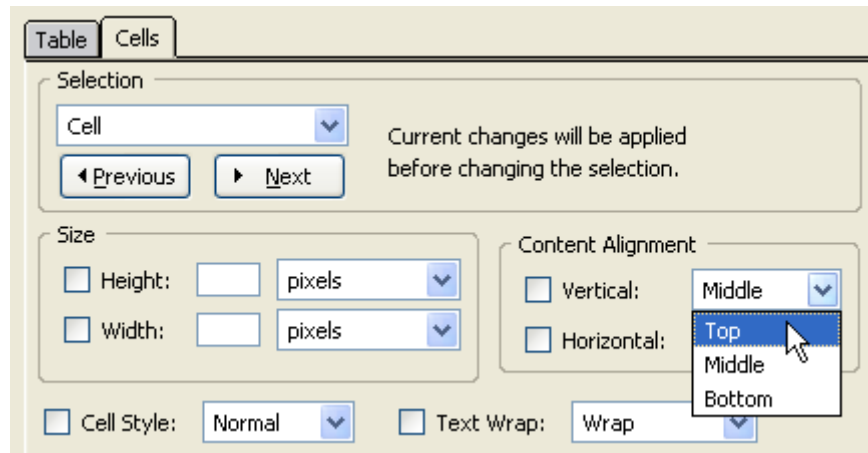
Once again, you click on the cell that you want to insert the image into, find the image on your computer and then go through the same process of inserting it as in the previous example:



Alongside this image, we want to start adding some sales copy:

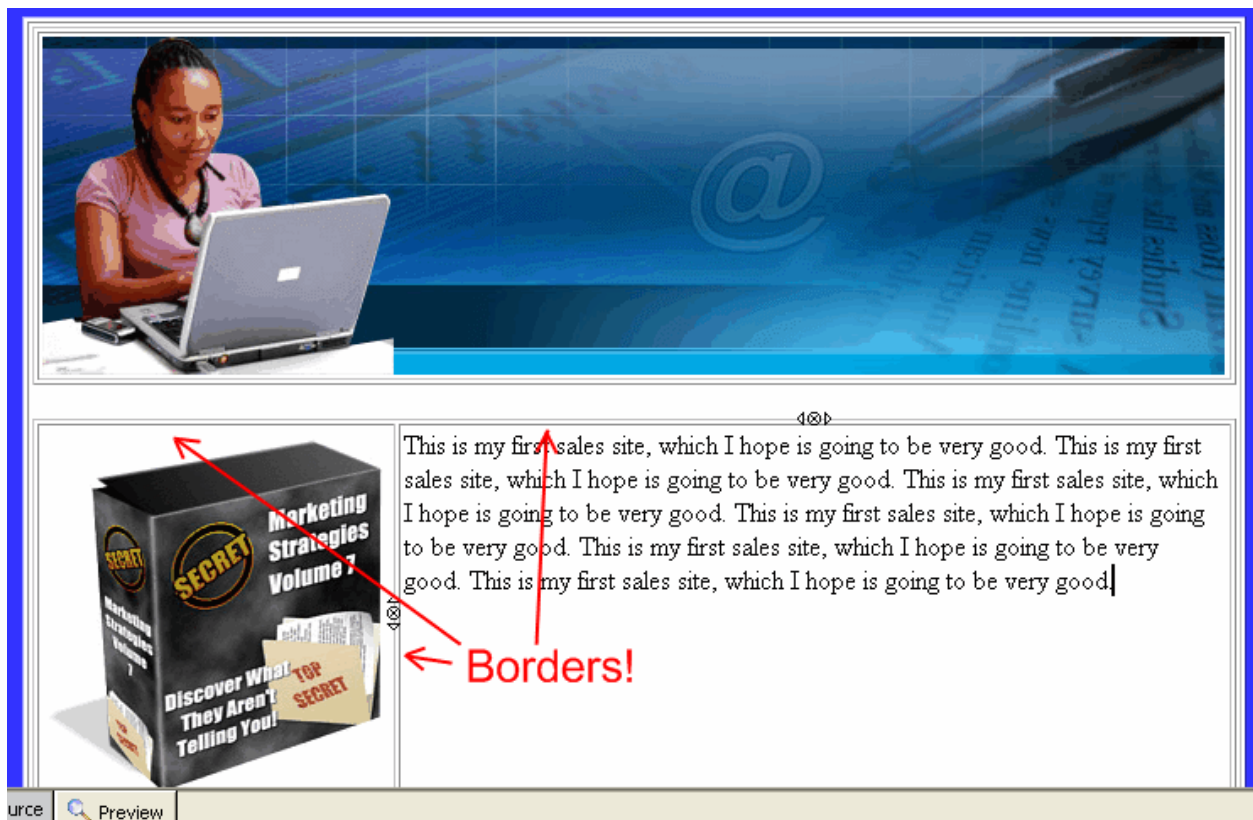


As you can see, this text is added to the centre of the table by default, whereas we really want the text to be at the top. In order to facilitate this, you right click on the text area, hit 'Table Cell Properties' and then change the vertical content alignment from middle to top:



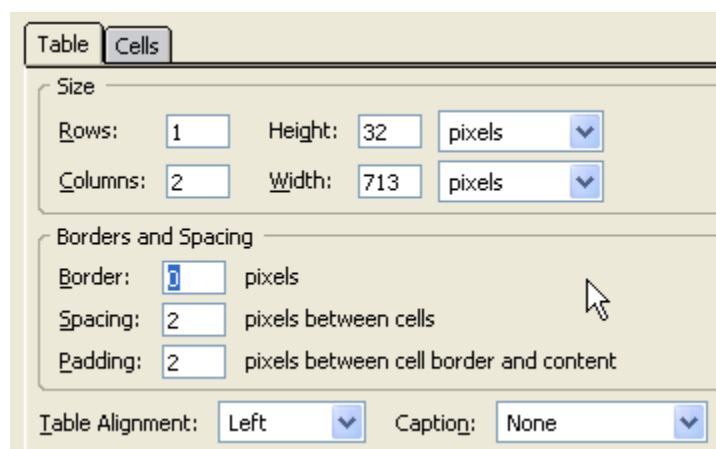
Finally, add the footer to the last table that you created inside the main table and that is your table-based sales page finished apart from one final job that you may or may not want to do.

If you click on the 'Preview' tab at the bottom left hand corner of the NVU screen, you will note that the borders of the tables that you created are visible:



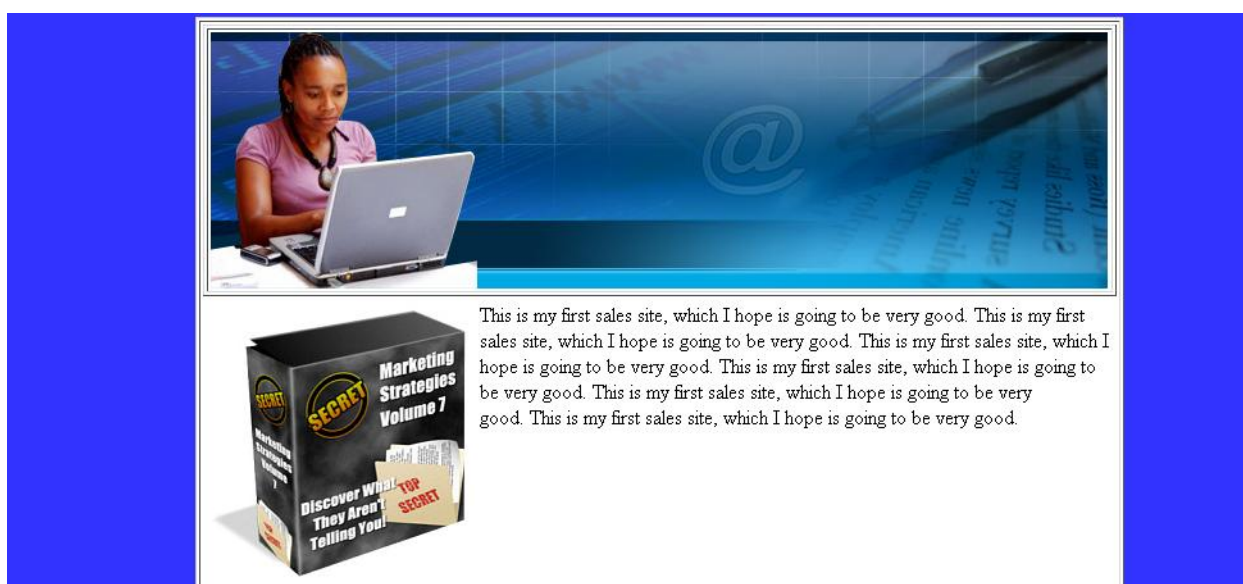
Whilst it is probably okay for a border to appear around the header and footer, it doesn't look so good when it is dividing the content in this

way, so it would be best if you could remove these borders. To do so, click 'Table Cell Properties' once again, then 'Tables' and reduce the borders to 0 pixels from the 1 pixel default setting:



Now the preview looks very different and far more co-ordinated.

I save the page, and here is what it looks like in my browser window:



Of course, there's plenty more work to be done, but as a starting point, you are now well on the way to creating your first sales paid using NVU.

And equally obvious, you do not have to create your sales pages in this way. For example, many extremely successful pages do not use a header graphic at all, nor is it absolutely essential that you position the image of your product right next to the text. Some people prefer to use [CSS](#) to tables and if you know how to and want to do so, that is fine as well.

However, once you understand the concept of using tables within tables to create different sections of your site, the whole site creation process becomes a piece of cake. Knowing how to use tables in this way enables you to do almost anything you want with your sales page which takes you far beyond the majority of online marketers who are using either templates or extremely badly constructed pages.

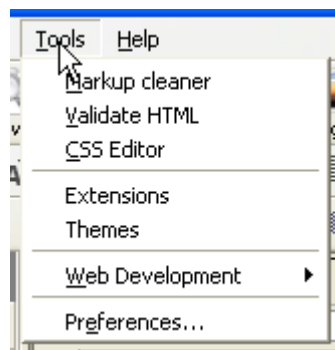
Checking the validity of your page

One thing to understand about using a WYSIWYG editor like NVU however is that they are not always perfect. Sometimes, the HTML code that they generate when you are creating a web page is not as 'neat' as it should be which can lead to errors when your page loads into an individual visitors web browser.

For this reason, once you have finished creating your webpage – and obviously, you are nowhere near finished yet – you need to check the validity of your page in a couple of different ways.

Firstly, you must confirm that the HTML code itself is valid and 'tidy'.

NVU has an inbuilt 'markup cleaner' and 'code validator' that you can find by clicking on the 'Tools' link at the top of the page, and you should run your page past both of these checking tools:



However, in addition, I would recommend that you check your page with the excellent (and free) [WC3 markup validator](#) as well.

This will more accurately highlight any coding errors on the page, allowing you to remove any mistakes that might otherwise cause some of your visitors problems when they try to view your sales letter.

It would clearly not be possible for them to buy your product if they cannot see your sales page, so this is of crucial importance once your page is ready for publication.

The second thing to understand is that not everyone uses the same web browser. Whilst the majority of people use Internet Explorer or Mozilla Firefox, not everyone does. Moreover, not everyone is using the same

operating system either, so there are dozens of possible operating system and browser combinations.

Once again, in order to maximize sales, you must be certain that everyone can see your sales letter irrespective of the operating system or web browser they are using. Thus, another 'final check' once your sales page is ready to go is to check browser compatibility with [Browsershots](#).

Search engine optimization considerations

As suggested in the previous chapter, every image that you include on your site must have alternate text added to it because doing so make it easier for the search engine robots to understand what your site is about. This is a critical element of creating a successful sales letter which is generally known as search engine optimization (SEO).

The concept of search engine optimization is extremely simple. If you make your page as attractive and as easy to understand to the search engines as you possibly can, you ensure that those search engines index your page in the correct way. If your page is indexed correctly, you have far more chance of a searcher who is using Google or Yahoo finding your site when they are searching for information of the kind you offer.

Hence, making sure that your page is optimized for the search engines is extremely important. In addition to attaching keyword phrases as alternate text tags to every graphic or image that is featured on your site, there are many more steps that you can take to make sure that the search robots fully understand what your site is about.

The first thing to consider is the meta-tags for your page, a section of the underlying HTML page code that used to indicate to the search engines what the page is all about.

These tags are included in the header section of your page and are used to give the search robots more details about that individual page.

Normally, your page will have a title together with the following meta-tags:

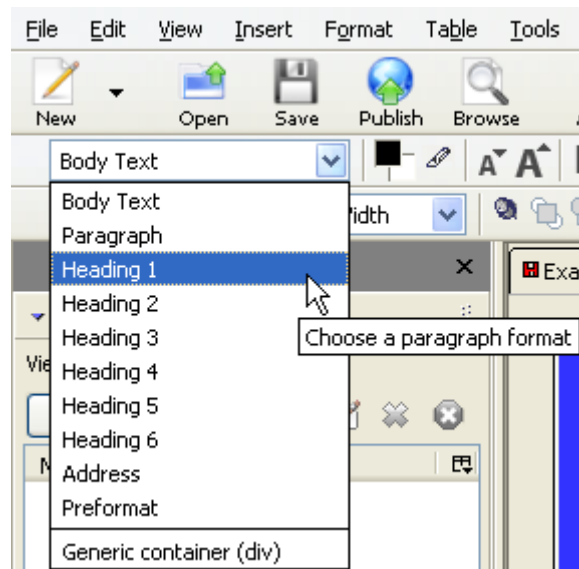
```
<META NAME="DESCRIPTION" CONTENT="include a brief description of your page here">
```

```
<META NAME="KEYWORDS" CONTENT="place on the short list – no more than 10-20 – of keywords and keyword phrases here">
```

If your product is as successful as you hope it will be, your brand and product name will become well known so these should be included in your keyword list and also in the description possible, together with generic phrases that people might use to search for a product like yours. For instance, if your product focuses on weight loss, then it makes sense to include weight loss related keyword phrases in your meta-tags as well as the name of your product.

The next search engine optimization step is to make sure that the text on your page is formulated the way the search engine robots would expect.

For instance, the main headline on the page is generally in H1 text which is the largest font size that is recognized by the search robots. Creating an H1 headline is extremely easy to do using NVU as you simply place your cursor at the top of the page to start typing before clicking on the 'Heading 1' link as shown:



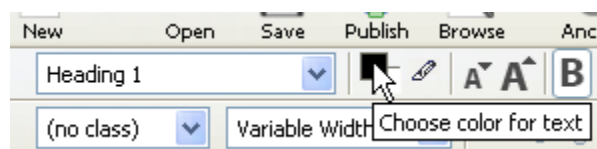
This will obviously produce text that is considerably larger than the standard body text, but this is what the search engines are looking for in your main title, so you should try using it to see how effective including an H1 page headline is:



I would however suggest testing because over the past year or two, there is some reason to believe that using H1 headlines is not as effective as used to be. Consequently, many experienced marketers have experimented with using H2 (smaller) font type in their headlines, rather than H1.

I would therefore recommend starting with an H1 headline, but you should test an alternate sales page that is exactly the same apart from the fact that the alternative has an H2 headline to see which is the more effective.

The one thing that almost everyone in the online marketing community seems to be universally agreed on is that your key headline (whether it is in H1 or H2 type) should be red. You change it by clicking here:



Highlight the text that you want to change, choose the color and what you should have is a headline that looks like this:



The next thing you need is a sub-headline.

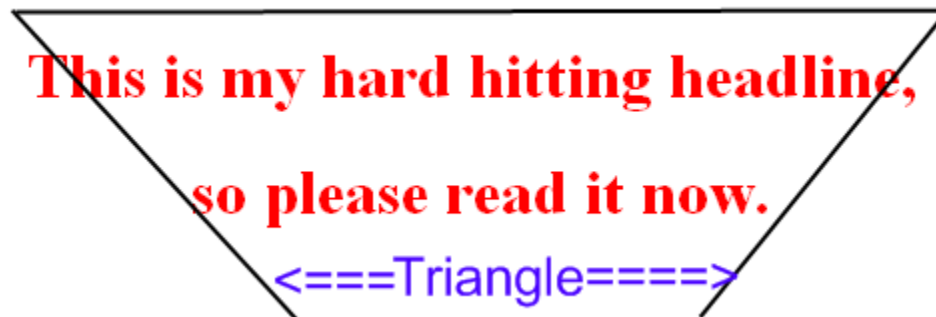
This appears directly below the main headline and is generally in H2 font (if the main headline is H1). Similarly, if your main headline is red, the sub-headline should be in black – as a general rule, avoid using red again, as it might look overpowering – and both the main headline and the sub-headline should be centered.

With both centered, you will have something that looks like this:



The chances are that when you create you headline and sub-headline, they are both going to be more than one line long.

In this case, you should try to form an inverse triangle with the words and if you are making more than one point or need to use more than one sentence, try to include them on separate lines like this:



The final SEO 'step' is to use bold type for your main keywords at least once on the page if possible. This should certainly apply to the product name and a small handful of the other primary keyword terms that you are focused on, but don't go crazy. In particular, if 'bolding' key phrases in this way makes the page look unsightly, don't do it.

If you can include bold type for key phrases, it helps the search engines understand what your page is about, but your sales page should be created to appeal to human visitors – it is them that will spend money not search robots after all.

If too much bold type on the page makes it look unsightly, remember your visitors and just 'bold' the product name (and perhaps your own name in the signature at the bottom of the page).

Your page content

Writing your copy

If you are using a long copy sales page, the first thing that you have got to do is write the copy for that page. There are many things that you need to think about before setting out to do so.

Firstly, you have to understand the theory of how to write the copy, what it is designed to do. Of course, the ultimate objective of your copy is to sell your product or service, but there is a 'pattern' of how your page develops that you should follow if you want to achieve maximum sales copy success.

According to many of the internet's top copywriters, the best sales letters are those that gradually develop a story from the top to the bottom of the page. Thus it is that each separate 'section' of your page has to be written in such a way that it pushes your visitor to keep reading the next section.

In other words, your main headline should 'force' your reader to progress to reading the sub-headline which should draw them into starting to read the main copy text, and so on.

And the concept of telling a story is a very important one as well. If you can somehow weave a plausible sounding and interesting story into your sales copy, this immediately draws your visitor in, because everyone likes a good story but they have to know the ending, so they will keep reading.

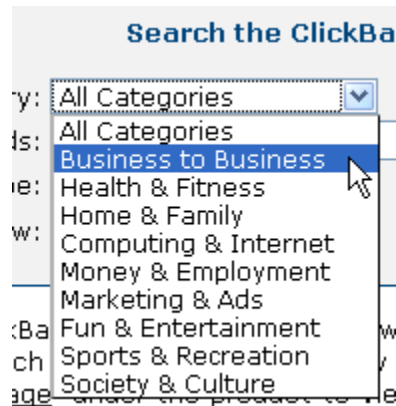
If your story is good enough, it keeps the reader interested which in turn keeps them on your page reading what you have to say.

As has been pointed out, your copy has to have a sparkle to it and should never be dull. One way of sprucing up what you have written is to go back to your copy after you have finished the first draft to add in a few [metaphors](#) and [similes](#) where there are points that you really want to emphasize in the strongest way possible.

As an example, if you were trying to suggest that something is becoming popular, to simply state the fact is relatively dry and mundane. If however you were to suggest that it is becoming as popular as 'a lemonade stall in the Sahara desert', you immediately invite your visitor to paint a mental picture which adds a great deal more emphasis to your point.

Don't go crazy with too many metaphors or similes, but including them when you want to stress a particular point can be a very effective tactic.

Another thing that you can do in order to come up with copy that sells is to take a look at the copy behind the most successful products on the Clickbank site. Open the '[Marketplace](#)' page, click on any of the categories from the drop-down menu:



And hit the 'Go' button. This will produce a list of the best sellers in that category which we have already established in the case that these are the products which are using the most effective sales copy. Thus, 'spying' on what is selling best at Clickbank is a very effective way of picking up some great copywriting tips and ideas.

Remember that the job of your page is to sell your product or service.

You should not therefore be scared of being a little 'salesy' in your page copy. It is what a visitor to a sale page would expect, so you should not disappoint them. Of course, you should not be too hype-filled in your copy but nor should you be slow to promote the value and quality of what you have to offer.

Keep in focus the fact that your visitor will only become a customer if they understand the benefits that your product can bring to them.

Hence, you must focus on the benefits of your product, rather than the features in your sales copy.

For example, imagine that you are selling a product that teaches people how to write articles for marketing purposes three times more quickly.

Great, but this is a feature, not a benefit. The benefit from feature would be that anyone who buys this product will have more time available to enjoy themselves with their family, doing the kind of things that they most like to do such as going to the beach with the kids and so forth.

Before you start writing a copy, compile a list of the main features of the product. Then try to think of three or four benefits each of those features can offer to anyone who buys your product. Narrow it down to the most powerful benefit for each feature and make sure that you include this benefit in your sales letter.

It is most common for sales letters that feature benefits in this way (which any successful sales letter will do) to include them in a bullet-point list around half way down the page. If possible, incorporate the benefits into the overall story which you are telling in your copy because this makes the whole appear more 'seamless' and adds to the natural flow of your copy.

The ultimate objective of your story has to be to emphasize how the product that you are selling will improve the life of anyone who buys it. Your conclusion should again stress some of the major benefits of buying your product and it *must* include a very clear call to action.

You have to remind the visitor why they should buy your product and then tell them that they have to act now. Without a clear call to action, the chances are that your sales letter will be far less successful than it might otherwise have been so you should never forget to include a clear instruction to the visitor that they should buy your product right this moment.

The mechanics of your page

Once you have written your copy, it is time to paste what you have written into the sales page 'template' that you created earlier. When you do so, there are some rules that you should follow.

Firstly, no-one likes to read masses and masses of text. Hence, even though you may have written several hundred words for your sales page, you should make sure that blocks of text are regularly broken up by other things that you include on your page to enhance the power of your sales message.

For example, as you will see if you look at some of the top performing sales letters at Clickbank (such as [this one](#)), videos are becoming an increasingly popular feature of sales pages. They certainly enhance the quality of your sales message but they also help to break up the text on the page as well.

Hence, it would increase the power and effectiveness of your own sales letter to include videos, although I would suggest that you do not make these videos start automatically when someone first visits your page. Not everyone has a high speed internet connection, so starting the video automatically can mess up peoples experience when they first visit your sales letter, which you clearly do not want.

If you have proof that your product does exactly what you claim it can do, include it on the page both to increase the power of your message and to break up the text. For instance, if you are selling a product that is designed to make money for an online business, include proof in the form of Clickbank or PayPal account sheets.

Including testimonials from other people who have already bought and used your product is extremely powerful as well, something that you must always strive to do.

Once again, video testimonials are becoming increasingly popular so if you can convince existing customers to give you such a testimonial, it certainly helps to make your page more interesting and involving. If this is not possible however, you should still include as many written testimonials from existing customers as possible.

It should go without saying that these testimonials should be genuine from real people, but in far too many cases, less experienced marketers have a tendency to 'make up' testimonials.

Thus, you should try to 'prove' that your testimonials are genuine.

One way of doing this is to include the URL of the website which is owned by those who give you a testimonial. Not only does this make it clear that this individual is real, it also encourages them to give you the testimonial because including their URL creates a backlink from your sales letter to their site.

If you are looking for testimonials, find the [most active forum](#) in your marketplace and offer a free copy (or unit) of your product to a small number of members (10-20) in return for a testimonial.

You must include a clear and unequivocal guarantee on your sales letter page which must be a guarantee that you are willing to honor without question. Nothing will damage your good name and reputation more quickly than reneging on your guarantee, so do not even be tempted to

try it. If you promise people an unquestioning refund, give them their money back if they ask for it straight away.

The length of guarantee that you give is also important because if you are willing to offer a 90 day or even a product lifetime guarantee, it suggests far greater confidence in your product than would a 14 or 30 day guarantee. And given the fact that most customers request a refund within the first few days of purchasing a product if they are going to do so at all, the additional risk of offering a significantly longer warranty period is minimal.

For this reason, I would always offer a 90 day guarantee at minimum.

The final thing that needs to be dealt with is to include a payment button on your sales letter. If you are selling a digital product through Clickbank, they will handle the payment collection for you but if you are not using Clickbank, you can use [PayPal](#) or [2CheckOut](#) to deal with the payment side.

If you're going to use the former, make sure that you call PayPal to warn them that there will be a sudden influx of cash to your account. When this happens unexpectedly, it is not unknown for PayPal to freeze your account, a problem which usually takes some time to resolve. On the other hand, using 2CheckOut might appear a little more professional to your customers than using PayPal, but they do charge an initial setup fee.

I would generally include three or four payment buttons in the text of my sales letter at the most appropriate points, obviously with the 'main' payment button being featured at the end of the story, immediately after the guarantee. Once again, having a handful of smaller payment links dotted strategically throughout the copy breaks up the text and gives anyone who has already decided to buy the opportunity of doing so without having to read through the whole page.

One thing that you will sometimes see people do is to 'hide' the price of the product they are selling by burying it surreptitiously within the text. I would not recommend that you do this, because many people who visit a sales letter for the first time will read the headline and then scroll straight to the bottom of the page to see how much the product costs.

People of this nature – and there are many millions of them – are not particularly patient. If they cannot find a price within a second or two, it is quite likely that they will close your sales letter without another thought.

Do not be nervous about making the price of your product clear and obviously evident. After all, if the price is unacceptable to your visitor, they are not going to buy it in any case, so you might as well tell them

how much it costs immediately because if you don't, they will leave anyway.

Finally, at the bottom of the page, include one or two postscript notes (i.e. PS, PPS and so forth) to remind the visitor of the major benefits of the product once again and include another payment link.

With all of this done, your sales page is nearly completed.

However, you must have other pages that support this sales page such as the product download page, perhaps another sales page for an upsell product or a one-time offer.

In addition, you need to have 'admin' pages such as your 'Site Map', 'Terms of Business', an 'Earnings Disclaimer', 'Privacy Policy', 'Contact Information' and so on. In the interests of professionalism, you should include links to these pages at the bottom of your sales letter, but because you do not actually want your visitors to follow these links – if they do, they will not buy your product – they should be extremely small and in a light shade to make them as inconspicuous as possible:

[Privacy](#) | [Legal Information](#) | [Auto Insurance](#) | [Contact Us](#) | [About Us](#) | [Careers](#) | [Site Map](#)

That's your sales letter finished and ready to go!

Conclusion

If you follow everything that you have read of in this report, you will be able to write your own super effective sales copy in double quick time, even if you have never attempted to do so ever before. In fact, writing effective sales copy before publishing your own profitable sales letter is nowhere near as difficult as you might initially imagine as long as you have some clear, easy to understand guidelines about how to do so.

This does not of course imply that you are immediately going to be in a position to charge a five figure sum for creating sales pages for other online marketers. However, it is certainly true that if you hone your skills for a period of time, it is perfectly possible that you can become someone who writes copy and create sales pages for other people (whilst getting paid good money to do so).

Hence, no matter what business you currently run, learning to write effective sales copy and how to create attractive sales pages is a skill that can be incredibly profitable if you learn to apply it in the right way.

With everything that you have read of in this manual, you should now be in a position to start writing your first sales letter. But, as I suggested earlier, 'leaders are readers' and you should never stop learning, because no one ever knows all there is to know and there is always room for improvement.

And the best way of improving your sales copy creation and page design skills? The simple answer is, practice, practice and then practice again, because the more you practice, the sooner you will be able to elevate yourself to the five figure sales copywriters club.