

AIM FOR THE



**How to write copy that stirs emotions
and makes people buy right now!**

WARNING: You DO NOT have the rights to reprint or resell this report. You also MAY NOT give away, sell or share, totally or partially, the contents herein.

If you obtained this report from anywhere other than **Copywriting.com**, it means you have a pirated copy. Help stop internet crime. Click [here](#) to report it.

Copyright ©2009 Miguel Alvarez – All Rights Reserved.

No part of this report may be reproduced or transmitted in any form whatsoever, electronic, or mechanical, including photocopying, recording, or by any informational storage or retrieval system without express written, dated and signed permission from the author.

Legal Information & Disclaimers:

The information presented herein represents the view of the author as of the date of publication. Because of the rate with which conditions change, the author reserves the right to alter and update his opinion based on the new conditions. The report is for informational purposes only. While every attempt has been made to verify the information provided in this report, neither the author nor his affiliates/partners assume any responsibility for errors, inaccuracies or omissions. If advice concerning legal or related matters is needed, the services of a fully qualified professional should be sought. This report is not intended for use as a source of legal or accounting advice. You should be aware of any laws which govern business transactions or other business practices in your country and state. Please remember that as with any business endeavor, your success will depend on your background, dedication, desire and motivation. This course is in no way, shape or form a certain guarantee that you will earn any money. Any slights of people or organizations are unintentional. Any reference to any person or business whether living or dead is purely coincidental. This course may include some advertisements that are copyrighted materials. They are reproduced for educational purposes only under "fair use" provisions of the US Copyright Law. They are selected at the sole discretion of the author as they represent the topics discussed in the text.

Foreword

Introduction

The Difference Between “Copy” & “Emotional Copy”

Chapter One

Emotions Are A BIG Part Of Our Buying Process

Chapter Two

The Most Common Buying Emotions & How To Use Them

Chapter Three

Communication Styles & How To Apply Them To Your Copy

Chapter Four

The Copywriting Process

Chapter Five

Workshop & Practice

Conclusion

Using Customer Feedback To Keep Your Copy Powerful

The big picture

Taking Your Copywriting To A Whole New Profitable Level

Foreword

Thank you for downloading this special report. I'm very pleased to offer you this powerful set of copywriting techniques that is bound to change the way you look at marketing forever. The secrets included within these pages are taken from a variety of sources including:

- Behavioral Analysis
- Psychological Studies
- Buying Behavior Studies
- Expert Copywriting Techniques
- NLP & Influence tactics
- and many more!



What you will discover here are the emotional triggers that can put spark and fire into your copy. They will transform your words from mere facts into persuasive, influential and extremely powerful tools that excite your customers, pull directly at their heart strings and encourage them to the point of purchase.

Enjoy!

A handwritten signature in black ink, appearing to read 'Miguel Alvarez', is written over a horizontal line.

Miguel Alvarez
Copywriting.com

P.S.-

On the last page, you'll find a dead-simple way to **make money** just by helping me spread the word about this free special report to all your friends, subscribers and website visitors. So keep your eyes peeled...

Introduction

The Difference Between “Copy” & “Emotional Copy”

By the name, most people don't recognize what “emotional copy” is. But when they read it on a website, a direct mail piece or in a magazine ad, they know it hits home. While there may not be an “official” definition of emotional copy, in layman's terms it is copy that plays on the emotional aspects of a customer's buying process in order to create the desire to buy.

Let's take a moment to look at a comparison of “copy” and “emotional copy.”

Regular copy:

Here is an excerpt from a retirement community website:

As Silicon Valley's newest retirement community, ABC Retirement Community has everything you need to enjoy each day to its fullest. Our beautiful 37-acre campus features a brand new Skilled Nursing and Rehabilitation Center that sets the standard for exceptional care.

Our Residential-Style Living and Assisted Living Apartments, offer a variety of floor plans to choose from, a host of amenities to enjoy, and a broad range of services. Our unique assisted living program offers five levels of care personalized to individual needs, as well as specialized care for individuals with Alzheimer's and other memory-impairing illnesses.

Technically speaking, there is nothing “wrong” with this copy. It provides solid information about what the retirement community offers.

However, does it get you excited? If you were looking for a retirement community for your mom or dad, would you jump up from your computer and rush right over to sign them up? No... it has no emotion. It does not evoke a desire to buy.

Emotional Copy:

Now, let's rewrite it keeping some “emotional points” in mind. Remember that much of the time (especially online) it is the children who are looking at retirement residences (especially assisted living). Also remember that they have some concerns about their parents.

Think about what questions you would have if you were in the position to search for a suitable assisted living home for your mom and dad.

Now, with all this in mind, let's transform the text above into copywriting that has a little emotional fire:

When it comes time to consider assisted living arrangements for your loved ones, the decision itself can be heartbreaking. It isn't that you don't **want** to take care of your family... but in many cases you simply **can't**. You'll be comforted to know that we help others work through this difficult decision everyday. Once you've decided, you now face the monumental task of choosing the best community – one that is up-to-date, safe, friendly, and that (as much as possible) feels like “home.”

We can help in that area, too. Our Residential-Style Living and Assisted Living Apartments offer a variety of floor plans to choose from – one is just the right size for your loved one. There are activities each and everyday that encourage fellowship so you need not worry about boredom or loneliness. And our unique Assisted Living Program offers five levels of care personalized to individual needs, as well as specialized care for individuals with Alzheimer's and other memory-impairing illnesses.

See the difference? The original copy simply lists facts in a nice way. The rewritten “emotional” copy gets your heart pumping. You feel as though this retirement community fully understands what you're going through, and how very difficult the decision you're facing is.

What's more, the rewritten copy answers some objections along the way. It heads off the questions of boredom and loneliness.

So... how can **you** transform your copy from a list of facts into an emotion-filled sales generating machine that works for you 24/7? You can start right now; this report will show you exactly how it's done!

Chapter One

Emotions Are A Big Part Of Our Buying Process.

There are many things that make up the buying process of a consumer. Think about it from your own perspective. When you need a new car... what do you “mentally” go through from the time you decide you might need to start shopping around until the time you actually buy?

You determine that you really do need a new car. Perhaps yours is getting old and needs some major repairs, and you believe it would just be cheaper to buy a new one. Maybe your current car has a lot of mileage, and you’re in fear that things will begin to go wrong. It could be that you have seen a new model that you think looks really great!

If you’ll notice, there are three separate emotions that come into play above. Greed, fear and flattery. There are others that people base their justification on: guilt, exclusivity, anger and redemption are just a few of the most common ones.

When you begin to plan for your copywriting project, keep in mind that the buyer will first justify the purchase. That means you should offer a reason why your product or service is something that is a need – something that has a purpose – something the buyer can justify spending money on. Use one (or more) of the above emotions to choose an “angle” for your copy. Pick an emotion to base your entire piece on and work from there.

What happens next in your buying process?

You seek out what you want first – as opposed to what you need. This is an important step. Buyers almost always think first about what they want and later decide if they can afford it.

Think about this for a moment. When you were shopping for the car you drive now, did you first look at the smallest and most economical car on the market? Most likely not. You probably began looking at models that were visually appealing to you.

You might have always wanted that red sports car or a car made by Mercedes. The general population will be drawn to what makes them feel good about themselves. This step in the process is almost always driven by ego.

While buyers are in the “daydream” stage – that stage where they are looking at wants as opposed to needs – you, as the copywriter, should take advantage of making the customer drool! As you’ll see in a moment, the ultimate struggle, when it comes down to needs vs. wants, is on just how bad the buyer wants what

you have. Using emotion in your copy is the best way to ensure that prospective clients come back to you once their buying process has concluded.

You considered what “needs” you had. Once the daydreaming is over, we all come back to reality. Maybe that Mercedes isn't big enough for your family of 6. That sports car might very well get awful gas mileage (and the insurance could be completely out of your budget).

So you begin to make another mental list. This list contains the requirements you have. You need something spacious, something functional, and something that won't cause an insurance payment that equals the car payment. But, boy! That Mercedes looks good! (See... the struggle is beginning already.) Keep that in mind... it is your best advantage!

You struggle with needs vs. wants. Here's the hardest part for the consumer. How many times have you really wanted something that just didn't make sense from one standpoint or another? Most people go through the same thing. Depending on their personalities, some struggle with the purchase of an ebook. Others will “impulse buy” until they reach high dollar items. Regardless, everyone – at one point or another – faces the needs vs. wants ordeal.

In the buying process, if the consumer can **justify** making the purchase, he or she WILL indeed buy the product or service. Almost all people are driven by justification. If they feel there is a good enough reason to buy... something they can tell themselves will be used many times, will save them money, will save them time, etc... the sale is as good as made.

This is the time copywriters must put their best foot forward. Your mission – should you choose to accept it – is to create a presentation so filled with emotional triggers that the customer will decide that his “need” and his “want” are the same thing. This is how you evoke a buying mood.

Now, let's look in detail at some of the most common emotional responses and see how we can use them to our advantage as copywriters.

Chapter Two

The Most Common Buying Emotions & How To Use Them

As we stated in Chapter One, some of the most common emotional responses include: greed, fear, flattery, guilt, exclusivity, anger and redemption. Take a break from this report for a while.

Go flip through a magazine or watch some television. As you do, try to identify the emotion behind each ad. When you return, we'll go over the bases for these emotions and how to gear your copy toward at least one.

The chart below will come in very handy as you write. As a matter of fact, you might want to print this page and keep it handy as a reference tool.

Emotion	Cause	Response
Greed	Lust for more, more, more	"Keep up with the Jones" attitude
Fear	Lack of stability	Looks for things that are guaranteed or proven
Flattery	High ego	Wants things that will bring on compliments
Guilt	Lack of justification	Needs to know it's "OK"
Exclusivity	Desire to be the best or first	Looks for new, inventive products/services
Anger	Feels taken advantage of	Wants justice
Redemption	Problems, problems, problems	Needs solutions

The emotional basis for your copy will greatly depend on your target audience as well as the product or service you are offering. You can either use the emotion in its current context, OR pull out a desired response.

For example, if you are selling Self-Improvement ebooks to women seeking to lose weight, you would most likely choose one of the following: fear, flattery, guilt, anger or redemption.

Fear

Because most have tried to lose weight and failed... many times before. They are tired of the yo-yo effect. They don't mind paying for help, but they are tired of being taken advantage of.

Flattery

Because every woman wants to feel good and look good. By describing the compliments the woman will receive on her figure, you can trigger an emotional response geared toward something she will receive rather than something she currently has.

Guilt

Because most women will put themselves last. Their family, friends and work come before they do. Guilt most likely would not apply to men in this situation as men don't harbor the same emotional standing as women do in this area. However, women need to know that doing something for them IS all right – and in this case will also benefit their families, friends and employers due to the improved health they'll receive with weight loss.

Anger

Because “all those other weight loss methods were a bunch of garbage!” I have several overweight friends who have said those exact words. They are mad because books, ads and literature make it look “so easy” and “so permanent” and many weight loss plans aren't. They are angry because it isn't working for them.

Redemption

Because many women (whether it is true or not) will “blame” their apparent inability to lose weight on their thyroid, arthritis (so can't exercise), lack of time, lack of money or a number of other things. Granted... many of these are legitimate complaints, however often times people are simply looking for someone to offer solutions to all their problems before they act.

So the foundation of your weight loss ad could be any of the above emotions... or a combination of 2 or more. You could create a strategy that consisted of introducing anger (“I know you're tired of companies who make outlandish promises they don't keep...”) go into flattery (“...but you truly CAN achieve your weight goals and have romantic glances thrown your way from across the room...”) and then to redemption (“...even with your hectic schedule...”). If you have the space (such as on a Website, a direct mail piece, an infomercial script, etc.) this is the best way to handle it.

So now that we've chosen our emotional strategy, how do we “present” the information? Not everyone communicates in the same way. Not all people place importance on the same features.

So how do you cater to the communication style of your customers to ensure they read what you've written? We'll find out next in the next chapter...

Chapter Three

Communication Styles & How To Apply Them To Your Copy

Listen to a few conversations during the course of your day and you'll likely make a few interesting observations. When telling a story, some people give you just the facts. Others provide intimate details.

When you offer information to them, some will stop you and say, "Oh, let me write this down," a few will look at you intently – hanging on every word, and still others will appear anxious for you to get right to the point. This is because there are a variety of communication styles. People have preferences in the way they give and receive information.

Your challenge, as a copywriter, is to provide your sales information in the way that your target customer will most willingly accept it. If you have a target group that consists of one behavioral/communication style, your copy will be easy to write. However, if your target audience is made up of a variety of styles, your job will take a little more effort.

Let's take a look at the most common styles and determine which one(s) might best fit your customers. The model we'll use is based on the DISC formula. Myers-Briggs and other companies also offer insights into behavioral and communication styles.

Dominance

Those that fall into this category can generally be described with the following terms: director, ego-oriented, fast moving, demanding, aggressive, competitive and enterprising. Dominance types can be found in management or leadership positions, the military, and entrepreneurial roles.

To communicate with those who have a core dominance personality you'll need to be direct and to the point; business-oriented; take a results-oriented, logical approach; and focus on the high points only.

These types of communicators don't want the details... the facts only, please! This means no long copy and no personalization within the copy. Strictly business is their rule. They make quick decisions and they love new, innovative things. Their primary fear? Being taken advantage of!

Influence

People who are grouped into this category are usually charismatic, inspiring, enthusiastic, outgoing and trusting. The most common occupations for influencers are sales, although they can also be found in customer service, coaching and other people-oriented vocations.

To communicate with an influencer you'd better have a lot of time. These folks love socialization and will talk your ear off if given the opportunity. Everything needs to be fun and they are of the opinion that the entire world needs to "lighten up"! Offer them a friendly, non-threatening sales environment and show them how your product or service can provide them with more opportunities for recognition and being in the limelight, and they will beg to buy from you. Be ready for a quick decision from those in the influence category. Their primary fear is social rejection.

Steadiness

Over 40% of the population falls into the steadiness category. These are your average, everyday types of people. They can be described as adaptable, habitual, unhurried, consistent, good listener, detail-oriented and stability-oriented. Good examples of steadiness types are entrepreneurs and teachers.

When writing copy that appeals to steady types, go long! They love detail and need to be shown how your product or service specifically benefits them. They require the answers to all their questions before they'll buy, and they also require time to think.

Important Note: Because the majority of the population consists of steadiness types, Internet businesses have had to develop ways to keep visitors coming back to their sites. Those who require time to think would often leave the site and then not remember where they saw the product or service they were considering. This is the primary reason you see Website copy that encourages book marking or printing out shopping cart pages for future reference.

As the name indicates, those who fall into the steadiness category greatly fear the loss of stability.

Compliance

Compliance types are very critical thinkers. They are wary, fearful, low risk takers, compliant and very "standards" motivated. These people never, EVER break the rules under any circumstances and tend to be perfecting. You'll find compliance types in vocations such as accounting, quality control, engineering, banking and science.

How do you motivate them to buy? Use data and facts. Examine the pros and cons from all sides so as not to appear partial. Leave out the socialization and instead focus on the facts at hand. Show them that you're offering quality, proven solutions and then allow them time to think. Those in the compliance category do not respond well at all to hard sells. Their greatest fear is criticism.

Can You Identify Yours?

Do you see your target customers in any of the above descriptions? If you're selling courseware to computer trainers, you'll most likely be dealing with those who fall into the steadiness category.

If you are aiming to reach accountants to sell them new software, you'll need to focus on the compliance category. But what happens if you sell nutritional products to everyone in the world?

How in the world do you accommodate them all?

Simply... the answer is, you don't. You can't. But what you CAN do is to create a combination of styles within your copy that will appeal to the majority of your customers. This generally means working with a foundation based on the steadiness style because over 40% of the population falls into this category.

Where Do I Start?

You may be feeling a little overwhelmed at this point. After all, there is a lot of information within this report for you to absorb. You have been given an enormous amount of insight into copywriting already but one thing is still missing. How to put it all together and make it work. We'll cover that next in Chapter Four.

Chapter Four

The Copywriting Process

If you've studied copywriting for any length of time at all, you have probably stumbled across the acronym AIDA. That stands for Attention, Interest, Desire and Action. This formula has been used by copywriters (especially direct mail copywriters) for years and years. However, I find that it is a bit incomplete.

While we'll base our copywriting process on the AIDA formula, we want to add some things to it that will increase your copy's performance by appealing to the emotions of your customers.

“A” = Attention

As we mentioned, the first A equals Attention. This can be in the form of a headline but should also pertain to your introductory paragraph. If you don't get the attention of your customer immediately, you've lost them for good.

If your headline and first paragraph don't hook them, the rest of your copy will never be read.

But exactly how do you get your customer's attention? By choosing an emotion (there are several in Chapter Two to pick from) and setting up a situation. Let's play with fear and greed for a moment.

If, for example, you are selling an ebook with extremely good information about setting up an online business, these two emotions would be key because almost every “would be Internet entrepreneur” has a certain amount of greed (wants to make a lot of money doing it “his way”) and also has fear (questioning what if it doesn't work and my family has no money).

You may have heard that your headline should play to the biggest benefit. This is definitely true but not exclusive. You can also play on emotions in your headline and address a fear, pump up their egos or offer the answer to a burning question.

If you choose to present a benefit, make sure it is indeed a “benefit” and not a “feature.” A feature is an aspect of your product or service.

For example, a software company might have a word processing program that offers spell check. This is a feature of the software program. The benefit of spell check is that your documents will look professional and be free of spelling errors. Professionalism and accuracy are the benefits of the spell check feature.

Don't tout that your product or service has a particular feature... sing the praises of the emotion-filled benefit (or end result) of using your product or service.

“I” = Interest

OK, we've gotten their **attention**... now we must focus on building their **interest** and supporting what we've told them thus far.

Again... think back to your own buying experiences. Remember the car example? You love the body style and the interior is just perfect! You really want this car but now you start to have a twinge of reality. You're not yet to the justification stage, but you wonder if this is truly the car for you. When building interest, you must show your prospective customer that your car IS the car for him/her. The keys here are benefits, emotions, benefits, and emotions! (NOTE: one way of building interest is to include sub headlines throughout your copy.)

Next, the buyer embarks on the ever-challenging task of justifying his/her purchase. Especially if it's a large purchase. Our interest section should also use emotions to address the fact that this purchase is a good bargain, the right step, a sound decision, etc. But in addition to that, we need to let the customer know what will happen if he/she **doesn't** buy our product or service.

Depending on the product, the negative result might be the fact that he miss all those stares from beautiful women, his hair will continue to get thinner and thinner, he will have to struggle to get all the information he needs for launching his online business or any other consequences. The goal here is to create a few statements that will cause the customer to say, "Oh! I didn't think of that!"

“D” = Desire

The “D” in AIDA indicates the desire to buy. Your first section is the set up... getting their attention and letting them know exactly how you can fulfill their dreams. The second is building up their interest and triggering the emotions that will make them feel good about the purchase (and letting them know what will happen if they DON'T purchase). But the third (the desire section) really turns on the charm. It is written to tug on the heartstrings in order to create that final desire to buy.

Perhaps the biggest benefit of our imaginary ebook is that the reader will be in an excellent position to set up and run his/her own Internet business. Customers will have all the information they need right at their fingertips. That's great! But... deep down inside your customers have two desires. The first is the desire to succeed... not just “run a business.” The second is the desire to obtain more freedom... the most common reasons sited for starting a business.

Think about the mental process we outlined in Chapter One. Remember how the buyers' mind works... right now they are open to anything. This is the best time to pump them up and get them excited about your product or service. They have not yet come to the justification stage where price might play a factor. While always, ALWAYS being truthful, the “desire” aspect of your copy should portray

the best and biggest benefits your customers will receive. It should speak to the joys of being able to leave work and run an errand in the middle of the day. It should talk about not having to put up with odd looks from the boss every time you need to leave early because your child is sick and other things that would-be entrepreneurs dream of. Make their mouths water!

“A” = Action

The final A in AIDA stands for action. During the action phase of copywriting, we must give them enough motivational cause to take action and buy. At the moment we get to this point, the customers should have all the information they need. We – as copywriters – will have walked them through each step of the buying process and emotional journey to the point of purchase.

A few ways to create action with your copy are:

A bonus – “If you order now, you’ll also receive a free report...”

A discount – “Order before June 15th and get 50% off...”

Motivation – “The sooner you order, the sooner you can begin losing those unwanted inches...”

Consequences – “It normally takes people who DON’T read this ebook 6 months longer to launch their business and turn a profit...”

Imply a compliment – “Savvy business owners know that this product is the key to business success...”

Use emotions – “Order Now! Your financial security, your freedom and your family depend on it!”

There are dozens and dozens of ways to evoke action. I’m sure you can come up with an entire list of your own if you think about it for a few minutes.

The point of the “Action” phase is to get them moving. We’ve made them drool, we’ve answered all their questions, we’ve filled them with benefit after benefit... don’t lose them at the end.

How Do I Put It All Together?

I’ve read many copywriting books, ebooks and reports. I’ve also spoken with a lot of people who’ve tried to put the material they’ve read to good use but weren’t able to. What stopped them? The same thing that might stop you.

They had no practice. They had no feedback. They were guessing about how to actually put all that information together and create great copy.

In Chapter Five, you'll participate in a "workshop" of sorts. We'll go step-by-step through the process so you can watch it evolve and become an unstoppable, money-making masterpiece!

Chapter Five

Workshop & Practice

OK... it's time to put your newly learned skills to the test! You'll need a blank document on your word processor or an empty sheet of paper, whichever you prefer. During this workshop, we'll continue to use the example of an ebook that outlines how to start and launch an online business. You make notes and begin to write copy for your own product or service.

Step One – Choose Your Emotions

The first step is to choose the emotions we want to play on throughout our copywriting process. The list is in Chapter Two. We'll use the emotions of fear and greed for our example of the ebook. You look back over the emotions list and decide which ones would be most applicable to your target customer.

I chose fear because starting any business is an experience filled with fear. There are so many unanswered questions and so much risk involved that every person alive has a feeling of fear at one point or another. It's a common emotion to feel when undertaking such a huge task.

In addition to that, the information in Chapter Three tells us that entrepreneurs fall into two categories. The primary fear of one is being taken advantage of. The primary fear of the other is loss of stability.

I will also use greed because that's what drives most people to start their own company. They want to have more money, more time, more freedom... more, more, more!

Here are a few things to consider when deciding on the emotional basis for your copy.

1. What experiences are the customers going through?
2. What end result are the customers hoping to get?
3. How do those experiences make them feel?
4. How will accomplishing their goals make them feel?
5. How can my product help to alleviate, enhance or support those emotions?
6. What is the behavioral style/communication style of my prospect?

Step Two – Defining the Communication Style of Your Customers

In Chapter Three, we discussed the various behavioral styles of people according to the DISC analysis. We must now define the behavioral style (and thus the communication style) of our customers in order to know how to present our copy.

For the ebook that outlines how to start and launch your own business, we'll have a combination of Dominance and Steadiness. Entrepreneurs fall into both categories, so we'll need to play to both types. This means we'll have to communicate in the following ways:

Dominance: direct and to the point; business-oriented; take a results-oriented, logical approach and focus on the high points only. No detail, no long copy and no personalization within the copy. Strictly business is their rule. They make quick decisions and they love new, innovative things.

Steadiness: full of detail and definition of how the product or service specifically benefits them. Answer all questions and allow time to think. (Since we aren't writing solely to the Steadiness group, and because we'd rather them purchase now instead of later, I'll include a 100% guarantee to encourage a feeling of stability and reduce the risk for them.)

Quite a challenge, since they are almost complete opposites! What's the solution? Well, the copy for this ebook will be:

- of medium length
- focus on the facts but offer ample support
- full of benefits and answers
- designed to allow for purchase after the initial presentation has been made
- offer an action section that encourages purchase but also reduces risk

Step Three – Get Their Attention

For our example, we'll title the ebook "How To Start Your Online Business For Maximum Success." Since this is an ebook, we'll be selling it online so our copy will be Website copy. When writing our headline, we'll need to decide the primary benefit AND how this book will fulfill the primary desire of our target customer.

The basic fears of the two groups we're writing to are "being taken advantage of" and "loss of stability" so that, in combination with fear and greed, gives us a broad foundation to create from. A few headlines we might consider using are:

**“Over 50% Of Dot Com Businesses Fail Within The First Year.
DON’T Be A Statistic!”**
(Plays on fear and loss of stability.)

**“With The Right Information, You CAN Have
More Free Time, More Money & More Freedom”**
(Plays on greed.)

**“New Online Business Owners Lose Over \$3 Million
Annually To Rip Offs And Scams.
Don’t Let Your New Business Become A Victim!”**
(Plays on fear of being taken advantage of.)

**“Launch Your Online Business In
Less Time, With More Stability And Greater Profits”**
(Plays to biggest benefit.)

We have yet to see a hard and fast formula for creating headlines that work every single time. Even those who have been in advertising for years will tell you that they still test headlines before putting an offer out to the masses. We usually have three or four in our arsenal so we can do just that. You’d be smart to do the same. We’ll stick with the last one (biggest benefit) for the time being and perhaps use the others as subheads within the body copy.

Now, don’t forget, also included in our attention phase is the first paragraph of the copy. We’ll need to hit them hard with emotions and really get them moving. This does NOT necessarily mean “hard sell” copy. It simply means copy that truly strikes a nerve.

We’ll start our copy like this:

**“Launch Your Online Business In
Less Time, With More Stability And Greater Profits”**

Will you be one of the thousands of people who will launch an online business in the next 30 days? Some will become a huge success and others will fail miserably. What makes the difference? Why can some do it and others can’t? How can **you** be very sure you’re a business success and not a failure? Are those the questions that keep going through your mind as you try to decide if it’s worth it?

How many times have you been up late at night running the figures... again? Can you do it? Is it really possible that you could have your **own** online business?

There is so much hype on the Web that the thought had crossed your mind that you might be taken advantage of. And what if it doesn't work at all? What then? Who will pay your bills and feed your family?

But on the other hand, what if it **does** work? What if you could honestly work from home... spend more time with the kids... make more money... have more freedom and more spare time? Your dream is to make it on your own, but that takes a lot of planning and information. Where in the world will you get everything you need to succeed?

Can you make out the various elements? Do you see how the copy plays to both the Dominance-oriented person and the Steadiness-oriented one? How about the emotions? Can you identify where the elements of fear and greed come in? And lastly, can you pick out the references to our behavioral style's greatest fears of being taken advantage of and loss of stability?

The last sentence has set us up to move forward to the "interest" section of the copy. It lets them know that they will have to do a lot of planning and information gathering. The next step will be to create interest about this ebook based on the fact that the research has already been done for them. Let's continue...

Step Four – Peek Their Interest

“With The Right Information, You CAN Have More Free Time, More Money & More Freedom”

Most small business owners simply skip the planning stage. Sure, they might shop around for the best price on Web hosting, but that's about it. This lack of planning is their downfall. Some think they can simply post a Website and their business will automatically take off. You and I both know there's more to it than that.

Now you can jump way ahead of the pack! Yes, it normally takes months to uncover the answers to your questions. And it usually takes a tremendous effort on your part to put all the pieces to the business puzzle together. But now there's *“How To Start Your Online Business For Maximum Success.”*

This easy-to-read ebook takes you step-by-step through every single element of planning, implementing and succeeding with your new online business. That means more free time, more money and more freedom for you.

Heard enough? Ready to start right now? Just [click here](#) to order!

It would take you months to find all the amazing resources that are in this book.

Let's look at the "short list" of what you'll need to begin. For the bare minimum, online businesses require:

- Web hosting
- a good Web designer
- email addresses
- shopping carts
- secure server capabilities
- products to sell
- cgi scripts to run smoothly
- autoresponders for marketing
- mailing list servers for ezines and newsletters
- site statistics for tracking your visitors
- search engine submissions
- database management

Then there are all the rules and regulations to follow like:

- sales tax collection
- revenue taxes
- business expenses
- bookkeeping
- deductions

And finally, you'll have to have a marketing plan including:

- search engine submissions
- ezine advertising
- articles or reports
- publicity and press releases
- joint ventures

It often takes months to find all the reliable information you need. But if one step is missing - if one aspect of the overall combination of Website, business and marketing is out of place – it all comes tumbling down.

Do I have your attention? Are you starting to wish this were a real book? Great!!

So far we've gained their attention through a punchy headline and a first section designed to make them sit up and notice we're here and they need us. Next

we've built their interest by showing them what they need and hinting that our ebook can solve the problem. Our next step will be to create that desire to buy.

NOTE: Did you also notice that – in order to appease the Dominance types – a quick link was added to the order page? This way, when someone has read enough, he won't have to dig to find the ordering information. Also, one of the previous headline choices was used as a sub-head.

Step Five – Building Their Desire

Now that the customer knows a little about what we're offering in this ebook, we need to build a desire to have it for his very own. So let's move forward with our copywriting workshop.

“Over 50% Of Dot Com Businesses Fail Within The First Year. DON'T Be A Statistic!”

It's a scary statistic. But you don't have to fall like the rest. Your advantage – your secret weapon – is that you have “*How To Start Your Online Business For Maximum Success.*” All the work has been done for you. Hours and hours of research are packed into this book. The answers to all the questions you have are within the pages of this incredible tool.

Did you know that most states in the U.S. require you to file a small business tax report quarterly? Complete instructions AND the form are included with “*How To Start Your Online Business For Maximum Success.*”

Are you aware that the most “popular” methods of Internet marketing are also the least effective? So what works? “*How To Start Your Online Business For Maximum Success*” has an entire chapter devoted to proven methods that bring amazing results.

Don't have any money to start a business? No problem. “*How To Start Your Online Business For Maximum Success*” gives insider secrets from financial pros that outline how you can get a loan for practically any amount with no defined payback time!

I wrote this book because I was tired of getting surprise after surprise thrown at me when I started my own business. Not to mention, I'd find all these really great deals but only AFTER I'd signed a 2-year contract with someone else. I want to save you all the aggravation and disappointment I experienced. **I want you to succeed fast!**

Heard enough? Ready to start right now? Just [click here](#) to order!

Can you see where all this is headed? Can you tell how we have been building and building to the point of the customer screaming, “How do I get it??!!” Now’s the time to give their emotions one final “tweak.” We must let them know what will happen if they choose NOT to buy.

Step Six – The Consequences

Rather do it on your own? Want to save the money and invest your time instead? Some can do that. But most people are overcome by procrastination and life’s little aggravations and never follow through. What will happen if you walk away right now? Have you come this close to owning your own business before and given up? And where did it get you? Right back in the same old job, making the same old paycheck and wishing you could start your own business.

Step Seven – Action

They have all the information. They are built up and teetering on the brink of purchase. Now’s the time to encourage them to take action and order.

Don’t let procrastination kill your dreams again. This cycle will never end on its own. You have to stop it right now or you’ll likely be stuck in the same position for years on end. You CAN do it. It CAN be your dream come true. I know... I’ve done it myself and I’ll tell you that it’s simply wonderful!

Just think... if you order right now, you can download this ebook and begin planning your new online business within the next 10 minutes. For only \$19.99 you can make an investment in the future of yourself and your family (not to mention your sanity and financial security) that will pay off in droves.

You have the assurance of a 100% money back guarantee! If, after reading and applying the information in this book, you are unable to successfully launch your own home-based business I’ll give you 100% of your money back with no questions asked.

Don’t lose out on a world of pleasures... your freedom is just one click away!

ORDER NOW

Want to see it all put together? Just look below for the entire piece of copy without our comments inserted.

“Launch Your Online Business In Less Time, With More Stability And Greater Profits”

Will you be one of the thousands of people who will launch an online business in the next 30 days? Some will become a huge success and others will fail miserably. What makes the difference? Why can some do it and others can't? How can **you** be very sure you're a business success and not a failure? Are those the questions that keep going through your mind as you try to decide if it's worth it?

How many times have you been up late at night running the figures... again? Can you do it? Is it really possible that you could have your **own** online business? There is so much hype on the Web that the thought had crossed your mind that you might be taken advantage of. And what if it doesn't work at all? What then? Who will pay your bills and feed your family?

But on the other hand, what if it **does** work? What if you could honestly work from home... spend more time with the kids... make more money... have more freedom and more spare time? Your dream is to make it on your own, but that takes a lot of planning and information. Where in the world will you get everything you need to succeed?

“With The Right Information, You CAN Have More Free Time, More Money & More Freedom”

Most small business owners simply skip the planning stage. Sure, they might shop around for the best price on Web hosting, but that's about it. This lack of planning is their downfall. Some think they can simply post a Website and their business will automatically take off. You and I both know there's more to it than that.

Now you can jump way ahead of the pack! Yes, it normally takes months to uncover the answers to your questions. And it usually takes a tremendous effort on your part to put all the pieces to the business puzzle together. But now there's "*How To Start Your Online Business For Maximum Success.*"

This easy-to-read ebook takes you step-by-step through every single element of planning, implementing and succeeding with your new online business. That means more free time, more money and more freedom for you.

Heard enough? Ready to start right now? Just [click here](#) to order!

**It would take you months to find all the
amazing resources that are in this book.**

Let's look at the "short list" of what you'll need to begin. For the bare minimum, online businesses require:

- Web hosting
- a good Web designer
- email addresses
- shopping carts
- secure server capabilities
- products to sell
- cgi scripts to run smoothly
- autoresponders for marketing
- mailing list servers for ezines and newsletters
- site statistics for tracking your visitors
- search engine submissions
- database management

Then there are all the rules and regulations to follow like:

- sales tax collection
- revenue taxes
- business expenses
- bookkeeping
- deductions

And finally, you'll have to have a marketing plan including:

- search engine submissions
- ezine advertising
- articles or reports
- publicity and press releases
- joint ventures

It often takes months to find all the reliable information you need. But if one step is missing - if one aspect of the overall combination of Website, business and marketing is out of place – it all comes tumbling down.

**“Over 50% Of Dot Com Businesses Fail Within The First Year.
DON'T Be A Statistic!”**

It's a scary statistic. But you don't have to fall like the rest. Your advantage – your secret weapon – is that you have “*How To Start Your Online Business For Maximum Success.*” All the work has been done for you. Hours and hours of research are packed into this book. The answers to all the questions you have are within the pages of this incredible tool.

Did you know that most states in the U.S. require you to file a small business tax report quarterly? Complete instructions AND the form are included with *“How To Start Your Online Business For Maximum Success.”*

Are you aware that the most “popular” methods of Internet marketing are also the least effective? So what works? *“How To Start Your Online Business For Maximum Success”* has an entire chapter devoted to proven methods that bring amazing results.

Don’t have any money to start a business? No problem. *“How To Start Your Online Business For Maximum Success”* gives insider secrets from financial pros that outline how you can get a loan for practically any amount with no defined payback time!

I wrote this book because I was tired of getting surprise after surprise thrown at me when I started my own business. Not to mention, I’d find all these really great deals but only AFTER I’d signed a 2-year contract with someone else. I want to save you all the aggravation and disappointment I experienced. **I want you to succeed fast!**

Heard enough? Ready to start right now? Just [click here to order!](#)

Rather do it on your own? Want to save the money and invest your time instead? Some can do that. But most people are overcome by procrastination and life’s little aggravations and never follow through. What will happen if you walk away right now? Have you come this close to owning your own business before and given up? And where did it get you? Right back in the same old job, making the same old paycheck and wishing you could start your own business.

Don’t let procrastination kill your dreams again. This cycle will never end on its own. You have to stop it right now or you’ll likely be stuck in the same position for years on end. You CAN do it. It CAN be your dream come true. I know... I’ve done it myself and I’ll tell you that it’s simply wonderful!

Just think... if you order right now, you can download this ebook and begin planning your new online business within the next 10 minutes. For only \$19.99 you can make an investment in the future of yourself and your family (not to mention your sanity and financial security) that will pay off in droves.

You have the assurance of a 100% money back guarantee! If, after reading and applying the information in this book, you are unable to successfully launch your own home-based business I’ll give you 100% of your money back with no questions asked.

Don’t lose out on a world of pleasures... your freedom is just one click away!

ORDER NOW

Step Eight – Formatting For Various Mediums

Is that it? Well, maybe. It depends on the medium you've chosen. Many times, in direct mail and in Web copy, a P.S. is included. This has been proven to be more effective in direct mail than on the Internet. You could repeat your biggest emotional draw (in the case of this ebook, perhaps mentioning that it is very possible to achieve their dream if they act right now).

You could offer a bonus of a free report, a second ebook or something else related to your product or service. You could even offer a free subscription to an otherwise paid newsletter. Just use your imagination.

For brochures, flyers or other print pieces, you'll want to include photos or graphics if possible. In print, the reader's eye has been shown to look at photos and graphics first, the headline second and the copy last. When you use your images, be sure to place a caption under them. You can also position them next to important information within your copy to be sure the reader's eye catches it.

Printed pieces often also have a clip off or tear off, postage paid section that can be easily filled in and mailed back for ordering or requesting additional information.

All in all, the same principles apply for emotion-filled copy. You simply need to adjust your length according to the medium you choose.

Conclusion

Using Customer Feedback To Keep Your Copy Powerful

So once you've written your award-winning copy, you're all done, right? Well... not exactly. Wise marketers always keep an eye toward the future. While your product might remain the same in the months to come, people will not.

Their needs will change, technology will change and their goals will be adjusted to fit their lives better. By tracking customer feedback, you will be in a good position to tweak your copy from time to time (or rewrite it completely) to better fit the emotional standing of your target audience.

Here are some ideas to consider.

1. Pay attention to technological changes relating to your product or service. With the invention of the Internet, small business took on a whole new meaning. While previously, only a tiny percentage of small businesses were based from home, now that number is growing at an amazing rate. This invention swung the door open wide for those who wanted to quickly set up a business from home. If we had not done so before, we would definitely want to add something to our copy about special Internet resources contained in this pretend book.

2. Listen for complaints and comments from your customers. Complaints need not be a bad experience. Go past the upset emotions of the complainer and look for any legitimate ideas or suggestions he might have to offer. If someone said our imaginary ebook was garbage because it didn't even touch on the aspect of electronic filing of taxes, we could easily add a chapter to the book, adjust our copy and meet that need.

3. Track your sales. Often times, when sales slow down, it can be attributed to a particular event. Summers are normally slow for retail and for parent-oriented services because the kids are out of school. People are moving faster and going more places. On the other side, this increases sales in travel and tourism. However, if you can't justify why sales have dropped, it may be a change in your target audience that you haven't noticed. Do a little research to see if any major changes have come about in your industry. If so, adjust and tweak your copy to address those changes.

Understanding that people, technology and needs change is a big part to keeping your copy filled with current emotional triggers. And with the outline of copywriting techniques in this report, you can undoubtedly produce copy time after time that will stir emotions and make the sale!

The big picture

Taking Your Copywriting To A Whole New Profitable Level

I have an admission to make. There's more to copywriting than what you've just read. A lot more. A bigger picture if you will...

Don't get me wrong, the information that you read in this special report is a great way to start in copywriting... and by now, you probably know more about this powerful skill than 99% of business owners out there. And if you apply the techniques described in this report, I guarantee that your bottom line will see a big improvement.

However, if you really want to take your copywriting to a whole new profitable level (up there with the marketing superstars), there's a lot more ground to cover. I'm talking about the ninja-level stuff that most gurus don't dare talking about out loud... even with their own peers.

The good news is that, at least for the time being, I'm willing to teach you every single copywriting secret that I'm privy to.

But don't take my word for it... Here's what Mark Joyner (the godfather of internet marketing) has to say:

"Miguel Alvarez is one of the few true pioneers of Internet Marketing from way back in the early days... and everything he touches seems to turn to gold.

Very few people on the planet possess the level of understanding of copywriting he has. And that's a lot to say."

- Mark Joyner

Best selling author & Marketing Expert

So if you liked this special report, you are going to absolutely LOVE all the tricks and secrets you'll find in my new copywriting course.

Interested? [Click here now](#) to learn more about it...

And just as I promised...

Would you like to make money just by giving away this free special report? [Click here.](#)