

Copywriting For Beginners PLR

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Copywriting For Beginners PLR..... Your copy is horrible. You know it. You asked for help on forums. Everyone gave you different answers. "Change the headline." "No, keep the headline. It's the best part." "Okay. Keep the headline, but make it sound like you aren't selling anything." Sound familiar? Forums can help you improve your copy, but the answers you get from forums will often contradict each other. Forums tend to attract at least a few unsavory characters who get pleasure from seizing opportunities like this to ATTACK people seeking help, rather than offering them constructive criticism. "I'm going to be brutally honest: you're beyond hope. Your headline is a joke. Your copy is weak. The entire thing sounds snake oily. I have no constructive criticism to give you other than to give up." Knowing your post could solicit a response like that might be enough to deter you from posting at all. Additionally, you get what you pay for. You know this. If you pay nothing for advice, what can you expect to get from it? Probably nothing. You can't ask for a refund if the advice is useless. You can't ask for customer service if the advice is incomplete or not producing the results promised... What other options do you have? Concentrate on other factors and ignore copy... right? Wrong! And let me demonstrate how wrong this is by giving an absurd and extreme example... What if you put \$20,000 into research and development for your product, \$15,000 into advertising, but spent no money on a salesletter. Instead, you uploaded a misspelled sentence that asked visitors to "byu my porduct," and slapped a check out button below it. Do you think you could close a lot of sales with copy that bad? Probably not. What if you fixed the spelling, added a headline, and tossed in a short list of bullets? Do you think you could sell at least a few copies? What if you improved the headline, added a section building up to the bullets, and then added in more bullets? Do you think you could make more sales? What if you revised the headline, the body, and the bullets to make them clear? What if you revised the headline, the body, and the bullets to make them more compelling? You get it: the quality starts off at zero. Sales are zero, too. As you improve the quality, the amount of sales you make increases, too. No matter how good your product was initially, you had no copy at all to communicate that to prospective buyers. They would have clicked off of your salesletter, assuming it was a scam. Even if they didn't, they wouldn't have bought it, anyway. Who buys something if

they don't understand what it is? No matter how much you POUR into R&D, no matter how much you POUR into traffic generation... if your copy doesn't communicate what your product is and persuade your visitors to buy, you're wasting both R&D and advertising. There's something else to consider: improving your copy is the CHEAPEST way you can make more sales. Doubling your advertising budget could be costly. Improving your copy to get twice as many sales may not be, especially if your current salesletter is bad. How do I know if my copy is bad? If you just started writing copy, your salesletter is bad. Plain and simple. You might be a great writer, but few people start off as great copywriters... If your salesletter isn't converting targeted traffic, something is seriously wrong. Either you've created a product that no one needs or your copy needs surgery. Don't despair. The worse your copy is, the faster you can improve it. Think about it like this: if all you have is that single misspelled sentence, learning how to write a decent headline and some bullets could quadruple your sales easily. If you already know a lot about copywriting, you can still improve, but new techniques probably won't yield as dramatic results... Step one: Admit you have a problem. If you had the courage to post your copy on a forum and face the onslaught of negative, hurtful, and (rarely) constructive comments, you now know that you have a problem with your copy... If no one has criticized your copy yet, but it is underperforming, you have to admit you have a problem. Even if you're a talented writer, you might not understand how to communicate product benefits and close sales. So here's my suggestion to you: if your copy is underperforming, admit that you have a problem. If you don't admit that you need to learn how to improve your skills as a copywriter, you never will... Step two: Get help immediately. The longer you wait to get help with your copy, the more traffic you waste. Right now, you have targeted traffic stopping at your site. Depending on the quality of your copy, they will decide to buy or to move on. If your copy is BAD, you will continue to lose sales until you fix it. Solve this problem now and lose less sales. This Product Comes With Private Label Rights Rights Tags: plr

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