**Killer Conversion Secrets**

**How To Tweak Your Written Copy To Increase Conversion Rates**

**By Arfa Saira Iqbal**

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**Welcome To Killer Conversion Secrets!**

**Introduction**

If you don’t know me already, my name is Arfa Saira Iqbal and I’m a direct response copywriter and marketing consultant who specializes in the health and wellbeing niche. I’ve worked with many clients and the one thing that crops up time and again with every person I’ve worked with is how they can increase their products success and how they can increase their rates of conversion.

So if you’re an affiliate marketer or a product creator or an Internet marketer of any kind, this guide will help you get more conversions from your customers.

***So What Exactly Is Conversion And How Does It Affect You?***

The term ‘Conversion rate’ is defined in Wikipedia as:

*‘the ratio of visitors who convert casual content views or website visits into desired actions based on subtle or direct requests from marketers, advertisers, and content creators. If the prospect has visited a marketer's web site, examples of conversion actions might include making an online purchase or submitting a form to request additional information.’*

What does this mean in layman’s terms? Let me explain with an example. Say you had a website and you were selling a product on it. A 10% conversion rate means that 10% of visitors to your site bought your product. So if you had 100 visitors, 10 of them would buy from you. It’s basically the rate at which your site converts its visitors into paying customers.

Conversion rates aren’t restricted to sales though. You can also talk about conversion rates for opt-ins to a list from a squeeze page. So a 30% conversion rate means that for every 100 visits to your squeeze page, 30 have signed up for your offer.

Of course, this also applies to the number of visitors who say click through to your sales page from your autoresponders, or the number of click throughs from an email blast sent to a list. It can even apply to the click-through rate of an article’s resource box in an article directory. It really does depend on what you are trying to achieve.

Internet marketers and online businesses are interested in conversion because it means their products, goods and affiliate offers have increased views and a higher conversion rate means that more people are interested in your offer. All of this equates to more money in your pocket!

Conversion isn’t complicated, but it does depend on a lot of different factors all being in place to help the process along rapidly. If a 1% conversion brings you $1000 worth of revenue, then increasing your conversion rate to just 2% (which sounds ridiculously tiny) means an extra $1000 in your pocket for the same product.

Imagine what a 4% conversion or even more could do for you! That could add up to some serious money over the years, and let’s face it, who wouldn’t want that?

Marketers and product creators who have a product or service to sell are always looking at ways of increasing their conversions for their products. There are LOADS of ways in which you can help your conversions, but the most obvious ones are usually under your nose.

In general, you can increase conversions by making tweaks and changes to these areas:

 List building and preselling material

 Your sales page

 Your marketing

In this report, I’ll be taking you through different techniques you can apply to these areas to help increase your conversions. More often than not, it’s the collective effort of all these things together that will have the most impact on your conversion rates.

All your efforts are going to focus on tactics that give your product as much ‘conversion juice’ possible, and hopefully by implementing these techniques, you should really see a difference in your conversion rates.

One final thing...although this report is written primarily for Internet Marketers, the principles contained within it apply across ALL niches and industries, and isn’t restricted to Internet marketing.

**Summary**

* The conversion rate on a sales page is the percentage of prospects who become customers
* You can have conversion rates for just about every aspect of the sales funnel
* On a squeeze page, conversion rates depend on the number of optins received
* In article marketing, conversion rates apply to the number of click-throughs to the squeeze page
* With autoresponders, conversion is the number of customers who click through from the messages to the sales page
* An increased conversion rate is achieved with a proper sales funnel in place and awesome copy!

**PRODUCTS, LIST BUILDING AND PRESELLING – THE ABSOLUTE MINIMUM YOU NEED TO GET STARTED!**

**1. Your Product REALLY Matters...**

I can’t promise you’ll get huge conversions if your products are rubbish. When a product creator has spent so long on creating something, they lovingly spend hours upon hours obsessing over every last detail and making sure it’s just right.

Naturally, you’re going to think your product is the best thing EVER! But, YOUR opinion doesn’t count. What counts is if your ideal prospect feels your product is of value.

Once you’ve taken the time to create your product, get some CONSTRUCTIVE criticism for it. Warrior Forum Members can ask other members for feedback or you can give away review copies for some honest feedback.

Several months ago I released a product called Freelancing Firebird which teaches you how to become commercial freelance writers. One reviewer commented that although he loved the report and found it very valuable, he wanted more information on marketing.

So what did I do? I created a marketing report with it and sent it to him to review – he was delighted and gave me a big thumbs up. The point here is that you need to listen to what your audience wants.

If your peers tell you that your product sucks, ask them why and then change your product accordingly. Ask people whose opinion and values you trust and who will give you an honest answer.

And remember, releasing a product when it’s less than perfect can do more harm than good. I’ve known clients who have (despite my advising them against it) released sub-standard products in the hopes of making a quick buck so they can use the money to improve their product.

Sounds great in theory, but in practice it’s a different kettle of fish altogether. High refund rates, poor reviews and complaints are usually what’s in store for those eager beavers who are in a rush to get products out.

**2. Product Positioning is Paramount!**

I’ve seen lots of products that are a rehash of other products and it gets tiresome reading the same old thing. Find a fresh angle on something that has already been done to death, such as list building or getting the Google number one spot, and position your product as an alternative or as something much better.

How do you do this? By analyzing what’s already out there. Look at your competitors and look for similar products to your own. What are they offering? What results are they promising? How does your product differ?

It’s all about understanding the Unique Selling Point or USP of your product. Your USP is the biggest selling point of your product and how it differs from other products in the same category. It is essentially what differentiates your product from your competitors - and if you've done this part correctly, you should see a huge return on your investment of time and money needed to create the product.

For example, on the warrior forum, there are lots of products that guarantee the number one spot on Google. Have a look at the forum and you'll see more than a dozen products offering the same thing.

One product which stood out from all the rest was a product that claimed that you could hit the number one spot within three days. Now anyone who knows Google and anyone who knows SEO will tell you that that is fantastic. So naturally this product practically flew off the shelf.

The point is the product creators were offering the same as everybody else i.e. the number one spot on Google, but done in a completely different way and in a very short time frame.

The lesson here is that once you get your product positioning right, you'll see an improvement in your conversion rate.

**3. The Quality Of Your List Matters!**

Ask any top marketer what their single biggest ally is (apart from an exceptional product) when making money online, and they will tell you it’s a highly responsive list. But, don't be fooled. It's not just any list, it's a buyer's list. In other words, the top marketers have collected names and e-mail addresses of paying customers.

Of course, if you have a list that has been built by giving away a freebie, then this too can be valuable - but research shows time again that those people who make the most amount of money online are the ones who have a responsive buyers list.

I would urge anyone looking at increasing their conversions to think carefully about the kind of list they have. And don't forget, it’s essential that the list members are in the same niche as your product.

If it makes it easy for you, you can easily put together a Warrior special offer, which is a condensed version of what you would like to sell, and offer it at a nominal price – perhaps in a dime sale.

The point is that your list members had to pay (however small the cost), and if they found your product valuable, then they are more likely to want to buy your products again in the future – and that means they might want to buy the full blown product.

**4. And So Does The Size Of Your List...**

Here’s another tip...the size of your list makes a difference to how well you do and most big marketers out there have a HUGE list...but when you start out, you might not have anything quite as impressive.

As a general ballpark figure, aim to get around 1000 people on your list. This is really important, since a small list will mean small results. If you’re really stuck, you can look at renting lists, but it can be very costly.

If your product is in the Internet marketing and make money online niche, then there is a quick and easy way to build your list without you having to do any hard work.

What I use and recommend is the [Million Dollar Network](http://milliondollarnetwork.com/?e=arfasaira) – a special network of members all in the Internet marketing niche who are RESPOSNSIVE and where you can start building your own list of members for FREE (100 members for free) and pay a nominal amount for lists larger than 1000.

You can have a list of 1000 subscribers in around 3 days with this system and that means you can start promoting your products quickly. The great thing about this network is that you can start interacting with members in real time, see their photos and start building a relationship with them.

And as any marketer will tell you, when you take the time and effort to pay attention to your list and give them some ‘list love’ or freebies and free advice, they are far more likely to be responsive to your offers, and this means higher conversions.

**5. Preselling Your Customers**

It's been proven beyond a shadow of a doubt that a presold customer is far more likely to convert than a cold customer. That's because preselling warms the customer up by presenting them with tips and solutions that can help solve their biggest problems.

Preselling isn't about pitching. In fact it's far from it. Pre-selling is all about connecting with your customers and helping them to alleviate some sort of problem.

So, if you have a product that is aimed at helping parents get a good night’s sleep, your preselling will focus on tips to help them get a better night’s sleep. If they like your tips, they’re more likely to buy your product.

There are lots of ways of preselling - but one of the best ways is to have a free giveaway report on a squeeze page. The report should offer valuable information that solves a problem or enlightens your prospect over a particular issue they may be having.

You can then follow up with a series of autoresponders which again offer more value but don't give away the farm so to speak - I prefer to give prospects the solutions they need - but don't tell them the 'how' bit - they have to buy the product to find out how!

The idea of the autoresponders is to move the prospect further down your sales funnel and towards your product/service. You can help do this by revealing some techniques or uses of your product that would solve the prospects problem. But, as mentioned, you’re going to tell them what the solution is but NOT how to do it.

I also like to eliminate alternatives too before having a full blown pitch for the product in the last email. Hopefully by this time you have offered enough information to help the prospect make their mind up.

If you’re writing the autoresponder emails yourself, here's what I suggest:

1. Talk about themes relevant to your product - your main aim is to give away a tip or secret and explain the 'what' without the 'how'. You want prospects to think: 'wow, that's great, I need to know this' - and leave out just enough so that they would need to buy your product to find out how to do it

2. Give each autoresponder email a teaser at the end - perhaps leave something out and promise to share it with them tomorrow...rather like a cliff-hanger of your favourite soap where you have to tune in the next day to see what will happen

3. NEVER ever use each autoresponder email to pitch to the prospect. Give them valuable insights into your product and perhaps on the third or fourth one, do a VERY soft pitch - nothing makes a prospect hit the delete button faster than being bombarded with pitches

4. Use the p.s at the end to give your prospects a sneak peek into what they can expect tomorrow - this way, they will want to come back and learn more

5. Use attention grabbing headlines for each autoresponder email you send out and make it sharp and to the point. Prospects should think: 'I’ve got to open this and read it'

6. Avoid a hard sell in any sense of the word. If you’ve written your autoresponder sequence correctly, each one you send out should be edging the prospect naturally towards your product, and you should leave out the full pitch until the final one you send out

7. Before your final pitch, include an email which eliminates the alternatives. For example, if you have a video product teaching you how to train a dog, your alternatives will be a book (which is too long and doesn’t show you visually what to do), hiring a dog trainer (expensive) or going to a training class (expensive, you have to travel to get there, inconvenient etc). Once you’ve eliminated the alternatives, present your product as THE solution for the prospect.

8. Your full blown pitch is your last email and this should basically give an overview of your product. Push your biggest benefits for the customer and then point them to the sales page.

Around 6 emails is the norm in an autoresponder series, but some people have 8 or even more. If you are concerned about what to put in each one, stick to 6 as this is fairly easy to do. So, for 6 emails, your sequence of messages should be like this:

 Emails 1 – offer a tip

 Email 2 – offer a tip

 Email 3 – offer a tip and make a very soft pitch by briefly mentioning your product

 Email 4 – offer a tip

 Email 5 – eliminate alternatives

 Email 6 – full blown pitch

If you’ve written your emails correctly, you’ll find more click throughs from your autoresponders and then to your ‘Buy it Now’ button than if you were to send visitors to your sales page alone. Users coming to your sales page from your preselling material is considered to be warm traffic.

To see an example of how this is done, please see the appendix in which I’ve got permission from the client to show you a series of autoresponders which I wrote for him.

These autoresponders follow the above format and you’ll see that the prospect is naturally moved towards the actual product itself. The only hard sell is in the last email.

You can use these emails as a guide and as an example of how to model your own. Of course, it really depends on the product too.

So in essence, without preselling, your sales pitch is not as effective.

It’s like setting out on a journey without any petrol - pretty soon you’re going to run out of gas and fall short of your destination. Preselling material is the gasoline that will get you there!

Copywriting skills most definitely apply to preselling, but with preselling, those skills are applied in a very specific way. The aim is not to pitch directly, but to help guide your prospects by educating and informing them of alternatives and positioning your product as a better alternative to the others.

Your preselling material should push your prospects about 70% of the way towards your product, and it’s the job of the sales letter to push your prospects over the edge (by overcoming objections, realizing fears etc) and solidifying your prospect’s thoughts that **your** product is the answer to their prayers.

Preselling material plus your sales page is a lethal combination and will improve your conversion rates considerably.

So there you have it – some easy tips that you can start implementing which will help improve your conversion rates BEFORE you have even released your product.

Do this part correctly, since it is the foundation of success for your product. There is little point in running before you can walk. If you are worried or haven’t got the confidence to write your own preselling material, then get a copywriter to do it for you. If you can’t afford a copywriter, you can try writing the emails yourself and asking for a critique instead which is far cheaper than hiring someone outright.

**Preselling Material Summary**

* Having an excellent product which is unique compared to your competitors is a real must – poor products rarely do well
* Always build yourself a list and look after them with plenty of bonuses and freebies so they stay on your list
* Building a highly targeted buyers list is far more responsive than a freebie seekers list
* Traffic sent directly to your sales page is considered to be cold traffic and has a lower conversion rate than warm traffic
* Traffic which goes to a squeeze page, then through a series of autoresponders and finally to your sales page is warm traffic and will convert much higher than cold traffic
* Your autoresponders should NEVER pitch in each message – instead, concentrate on a soft pitch around the third or fourth email and a full blown pitch in your last one
* Each of your messages should offer an insight or tip without revealing the method
* Sales funnel + your buyers list + sales page = increased conversions!

**THE DO-IT-YOURSELF SALES PAGE – WHICH BITS TO TWEAK FOR BETTER CONVERSIONS!**

Let’s be honest, not everyone can afford to hire a copywriter. My advice would be to always hire one if you’re not confident in your writing and your ability to sell. But, if you are going to do it yourself, here’s a simple layout to follow which will help you:

1. **Attention grabbing headline** - your headline acts as your 'hook' to pull prospects in. You should write a headline which tells the audience exactly what your information product is about. A good headline will state a benefit or an advantage of your product and should make the prospect sit up and listen. More about this later.

2. **Lead paragraph** - should continue to hook in readers by firstly identifying with them and addressing them as an equal. So, if you’re selling a cat training product, you would open your letter with 'Dear Cat Lover...' or something to that effect.

 You should talk about the problem that your product aims to solve

(although don't mention your product at this stage)

 A story or anecdote of the typical problem your product solves is a great

way to lead into the product itself

 Reveal some secrets that will help the reader (be careful not to give away too much. Your information should be useful but incomplete, so that the reader feels the need to buy your product to get the rest of the information)

 Use sub headlines to ask questions of the reader or highlight important

and relevant facts and points about your product

3. **Body** - this is when you get into the thick of explaining about your product.

 Introduce your product as the product that solves the problems the readers are facing

 Use bullet points to identify benefits and advantages of your product. The more detail you have here, the better (we cover bullet points later)

 Build credibility and the desire for the product by mentioning facts and figures as well as product testimonials

 Highlight the best features and how they will affect the reader's life

 Explain what not having the product will do for the reader

4. **Call to action** - this is when you make your offer, mention any bonuses you may be offering and tell the reader the price. Then you need a strong call to action telling the reader what to do next. So if you have a 'Buy it Now' button, you need to tell your reader to click on it.

5. **Offer a strong guarantee -** so readers feel more confident buying from you

6. Add a **P.S** to recap your offer and remind readers of what they are getting.

Ok, so now you have a basic structure in place for your sales letter. If you are at all worried, you can look at any good letter you like the look of on Clickbank or even in the Warrior Special Offer section and use that as inspiration for writing your own.

In any case, you need to concentrate on these areas to help improve your conversions:

 Headline

 Bullet benefits

 Call to action

 Guarantee

Now good copywriters always write the headline of sales copy last. Never first - and with good reason too. Sometimes the idea for a headline will come from the bullets they write for the benefits.

Sometimes they may be inspired when writing a particular bullet point, which is why we are covering bullets first. It’s also because there is a real method behind writing the bullet points that you should be fully aware of BEFORE you can write your headlines.

So here we go!

**Benefits – The Secret of Writing Juicy Bullet Points**

When writing your sales letter, one of the most important aspects of getting your readers attention is to have incredibly juicy bullet points. What do I mean by juicy bullet points? A juicy bullet point is basically a benefit of the product or service you're trying to sell, but written in such a way that the prospect feels they absolutely have to have this product.

So how do you make a bullet point juicier? Well, before we get into that, it's important to know how to write the bullet point in the first place. The easiest way to start this is to make a list of all the features of your product or service.

Write them all down, every single thing you can possibly think of-no matter how small it is. So for example, I'm selling a face cream. Before I can go into how amazing this cream is, I need to extract all of its features.

A feature is something that is a **characteristic** of the product. It's usually something that you can touch or feel and is something that **describes** the product.

So in our face cream example, the list of features would include:

* SPF 15
* light silky texture
* contains hyaluronic acid
* light reflecting particles
* tinted
* sinks into skin rapidly

Once you have your list of features, you should now expand by adding in the advantages of that particular feature. So, using the skin cream example from above, we can add in the advantages to get the following:

* SPF 15 to protect against the sun
* light silky texture so it glides across the skin comfortably
* contains hyaluronic acid to hydrate the skin
* light reflecting particles give radiance to the skin
* tinted to help even out skin tone
* sinks into skin rapidly leaving no greasy residue

As you can see, our bullet points are starting to take shape. However, we are by no means done yet! The next step is to incorporate the benefit into the actual bullet point.

The easiest way to think of this is to think what are the benefits of the advantages? In short, if you find this step difficult, ask yourself one question:

**‘What does your prospect *really* want? What are THEIR concerns that YOUR product is addressing?’**

Your bullets have to scream ‘buy me’ and the easiest way to do this is to make the bullets stand out in their own right by connecting with your prospects and understanding their deeper needs, fears and hopes.

When you focus on this, or the end result of what your prospect really wants, it really helps to solidify your bullet point so that it connects with your readers.

So, taking the same face cream example, here’s what happens when we add in the benefits:

* SPF 15 to protect against the sun and prevent premature ageing, sun damage and pigmentation
* light silky texture so it glides across the skin comfortably, making your skin feel soft
* contains hyaluronic acid to hydrate the skin and plump out fine lines
* light reflecting particles give radiance to the skin making your skin look brighter
* tinted helps even out skin tone so skin looks flawless
* sinks into skin rapidly leaving no greasy residue so you avoid the shiny look

Ok, so hopefully you can see how this is now starting to shape up....but we are still not done yet!

If you can (and you can’t always) try and find a benefit of the benefit. This is what many of the top copywriters such as John Carlton and Clayton Makepeace do in their copy – they pile benefit on top of benefit on top of benefit, until they run out of steam!

In other words, they keep going and try and find the end benefit of the benefits they have found. They know when to stop when they can’t think of anything else.

So, with our skin care example, let’s have a go:

* SPF 15 to protect against the sun and prevent premature ageing, sun damage and pigmentation so you look younger
* light silky texture so it glides across the skin comfortably, making your skin feel soft and smooth to the touch
* contains hyaluronic acid to hydrate the skin and plump out fine lines and keeps you looking youthful
* light reflecting particles give radiance to the skin making your skin look brighter so you look healthy
* tinted helps even out skin tone so skin looks flawless and you avoid the need for foundation
* sinks into skin rapidly leaving no greasy residue so you avoid the shiny look and keep your makeup lasting longer

As you can now see, the bullet points are a far cry from just our list of features that we started out with. Put it this way, if you wanted to buy a face cream and one had just the features listed and the other had this last set of bullets associated with it, which would YOU buy?

***Juice Them Up For Instant ‘Must Have’ Appeal***

Admittedly, even though the bullets are looking good, we now need to inject some personality into them - some ‘oomph’ and give them some attitude. The way we can do this is to spice up the process by simply adding in words which help the reader to imagine a scenario better.

Words which offer the reader strong imagery and persuasive language are what I call ‘power words’ since they can really help to beef up your bullets easily. You should also at this stage ‘tighten’ the bullets up and make them less wordy and more to the point.

You would also want to highlight important words and phrases by using bold, italics and underlining – it helps to create variety and emphasizes the strong points your bullets are trying to convey.

So in our skincare example, let’s add in some persuasive words and tighten it up and see what happens...

* SPF 15 protects against the sun, ***preventing premature ageing***, sun damage and pigmentation, ***knocking years off*** so you look younger than your age for years to come!
* Light silky texture glides across your skin, making your *skin feel sensationally soft and irresistibly smooth to the touch*
* Hydrate your skin with hyaluronic acid to **plump out fine lines** and keep you looking gorgeously young
* Light reflecting particles impart radiance, lighting skin up from within so it looks ***beautifully bright and healthy***
* Even out skin tone with a light tint for instantly flawless skin – *without the need for foundation*
* Rapidly sinks into the skin without a greasy feel so makeup lasts longer and **skin stays picture-perfect all day long**

Hopefully you can see what I’ve done here – added in describing words which force the reader to take note and hit the ‘buy it now’ button!

Skin isn’t just soft, it’s sensationally soft. The SPF15 isn’t just preventing you getting wrinkles, its knocking off the years. It doesn’t just sink into the skin, it rapidly sinks in...

You get the picture! All I’ve done is add in some powerful descriptions to add some oomph and make it sound exciting.

As long as you follow these simple rules, you should never have a problem creating juicy bullet points. Don’t forget that it’s the bullet points that will entice the reader into wanting to buy from you – usually when you have a sales letter, you end up with readers skipping down to the bullet points to tell them what they’re getting.

And if you’ve taken the time to really understand what the prospect wants and what their deepest desires are, writing the bullet points should be that much easier for you!

Also, don’t forget that you should highlight, italicize, underline and bold keywords and phrases (as I have done above) so they stand out and grab the reader’s attention even more!

**Emotional Selling Proposition**

Everyone has heard of a USP, but have you ever heard of an ESP (emotional selling proposition)?

An emotional selling proposition means that your sales letter should stir up emotions within the prospect, because this is how people buy – **they buy on emotion and justify their buying decisions with logic later.**

So your sales copy should always work on the emotional aspects of the problem/solution, and the best way to do this is to include it throughout your letter, but more importantly, use it in your bullets for the best effect.

So in our skincare example, let’s try this out...

* SPF 15 protects against the sun, ***preventing premature ageing***, sun damage and pigmentation, ***knocking off years*** so you look younger than your age for years to come – no more looking like you're old enough to be a grandmother!
* Light silky texture glides across your skin, making your *skin feel sensationally soft and irresistibly smooth to the touch –* you won’t be able to stop touching your face, and neither will your other half!
* Hydrate your skin with hyaluronic acid to **plump out fine lines** and keep you looking gorgeously young – your friends will by dying to know your anti-aging secret!
* Light reflecting particles impart radiance, lighting skin up from within so it looks ***beautifully bright and healthy...***so you look like you’ve had 10 hours sleep, even if you only had 4!
* Even out skin tone with a light tint for instantly flawless skin – *without the need for foundation* – even your friends will comment!
* Rapidly sinks into the skin without a greasy feel so makeup lasts longer and **skin stays picture perfect all day long** and so you’re ready to face the world fresh-faced and beautiful!

Can you see now how these bullets have been instantly transformed into something very powerful? Why? Because you are invoking images and scenarios in the prospect’s mind which are all connected with a positive body image.

Believe you me, if there is just ONE thing you take away from this report, make sure it’s this, because your bullets will be like mini marketing bombs waiting to drop their magic on your prospects and increasing your conversions!

You can also add ESP to the rest of your sales letter, but this is the easiest way to do it with maximum impact.

Don’t forget to tighten up your bullet points and make them less wordy – which tends to happen when you go through a process such as this one.

**Headlines – Eye Poppers To Make You Go OOOH!**

A good headline is the difference between a prospect wanting to read on to know more or clicking away completely. Get this bit right and you’ll see an instant improvement in conversions.

There are several ways to write headlines, and copywriters will use various methods to attract interest including headlines which:

 Make you curious

 Give a key answer/solution to the customer’s worst problem

 Give the key benefit of the product

Now of course, which headline you use will mostly depend on your niche, the type of product you have and what your customers want.

The single best bit of advice (take it from me, I’m a copywriter) I can give you is to use the biggest benefit of your product and turn it into a headline. And if you can solve the prospect’s problem in the headline, even better. That’s it.

No fancy frills, just a solid, benefit driven headline. Quite often, marketers try and over-complicate things and stick lots of benefits into the headline, but there really is no need.

What you should do instead is write out your most important benefits and single out the one that is by far the most important. It may be one that sets you apart from your competition – and as you have guessed it, it’s most likely connected with your USP.

A highly skilled copywriter might be able to incorporate all three elements mentioned above into the headline – since this would most likely have the greatest impact.

Let’s say you have a product that helps babies sleep 12 hours straight through the night. The first step in creating a powerful headline is to ask yourself what the biggest problem would be for the target audience.

So here, the target audience would be new parents. Now ask yourself what their biggest problems are – so in this case it’s the fact that their baby is keeping them up all night and that the parents are seriously sleep-deprived.

So, I might start with a headline which says something like:

‘How to get your baby sleeping through the night.’

Hmmm...it’s ok, but not great and would probably get very little response. Now let’s expand on that by telling the prospect a bit more by being more specific....

‘How to get your baby sleeping 12 hours through the night.’

Ok, this is a little better, but I want to address the main problem in the headline, so one good way to do this is by posing a question....

‘Fed up of sleepless nights? Get your baby sleeping 12 hours through the night!’

Now this is looking so much better, since we have addressed a problem (sleepless nights) and provided a solution (baby sleeps 12 hours). Now some people might just tweak it a little and end up with something like this:

‘Fed up of sleepless nights? Stress no more! Get your baby sleeping 12 hours through the night easily!’

Ok, I still think we can do better. When you think about all the elements that go into making your bullet points juicier, you can apply those same elements to your headline and seeing a huge improvement in the final outcome.

So we want to add in an ESP as well, so here goes:

‘Fed Up Of Sleepless Nights? Stress No More And **End The Agony** **Of Sleep Deprivation** By Getting Your Baby Sleeping 12 Hours Through The Night Quickly And Easily!’

As you can see, the headline is really starting to take shape now. I’m giving parents a solution to their sleep deprivation problems, but we can make this even more relevant to the prospect by tugging at their heart-strings even further.

What do parent’s worry about when they bring a newborn home? They worry about their child being happy, being safe, being healthy, being well fed and being well rested.

So I’m going to play on those fears of what makes a good parent by directing the parent’s focus on the baby now....

‘Fed Up Of Sleepless Nights? Stress No More And **End The Agony** **Of Sleep Deprivation** For Both You AND Your Baby By Getting Your Baby Sleeping 12 Hours Through The Night Quickly And Easily!’

Can you see what’s happening here? If you were a parent, this would automatically make you think about not just your situation, but also that of your baby. Instantly, you’ve struck an emotional chord with parents who love their child and don’t want them to be sleep deprived.

I still think we can do better though! How about adding in specific and measurable results? If your sleep program will teach your baby to sleep within 7 days, use this in your headline:

‘Fed Up Of Sleepless Nights? Stress No More And **End The Agony** **Of Sleep Deprivation** For Both You AND Your Baby By Getting Your Baby Sleeping 12 Hours Through The Night...In As Little As 7 Days!’

This headline is a far cry from when we first started, and we would definitely get a good increase in conversions by using this headline. But, as you’ve guessed by now, this could be improved even more.

You want to ensure that parents know that the results they’ll get from using the sleep program really do work – so I’m going to challenge their inner skeptic by adding a guarantee....

‘Fed Up Of Sleepless Nights? Stress No More And **End The Agony** **Of Sleep Deprivation** For Both You AND Your Baby By Getting Your Baby Sleeping 12 Hours Through The Night And In As Little As 7 Days – Guaranteed or Your Money Back!’

By doing this, you are allaying your prospects fears of the product not working very early on in your copy, which is actually very powerful indeed. I see a lot of marketers adding the guarantee at the end which is fine – but if you can add this to your headline, or even in your subheadlines, then even better.

Bear in mind that you may not be able to add this to all headlines since that would depend on what you were selling.

Ok, I’m 95% happy with the above headline, but now I want to tighten it up and make it sound even better by adding in powerful descriptive words and removing superfluous ones.

‘***End The Head-Splitting Agony Of Sleepless Nights For Both You AND Your Baby*** And Get Your Baby Sleeping 12 Hours Through The Night And In As Little As 7 Days – Guaranteed Or Your Money Back!’

I don’t know about you, but if I was a new parent, I’d be rushing to hit the ‘Buy’ button as fast as possible! I’ve added in one of the problems caused by a sleepless night – a splitting headache and because it’s in the context of both parent AND child, it immediately makes you think your baby will be suffering from lack of sleep as well.

The headline evokes a lot of strong nurturing and protective feelings a parent has towards their child. This is a powerful emotion which is used to full effect.

So to recap, your headlines can be just as powerful if you keep thinking about the following:

 Problem

 Solution

 Benefits

 Emotions

 Promises

Your headline might not have all elements included, but if it does, brilliant. If not, try and include as many as possible, since it will make your headline that much more powerful.

And if you get really stuck, go through the juicy bullets section and turn one of your bullets into a headline – just make sure it’s the one that has the biggest benefit possible.

**Subheadlines and Testimonials...**

Once you’ve managed to get your headline sorted, you need to look at the subheadlines throughout your copy and perhaps adding in some subheads just underneath your main headline.

Subheadlines have an important function in that they serve three main purposes:

 The break up your text into more manageable reading

 They highlight important sections in your copy

 They provide additional information to the prospect

When you use the subheadlines directly under the main headline, what you’re doing is alerting the prospect to something important. You might be addressing any main problems the prospect is having.

You may be arousing curiosity, or you may be asking questions which help the prospect decide whether the product is for them or not.

So, from one of my own products, here’s a snapshot of the header and the subheads:



Take a look at the subheadlines I’ve included under the main headline. I’m asking lots of questions for different reasons. One of the main reasons is to qualify the prospect. What do I mean by qualify?

Qualify means to make sure that you’re attracting your target prospect, so by asking questions, you’re ensuring you get the attention of the right person. So from my subheads above, you can clearly tell I’m aiming this product at low-paid content writers and those earning peanuts.

It’s a good tactic to use, and you can also use this space to not only qualify, but to pique interest and suggest what your product can do for the prospect. Have a look at the next example – this is from my own Warriors for Hire thread:



So in this example, I’m asking specific questions which are all directed towards the service I’m offering. So questions are focused on the prospect’s current results and the fears they may not be doing things correctly.

It certainly worked for me – because quite clearly you can see my status as being booked up (and this was 3 months in advance). Every single project and enquiry was from marketers who were scared of messing up, who didn’t know what they were doing, or needed something that worked.

And notice I’ve done something else as well...

I’ve added in testimonials directly under the subheadlines. This is very deliberate and should be something you should try as well in your copy. Why? Because it’s an extremely powerful way to sell your message. And it has a great effect on conversions – why?

Because you’re grabbing the prospect repeatedly by seizing their attention with your headline, piquing their interest and then qualifying them with your subheads, and then slapping them with your proof – and all this is BEFORE we even get to the bullets!

It’s a lethal combination because you’re barely giving your readers a chance to move their focus anywhere else. Does this method work to increase conversions? You bet it does!

You can test this yourself by using a piece of software called [Clicktale](http://www.clicktale.com) which is fantastic because it shows you a heatmap of where the most amount of activity is on a sales letter.

If you’ve done all your homework properly, you’ll find the greatest activity is centred around the opening of your sales letter, your benefits and your call to action and guarantee. You should also notice more activity around the subheadlines scattered throughout the text.

Which brings me to the use of subheadlines for breaking your sales copy. Always keep your subheadlines relevant and don’t stick one in for the sake of doing so.

A good way to gauge if you need one is when you’re going to introduce a main idea or the actual product or something that the prospect really needs to know. It should follow the same rules as a headline in that it needs to be attention grabbing to say the least.

Sometimes you’re not sure how to move from one section of your copy to another. A subheadline can make the process that much easier by introducing a new idea.

Never use a subheadline for the sake of it as they can end up being redundant. Instead, ensure you use ones that arouse interest. You might want to use a big benefit to create a subheadline. So for example, you’ve got a product which promises to make you lots of money in 30 days.

Some of your subheadlines in the lead up to the product could be:

‘I finally found the answer to financial freedom...’

‘I was tired of working 9-5 and having no social life until I came across this...’

‘Introducing the Money Grabber! The No-Holds Barred Money Making Blueprint That Is Going to Dump a Ton of Cash Daily In To Your account’

Each of these subheadlines is looking at piquing your interest and ensuring that you really want to read on.

**Your Call To Action**

Sounds obvious, but make sure you ask for the sale. Ok, you’re probably sniggering away thinking I’m on another planet – but it’s true. I’ve seen LOTS of sales letters where the ‘Buy’ button is proudly placed in the copy in several spots, but no one actually TELLS you to do anything.

People are lazy, and if you don’t ask for the sale, then those sitting on the fence won’t buy. You have to actually ask for the sale. Including ‘Hit the Buy button NOW’ or anything instructing them to do something should work fine.

**Your Guarantee**

The guarantee you offer everyone is also very important, since this will encourage anyone sitting on the fence about your product to dive in. There is a myth that a longer guarantee brings more refunds.

This simply isn’t true. There will ALWAYS be those who are serial refunders, and unfortunately there isn’t much you can do about them. But, a longer guarantee does three things.

Firstly, it gives people peace of mind – especially if it’s an expensive product. Secondly, it decreases refund rates because it indicates to the buyer that the seller is confident in his product.

And finally, there is a psychological reasoning behind a longer guarantee because it gives people the security that they have a lengthy period of time in which to try everything out. The likelihood of someone remembering where their receipt is after 6 months or a year is small, and more often than not, those who ‘think’ about a return usually don’t.

So the lesson here is that a longer guarantee and not a shorter one works to increase conversions. But how long is long? Personally, aim for more than 90 days or three months. I’ve seen products that claim you can make at least $50,000 a year and give you a one year guarantee just to test it out! (It’s true, I have one such product collecting digital dust on my laptop)

**Testimonials**

One thing that is certainly worth mentioning is your testimonials. Now testimonials do carry weight in increasing conversions, but BEWARE! Testimonials can be contrived or exaggerated quite easily, so DON’T get someone to review your product for the sake of it.

Customers are clever, if it sounds too good to be true, then it probably is – and that’s exactly how your audience will perceive it. It goes without saying that honesty is the best policy.

There’s a new trend in testimonials and reviews – sites like Amazon and QVC are allowing customer reviews, and even bad reviews get published. This doesn’t deter people from buying unless a product gets a totally bad review. What it does do is help the customer decide if the product is right for them. This can work to your advantage, although you can’t do this in a sales letter.

With sales letters, pick reviews which are honest and don’t sound hyped up. Also, make the reviews credible by adding video reviews if possible. Another thing to note – always include the full name and place of residence and even the occupation of the reviewer to make reviews sound believable.

If you can, ask for specific and measureable results to be mentioned in the reviews. For example, with my own copywriting service, all my clients gave me excellent reviews, but those that count the most are ones that tell you results – one of my clients mentions the letter I wrote for him is converting at 12%.

Now, since the industry average is around 2%, my letter produced an additional 10% in conversions...and it’s results like this that are needed by prospective users.

**Summary**

* Your sales page will comprise of the following elements: Headline, subheadlines, bullets of benefit, guarantee, testimonials and call to action
* Headlines, bullets and subheads should give the main benefits of the product, its advantages and include emotion to make them strong and compelling
* Your guarantee gives a better response rate if it is longer than 30 days – try and aim for 90 days if possible
* Always ASK for the sale with a strong call to action – if you don’t ask, you don’t get!
* Use credible testimonials and avoid ones which are hyped up – your prospects are less likely to believe reviews which sound exaggerated

**Marketing Magic – Tips To Improve Conversions...**

By now you should have your preselling material complete, have beefed up your bullets, written an attention grabbing headline and all the other bits to your sales letter...

Now it’s time to turn up the heat with your marketing to ensure you get maximum conversions. You should have your sales funnel in place. Your sales funnel should be in this particular order:

1. Landing page or a squeeze page offering a valuable free report

2. An autoresponder series which is sent to all those who download the report (Wait a few days before sending it out)

3. Last email in your autoresponder series should point to the sales page

4. Sales page

5. Orders and hopefully lots of them!

You’re wrong if you think this is enough for getting conversions. It’s only part of the equation, since you’ve lovingly prepared a sales funnel but haven’t yet marketed anything.

So where exactly do you start?

**Start With Your List!**

If you have a list of targeted prospects, send out an email to your list advertising the free report from the squeeze page.

You might be wondering why you aren’t sending them direct to the sales page, because your list already knows you right? Wrong. Even if they do know you and trust you, no one is going to buy for the sake of it.

When you part with money, do you buy for the sake of it, or do you want as much information as possible to make an informed buying decision? Of course, it does happen, but only with those who have spent time and money creating phenomenal products that provide tremendous value.

Now I’ve already mentioned lists earlier on, which is why I won’t bore you with it now, but if you don’t have one, I suggest that you pay for a solo ad to an existing list that is owned by another marketer.

Check out the different forums in your niche and place a ‘wanted’ ad if you can’t find what you’re looking for. For the make money online niche, the Warrior Forum is by far the best forum online to find people who have huge, targeted lists.

By the same token, you can always assign affiliate under you and get them to target your offers to their list as well, or perhaps do a joint venture with someone who already has a large list and you can cross promote each other’s products.

**Article Marketing**

Yes, we know this is old hat, but it DOES work if done correctly. All the top marketers use this to help them get traffic. Article marketing has been around forever, and with good reason. Once you have a product that is worth something, then posting articles about it makes perfect sense since you are demonstrating your expertise in the area.

For example, if I created a product on Making Money Online, I may write a handful of articles based on strategies for online money making which give a snippet of what’s to come.

The trick is to give just enough information to arouse curiosity and then use your bio or resource box to point readers in the direction of your squeeze page. Essentially, you have told them what to do, but not the exact method how.

Obviously, if people want to know more, they are going to have to visit your site to find out more. This method works very well in generating a surge of traffic for you. You need to distribute your article to hundreds of directories to see a traffic surge - but it works nevertheless.

There is one thing to note here though. Most articles have a click-through rate of around 8%, but if you use the following pointers, you should get a click-through rate of anything up to 30%:

 In your article, make a reference to your bio box – so you might say in your last paragraph – Click on the link in the bio box to learn more about X

 Make your bio box interesting and all about the prospect. DON’T write anything about yourself, people don’t care, so for Making Money online you might put: Click here to learn 33 Different Ways of Making Money Online – Guaranteed! (make the ‘Click Here’ into the hyperlink to your squeeze page)

 SEO optimize your article so that anyone searching for an article on say ‘dog training’ is more likely to find your article in the search results. So for a 500 word article, aim to include your keyword once in the title, once in the first paragraph, at least twice in the body of the article and once in the final paragraph. And that’s how you optimize an article.

**Squeeze Page Setup**

A squeeze page is simple a page which has been created to capture leads in the form of email addresses in return for you offering prospects something for free. This could be a free report or email course.

Your squeeze page should follow the following format:

 Attention grabbing headline

 Brief introduction to your giveaway report

 Bullet point benefits of the report

 Call to action – asking people to sign up for the report and telling them what to do

You need to think the same way as any potential prospect does when they arrive at your squeeze page. They’ll be thinking ‘what’s in it for me?’ so then give it to them!

Your free report should solve an immediate problem for the reader or offer them valuable information or they simply won’t subscribe. Have a look in the appendix for an example of a squeeze report that I wrote for a client and which is converting at 50%.

In terms of the actual autoresponder to use when sending out emails etc – most people tend to use Aweber, but I find them expensive. Using an autoresponder such as [Imnica Mail](http://www.imnicamail.com/?aff_id=5486) is much cheaper than Aweber and Get Response and overall very cost effective.

Plus it allows you to split test as well...

**Split Testing**

I couldn’t write a report on conversions without mentioning split testing. Split testing is the process by which you send out different versions of your sales letter or squeeze page etc to your list, with the purpose of checking to see which version converts the most.

Now to check split testing properly, you should only tweak one thing at a time. Things to change and check include:

 Headline

 Price point

 Short letter vs long letter

 Guarantee

You can make huge changes to the copy and even try different versions of a letter, but you should always start with simple changes to see which converts better. Very often marketers will constantly check and tweak headlines to see which has the greatest impact.

They will check various price points since cheaper doesn’t necessarily mean better. For example, selling a report at $17 might get a 10% conversion and then selling at $7 might only get a 5% conversion.

Why? Because sometimes if an item is perceived of lower value, it might be taken as not being worth much or even classed as junk. And over pricing can prevent people buying in the first place.

This is why it’s important that you split test different prices too. So your report might be sold for $7, $17 and $27 and you might find that $17 is the optimum price for your report.

Price is just one factor when testing conversion rates. A short letter might yield better results than a long letter. When you have a product that is expensive, a longer letter tends to work better as it’s an informed or considered purchase.

So a prospect needs as much information as possible before deciding to buy. On the other hand, a short report doesn’t need a huge sales letter and indeed can put people off buying if they feel they have to wade through a ton of information just to decide whether they want to buy it or not.

Split testing two versions will give a better idea of what will work in the market place. I wrote a 15 page sales letter for a client and he tested three things:

 Headline

 Letter length

 Price point

I gave him another version of the letter with 8 pages instead – it pulled more sales. He tested three price points as well - $27, $47 and $97 and found that the best price was $47.

It’s not what YOU think is best, it’s what works that matters...

**Summary**

* The real marketing magic happens when you have a proper sales funnel set up with a valuable free report
* You can fire off emails to your list and see who is also interested in your new offerings
* A solo ad will get more optins to your list
* Affiliates can help you make a lot of money by promoting to their lists
* Joint ventures can mean cross promoting each other’s products which can prove to be very lucrative
* Article marketing is a tried, tested and true method of getting the word out about your product
* A squeeze page should have all the elements of strong copy including a strong headline and call to action
* Split testing should be relied on to find WHAT WORKS, rather than trying things in an ad-hoc fashion

**Conclusion**

In this short report I’ve covered several ways in which you can increase the conversion rates for your products. Your preselling material is the start of your sales funnel and will have a huge impact on your conversion rates, so it’s always worth taking your time to ensure you’ve set this up correctly.

Don’t rely on one method to improve your conversions, since this can mean nothing on its own. It’s usually the collective effort of several factors that will have the greatest impact of all.

And if all else fails, you should seriously take a long hard look at your product and ask yourself if it’s really something that people need and want and are willing to pay for.

One last thing, you can put all your effort into creating a sales funnel and can hire the best copywriter in the world to write your sales page, but in the end, the onus is on YOU the creator to market your product with as much passion and gusto as you did when you first created the product.

Poor marketing is the crux of bad sales and if a product bombs, its usually the fault of the marketer. Marketing requires three things to work – time, money and a need for the product. If any one of these are out of place, your product can and will fail.

I hope you found this report helpful and hope that it really helps you focus on your product as a rounded process involving many different facets.

Here’s to your success,

Arfa Saira Iqbal

[www.arfawrites.com](http://www.arfawrites.com)

**About The Author – Arfa Saira Iqbal**

I’m a direct-response copywriter who specializes in the health and wellbeing niche and helps businesses build a meaningful online and offline presence.

Copywriting is salesmanship in print. It’s what sells a product or service and what persuades people to make buying decisions. If you need copywriter who delivers results, then I can provide you with:

* Compelling copy which taps into the emotions of your customer
* Powerful, persuasive pieces which hit all your prospect’s hot buttons
* Strong calls to action
* Initiate desire in your target prospects for your products and services
* Irresistible offers will cause a flood of business for you
* Preselling material which packs a punch and pushes your prospect to slip further down your sales funnel
* Engaging copy which resonates with your audience

I create copy which urges your prospects to take action and buy. More specifically I am trained in preselling mastery skills and my clients typically enjoy:

* Average autoresponder response rates of 40%\*
* Sales letters which systematically pull between 5-12% conversion rates\*
* Squeeze pages with optins as high as 50%\*

You can contact me via email at info@arfawrites.com

\*from warm traffic and as a result of clients who market their copy correctly

**Appendix**

Here’s an example of a squeeze page which is converting at 50%...

**Discover The Secret To Youthful, Beautiful And Healthy Skin Naturally... In Just 10 Easy Steps.**

Beauty is in the eye of the beholder, or so they say. While beauty is completely dependent on who you ask, here’s what we CAN say beautiful skin is:

 Radiant, healthy and glowing

 Clear and blemish free

 Soft and smooth

 Nourished and hydrated

 Youthful

Unfortunately, the majority of beauty products contain many harmful chemicals.

While these chemicals are used to improve the texture of the product and act as preservatives to prevent the products from going mouldy... ***did you know these chemicals can lead to rashes, acne, pigmentation problems, sickness, organ failure and even cancer?***

For example, mineral oil is a common skincare ingredient which can cause spots and rashes. Baby oil is pure mineral oil which has been extracted from crude oil.

**Would you bath YOURSELF or YOUR BABY in crude oil?**

NO WAY.

Just imagine the damage THAT could do to YOUR skin overtime!

BUT... there IS a better way.

If you want to achieve beautiful, healthy skin without relying on harmful chemically-filled products, then you need to grab my FREE report called: 10 Steps to More Beautiful Skin Naturally.

In this FREE 21 page all meat and no-fluff guide, you'll discover the secrets to:

 Getting gorgeous skin from the inside out

 Special techniques to help turn back the years

 Natural remedies to smooth, soften and clear the skin

 Tips to improve your skin's health

 Which chemicals to AVOID in skincare

 The number one enemy of skin ageing and what to do about it

Don’t waste another minute! Whether you're young or old, male or female, **everyone can achieve beautiful skin**... so grab your FREE skincare report NOW and discover the secrets of how to achieve beautiful, flawless skin without using commercial chemical-filled products.

Simply fill in your name and email address to get your FREE report in your email box minutes from now. I promise you won’t regret it.

Here’s to a lifetime of gorgeous skin,

Mary Ruddy

(insert link here)

**For The SAME Product In The Squeeze Page Above, The Autoresponders Are Converting at a cool 40%...**

**Email One: What’s Wrong With Your Skincare Routine?**

Dear (insert name),

Have you ever wondered what makes a perfect skincare routine? Do you even have one?

Are you actually seeing results from your existing routine?

Hopefully you will have read my report on ‘10 Steps to More Beautiful Skin Naturally’ which shows you how you can achieve gorgeous skin using natural ingredients.

While most people agree that you should cleanse, tone and moisturize the skin, it’s by no means the complete answer to perfect skin.

But before I go into what’s missing, let me explain these three steps in a little more detail:

1. **Cleanse –** this basically means cleaning your skin with some sort of cleanser which removes grime and grease your skin accumulates throughout the day. You should cleanse skin twice daily, because you perspire during the night and in the same way you shower every morning to feel fresh, you should also cleanse your face to keep it fresh too.
2. **Tone –** this step is debatable. Most beauty experts will tell you that a toner will close the pores. This isn’t true. Toners temporarily tighten pores and remove the last traces of cleanser. Women who use wash-off toners tend to skip this step.
3. **Moisturize –** your skin needs moisture to help combat the effects of central heating, pollution and the elements. Moisturizers soften the skin and prevent the tight, dry feeling you often get with washing your skin.

While these three steps (or for some people, steps one and three) help to form the foundation for a good skincare routine, they most certainly don’t complete it.

It’s just one of the reasons why your skincare routine might not be giving you the results you’re looking for.

Your skin sheds dead skin cells regularly, and a build up of these skin cells can lead to dull, patchy, flaky and congested skin.

The secret lies in regular exfoliation (at least once a week) using a grainy product or a textured wash cloth to help remove dead skin cells and keep skin smooth and glowing.

So if you’re not using some form of exfoliation, your skincare routine is definitely lacking. The other major benefit of exfoliation is that over time, it helps to fade out marks and scars on the skin’s surface.

And here’s another tip – always use a mask at least once a week if you can. A mask will draw out impurities, heal and purify the skin to combat problems such as spots and blackheads. A moisture boosting mask will help replenish, plump and smooth the skin cells and make your skin look rested and bursting with vitality.

So if you’re not seeing the results you want from your current routine, ask yourself if you’re taking the time to treat your skin by exfoliating and using a mask regularly. It could mean the difference between good skin and great skin.

Here’s to a lifetime of gorgeous skin,

Mary Ruddy

(insert link here)

PS – tomorrow I’ll share with you a great way to super charge your cleansing routine to ensure flawless skin

**Email two: The Secrets to Flawless Skin!**

Dear (insert name),

Yesterday I explained how cleansing, toning and moisturizing wasn’t enough to achieve good skin. Today, I want to talk about cleansing in detail, because as any beauty therapist will tell you, great skin starts with a clean canvas.

Have you ever seen close up shots of celebrities and models in magazines? While many of these celebs have had their imperfections airbrushed, most famous people are also well known for their amazing skin.

Think Jennifer Lopez, Kate Becksindale and Jessica Alba. These stars have GORGEOUS skin, even without makeup. But, as most celebs and models will tell you, their skin is beautiful because they are disciplined in their approach to skincare.

Cleansing is the foundation of flawless skin, since a dirty or polluted complexion will only lead to spots and rough, uneven skin texture.

There are three main types of cleansers:

* Face wash which is washed off
* Cleansing lotion which is removed using a cotton wool pad
* Cleansing balm which is removed using a cleansing cloth that has been dipped in hot water

Which type of cleanser you use is entirely your choice, but always be sure to choose the correct one for your skin type.

Now here’s the secret bit: ALWAYS double cleanse the skin at night. That’s right. In the same way you shampoo your hair twice to ensure every last bit of grease has been removed from your hair, your skin will really benefit from a double cleanse to remove every last trace of dirt and makeup possible.

And, here’s another secret – massage your cleanser in thoroughly for several minutes first before removing.

Imagine you have a car which you cover in soap and wash off. Do you think the car would be clean? You would probably find it still had dirt on it. Now take the same car and really work the soap into the car, ‘massaging’ it with a sponge and then rinsing it away.

Your car would be shining like new. The same is true of your skin. Not only does massaging help to dislodge dirt and grime trapped in your pores, but it helps to boost circulation and give you a glow.

Lastly, don’t EVER sleep in makeup or go to bed without cleansing your skin. Dirt can block your pores leading to spots, so even one night without thoroughly cleansing the skin can give you spots by the morning.

If you get really lazy, keep a packet of organic baby wipes next to your bed and ensure you cleanse your skin thoroughly before hitting the sack...

Here’s to a lifetime of gorgeous skin,

Mary Ruddy

(insert link here)

PS – stay tuned for tomorrow’s email to learn how to remove ageing eye bags and dark circles!

**Email Three: Puffy The Eye-bag Slayer!**

Dear (insert name),

Over the last two days we have looked at the basics of good skincare, but today I want to talk to you about something completely different. Your eyes.

Your eyes are your most precious asset, and are aptly named ‘the windows of the soul’ for a reason...

That’s because your eyes give away who you are and what you’ve been up to! Too many late nights will give you dark circles under the eyes, and illness gives your eyes a dull, sunken look. Eye bags are caused by lots of different things such as staying up too late, eating the wrong kinds of foods and not using appropriate skincare.

Regardless of whether you have bags under your eyes or dark circles, one thing’s for sure: both are ageing, making you look older than you are.

First things first, you need to address your health before anything else. Ensure you eat a good wholesome diet of fresh fruit, vegetables, white meat and lots of water. This in itself will ensure you’ve got a head start in your health.

Secondly, take the night test and morning after test. If your eyes are puffier in the evening than the morning, you are probably doing one of the following:

* Using too much rich creams around the eye area
* Eating food high in salt
* Not drinking enough water (you should drink around 8 glasses a day)
* Not going to bed on time

If your eyes are puffy in the morning, you probably aren’t sleeping as well as you should and your pillow may be too flat.

If you have permanently puffy eyes, then it is probably genetic and you can only do so much to help alleviate the puffiness.

Here are three completely natural remedies to help get rid of puffiness:

* Place slices of cold cucumber on eyes for 10 minutes
* Place slices of raw potato on your eyes for 10 mins
* Place ice cubes in a muslin cloth and rub over eyes for a few minutes

And here’s another tip. Using a specialist eye gel for puffiness works wonders...especially if you keep your eye gel in the fridge to cool and soothe at the same time!

And speaking of eye gel, a fabulous eye gel which is perfect for puffy eyes is the Xtend Life Eye Contour Gel which in trials, helped 65% of users to reduce puffiness and tighten the skin around the eye area in less than a month!

This amazing eye gel is completely natural and doesn’t contain any chemicals at all – so is perfect for sensitive eyes. You can learn more about this fantastic eye product here (insert link)

Here’s to a more gorgeous you,

Mary Ruddy

(insert link)

PS - Tomorrow I’ll show you how to nourish your skin easily and effortlessly to promote a healthy and dewy glow.

**Email Four: Revealed: The Secret to More Youthful Skin!**

Dear (insert name),

Over the last few days I have shared some great ways in which you can attain healthy and more beautiful skin. Today I want to specifically address ageing!

Ageing gracefully is becoming something of a far off dream, as worryingly, people are taking drastic measures to help turn back the years including harmful and dangerous chemical peels, botox (which is actually a type of poison used to paralyse your facial muscles) and even facelifts.

Any of these procedures carry major risks to the skin and to your health.

My advice? Look after your skin now and protect it from the inside out. That way your will age as gracefully as you possibly can.

But, following on from my report ’10 Steps to More Beautiful Skin naturally’, I wanted to share some additional secrets to help you turn back the years.

For example, did you know that dull, dehydrated and blotchy skin can age your skin badly? A simple way to combat this is to drink lots of water and to place bowls of water near the radiators in your home.

Dehydration is one of the causes of fine lines and if your skin is dehydrated, it will often have a greyish and patchy look to it. Help your skin retain more moisture by choosing products that are water based, so that your skin is getting a moisture drink externally.

Another great tip is to rub freshly mashed ripe papaya onto your skin and leaving for 20 minutes. This amazing natural treatment contains an enzyme called papain – an ingredient found in many expensive exfoliating products and which helps to dissolve dead skin cells.

Your skin will literally be shining with health and your fine lines will be far less visible.

And lastly, never, EVER leave the house without sunblock on your face. The sun contains damaging rays which can severely age your skin.

Now although the sun is ageing, you do need some sun to help you create vitamin D in your body which is necessary for strong bones. On your face and neck, always use a sunblock. On your body, you can get away with using a lower factor sunblock such as SPF15 to ensure you’re getting your vitamin D!

But, remember this – sunblock is necessary to prevent wrinkles setting in.

Put it this way, if you have ever seen the ‘leathery’ appearance of people who worship the sun, you’ll know how aged they actually look.

You certainly wouldn’t catch me dead in anything less than SPF25 year round, and in summer, I use SPF 50.

And don’t assume all sunblocks were created equally either. Chemical sunblocks can cause rashes and allergies, so look out for natural sunblocks that contain ingredients like titanium dioxide and zinc dioxide – two naturally occurring mineral sunblocks that are good for you.

Lastly, if you suffer from pigmentation patches on your skin, a tiny dab of lemon juice used every night before bed and under your face cream is all it takes to bleach them away.

Here’s to a lifetime of good skin,

Mary Ruddy

(inset link)

PS – come back tomorrow when we discuss the different types of products and treatments that are good for your skin.

 **Email Five: Is this really the best way to get gorgeous skin?**

Dear (Insert name),

So far, you’ve learnt a great deal about how to get more from your skincare routine with tips, tricks and secret additions to really make a difference to your skin.

If ageing and beautiful, youthful skin is something you really want, there are lots of ways in which you can get it.

Perhaps you might prefer to use a little nip and a tuck to fight off the years? Face lifts are very invasive and not everyone wants to go under the knife. Apart from the fact that they’re expensive, if a facelift goes wrong, you’re stuck with a drawn out face that looks like you were caught in a wind tunnel!

And that’s NOT a good look! Face lifts might not be for you, but would YOU inject YOUR skin with a poison that can cause paralysis?

No? Well that’s EXACTLY what Botox is – a poison or neurotoxin which can cause paralysis. In fact, it works by temporarily paralysing your facial muscles. I don’t know about you, but I certainly don’t want a toxin that can cause so much damage to be injected into MY skin. No way!

And what about chemical peels? Surely they’re safe right? After all, they iron out wrinkles and remove evidence of scars and sun damage giving you smooth skin.

But, and here’s the thing. Chemical peels are very vicious and literally burn away the top layer of your skin. In some cases, it can lead to an increase in pigmentation, making your skin dark and patchy.

And if you suffer from a reaction, your skin could be scarred for life. Is this a risk YOU’RE willing to take? I know I certainly am not.

Let me ask you a question: Are you happy with your current skincare routine?

If you answered ‘yes’, I really want you to think about that for a moment. You see, traditional skincare products that are available over the counter and in every supermarket or premium beauty aisle are mostly LOADED with chemical filers which are bad for your skin.

As mentioned in my report ’10 Steps to More Beautiful Skin Naturally’, chemical fillers are toxic to your skin, even in small doses, since your skin literally ingests or eats whatever you put onto it. Over a prolonged period of time, these fillers can cause spots, rashes, headaches, organ failure and even cancer.

Do you still think that commercial beauty products are the best way to get beautiful skin?

No, I didn’t think so!

Take mineral oil for example, which is a very common skincare ingredient. Baby oil is 100% mineral oil, but did you know where it actually comes from?

CRUDE OIL!!

Can you imagine slathering crude oil all over your baby or even all over your face? Many products contain mineral oil to improve the softness of your skin.

How scary is that? And other ingredients which come from crude oil include petrolatum and paraffin and can be found in many lotions and potions that you apply directly to your face and body.

A better alternative is to use beauty products that are completely natural and contain NO chemicals whatsoever. The great thing about natural products are that they are GOOD for your skin and proven too. Most natural ingredients have been used successfully for thousands of years without any side effects.

Isn’t that what you would want to put on your skin instead of chemically-laden cosmetics and products?

Xtend-Life is a complete range of natural skincare products that contain NO chemicals whatsoever and are kind and gentle on your skin. They rely heavily on active natural ingredients to really make a difference to the tone and texture of the skin, making it healthy, nourished and youthful.

Can your skincare do that? To find out more, please visit (insert link).

Here’s to more beautiful skin,

Mary Ruddy

(insert link)

**Email Six: How Natural Skincare Products Can Unlock The Secrets to Youthful Skin!**

Dear (insert name),

Yesterday I mentioned a product range called Xtend-Life as being a great **natural** alternative to commercial beauty products and more harsh treatments to stay looking young.

Xtend-life is a complete range of beauty products that have clinically proven results to give you the best skin of your life. The range is made using only the finest natural ingredients in the highest concentrations possible – it’s like enveloping your skin in a layer of nutritional goodness!

That’s because Xtend-Life’s products are designed to help nourish and preserve the health of the skin, helping it to repair from within.

Remember when I told you that your skin literally ingests what you put on it? Well with Xtend-Life’s products, you never EVER have to worry about what’s going on your skin and into your body.

Every single one of the ingredients that are used in the Xtend-Life range are so pure that you could literally eat them if you wanted to (I don’t think you would, but you could if you wanted to!).

And here’s the other clincher. These products don’t contain a few active ingredients – instead they contain the highest levels of super-potent and active ingredients possible which together are a powerhouse of wrinkle-busting goodness.

Xtend-Life’s products are perfect if you suffer from:

* Spots
* Pigmentation and sun damage
* Fine lines and wrinkles
* Dull, patchy and flaky skin
* Sensitivity
* Problems such as eczema and psoriasis
* Sagging skin
* Rough, uneven texture

In short, Xtend-Life’s products were created to combat the very problems that can age you and make your skin look less than healthy.

And, gram for gram, they are far superior to any other commercial beauty preparation on the market today. They are bursting with antioxidants, 100% natural oils, vitamins and proteins which actively repair your skin.

If you have a skincare concern, you can rest assured that Xtend-Life has the natural solution to your skincare needs. In fact, Xtend-Life have different age ranges available for their products so you can quickly and easily see which products are most suited to your needs.

In fact, Xtend-Life is so confident in its ability to provide you the very best in natural skincare that they are offering a full 6 month 100% satisfaction money back guarantee.

Does YOUR skincare supplier offer you any such guarantee?

To find out more about this fantastic 100% natural and proven range, visit (insert link)

Here’s to a lifetime of good skin,

Mary Ruddy

(insert link)

PS – don’t forget that each product in Xtend-Life’s skincare range is backed by a 100% satisfaction guarantee. You have a FULL 6 months to try out ANY product in the range and if you don’t think it works for you, simply return it for a refund!

PPS – Xtend-Life is not like any other beauty products out there – they have been created to be natural and more effective than leading commercial and chemically filled beauty products.

**Sales Page Converting at 5% -**

**Build Your Own Profitable Freelance Writing Business Weeks From Now With Virtually ZERO Competition, And Start Earning Between $50 -$125/hr Consistently!**

**Are you tired of writing articles that pay ridiculous rates?**
**Are you sick to death of spending hours glued to your computer writing hundreds of articles to make some decent money?**
**Do you feel as if your writing talents are wasted?**

**Are online writing sites not all they cracked up to be?**

**Are you a good writer and want to earn some serious money?**

Dear Fellow Writers,

Imagine this: It’s 7:30am and it’s raining outside. It’s bitterly cold and traffic on the road is at a standstill. People are rushing to get to work and do the school run. It’s miserable weather and doesn’t look like its getting any better.

But, that doesn’t bother you because you are watching all of this from the **comfort of your home** office – computer in front of you and a nice steaming cup of coffee. You have a nice warm heater on and you thought you would get some work in before the kids get up for school.
Which would **you** prefer?

Firstly, I am not going to bore you with a long winded sales pitch. Let me introduce myself.

My name is Arfa Saira Iqbal and I’m a commercial freelance writer who ***regularly charges between $50 and $125/hr by writing for local businesses***. I have more than 16 years of writing experience behind me and make a comfortable living working part time from home while looking after my kids.

When I left my job as a teaching assistant to have my youngest son, I couldn’t afford the childcare and so never went back to work after I had him. That’s when I turned my attention to writing, as it was something that I was good at, and had been doing for a very long time.

I started out like most people – writing online. But, unlike the riches that I was promised, ***I was writing for measly amounts such as 5 cents per 100 words.*** I used to spend hours glued to the computer and writing until I thought my hands would drop off.

When my sister saw what was happening, she told me to...

**Stop Writing For Peanuts!**

I was getting to the point where I had swollen elbows, a painful shoulder and sharp pain shooting through my wrists and fingers. To put it bluntly, it was a real ***pain in the arm*** just to write properly!

When my sister suggested I work for local businesses, I was stunned. The idea had never even occurred to me! Four months and a lot of mistakes and hard work later, I had enough work to keep me going to pay the bills. I managed to land myself several long term contracts in the process and now **clients refer me to others and use my services repeatedly**.

When I joined the Warrior Forum, I noticed several writers complaining and griping about the same type of problems that I had once faced.
***Question: Why should talented writers like you be scraping the bottom of the barrel when you could EASILY and EFFORTLESSLY manage and run a successful business from home writing for the commercial business market?***

So, I decided to do something about it and share my secrets. Let me introduce you to...

**The Freelancing Firebird – Your Guide to Setting up a Profitable Commercial Writing Business**

In this practical guide, you will discover how to:

* Get started as a commercial writer
* Build up your portfolio online
* Create your own website which ***sells your services to the public***
* Approach local businesses
* Assess the ***competition***
* Re-position yourself as an ***expert in marketing***
* Leverage other businesses and services to your advantage
* Market yourself like a pro
* Do online and offline consulting
* Use the power of hired help to ***explode your profitability***
* Get the best leads and work for a long time to come
* Work out your worth and ***write for more money***
* Organize yourself to be more productive
* Bid successfully for work at online job auction sites
* ***Easily switch careers*** to earn more money than you ever thought possible

And that's not all! When you order, you will get the following bonus reports:

* **Marketing Mayhem** - a complete 4 week marketing guide designed to get you more work than you ever thought possible! This special report tells you ***exactly***what to do, so you don't have to worry about how to start marketing yourself
* **Marketing Tips for Businesses** - a fully customizable report which you can give away to potential clients and use as a hook to get prospects to call you!
* Additional bonus material to help propel your career - simply sign up for these once you have your WSO!

I could sit here and promise you a hundred things, but know this: being successful requires two things: a desire to learn and the motivation and effort to succeed.

Hey, if a 32 year old stay at home mom of two children can do it, trust me, **ANYONE** can.

If you are looking for a ‘get rich quick’ scheme, then this is **not** for you. You can easily and comfortably earn between $30,000 and $50,000 freelancing full time. There are many writers who are very easily earning over $100,000 a year as a commercial freelance writer.

Just think of the benefits:

* No more tiresome and ***difficult commutes to work***
* No more expensive childcare costs
* You can work in your pyjamas
* You can look after your kids yourself instead of worrying about a babysitter
* You can work the hours **you** want to
* Spend more ***quality time with your family***
* No more slaving for others and making them rich
* **No more writing for peanuts trying to survive**
* Comfortably work from home earning more than you ever thought you would
* Spend less hours working and more time relaxing
* **Never**have to stress about your whip-cracking boss
* Work when you want, how you want and to your rules
* Have the choice to turn down work that you don’t like
* Enjoy ***financial freedom and complete self-sufficiency***

Freelancing is **perfect** for stay at home mothers, for those seeking a career change, for online writers tired of the low pay and high volume of work and for those who love writing and want to make some real money out of it.

**If you can write well, you can freelance. It’s as simple as that.**
Most writers stick to writing online – but this will **not** be you! The ***real*** beauty of this guide is that you will be working in your own home town where you **won’t be up against thousands of other writers**. In fact, you will have ***virtually zero competition!***

But don’t take my word for it - Just check out my rave reviews:

‘Reading through your freelancing report, I'm impressed!
This has plenty of "meat" to help someone who is thinking
of becoming a freelance writer to set up, get clients and
charge something that can actually earn them \*more\*
than the "chump change" some writers seem to write for.

Plus, it gives them a way of setting themselves up in
such a way that there's almost \*no\* competition for them!
Excellent.’

Paul Hancox
[http://www.presellmastery.com](http://www.presellmastery.com/)

‘Great report! The thing I particularly liked about it, and what makes it different from the other "how to write" products is that it encourages writers to look right outside the square. There's more writing work out there than just writing for the web. I also like how pleasant it is to read - easy to understand, and full of ideas; you offer so many options where writers can earn a decent income, rather than just cents per word that seems to be the best that's on offer online.’

Audrey Harvey
[vetwriter.com](http://www.vetwriter.com/)

'Freelancing Firebird is a practical, realistic and riveting guide for writers who are serious about leveraging their skills to generate income, on a full or part-time basis.
The writer knows the terrain-thus, you won't find fairy tales about how you can make a million in a few months.

She weaves her own experience into this guide, that shows you where to start, what are the resources needed...and the area to focus on to make the best of your freelancing journey.

She wrote about the high and low points of being a freelancer. As a whole, the ebook shows that you can build a six figure income based on your writing skills. If you plan, and work your plan.

I recommend it highly.’

Michael Newman
Warrior Member

Quote:

|  |
| --- |
| Originally Posted by **247Copywriter** View Post*Do you mind if I take your temperture Arfa?Lass, you're mad. Insane in the membrane. Completely cuckoo. Loopy. Round the twist and doolalley to boot!$7 for this?! http://www.warriorforum.com/images/smilies/eek.gifYou need your head examining.****Warriors...****This is a quite unbelievable offer. I bought this earlier on this evening. In one word... it's BRILLIANT!And available to you for just 7 bucks, you'll be just as bonkers as she is, if you don't grab this package immediately.It's not very often I buy a WSO these days. Many in the past I've been disappointed with. Not this one. It's quite simply filled to the brink with extremely high quality advice. And as a professional copywriter myself, believe you me I've seen more than a few products in my time and this one beats 99% of them hands down. Without a shadow of doubt.You want ideas to take your freelance writing business to the next level and beyond? Arfa gives you a whole shed load of marketing ideas, just banging them out, one after the other. Non-stop. No fluff at all. No BS. Just good, down to earth practical ideas and very sound advice which you can take action on rightaway.And it doesn't stop there...You're not going to get just one PDF. No, far from it. Do you know what you're going to receive when you invest in this package?Not 1 PDF. Not 2. Not even 4. Or 5. Nor 6. But 7 PDF documents in total! That's just $1 each!I tell you the lass is insane. In my honest professional opinion, what should this overall package be charged out at?At least $997. You think that's an exaggeration? Pffft... Believe you me, invest just $7 in this right now, print it out immediately, start reading and keep a pen and paper handy for note taking purposes (you're going to need it) and they'll be no looking back for you.Takes the thermometer out of Arfa's mouth. Checks it... Blimey! It's perfectly normal. Well stone the crows. Gordon Bennett! http://www.warriorforum.com/images/smilies/eek.gifThanks Arfa, you're a bloody star girl! http://www.warriorforum.com/images/smilies/smile.gifThank you so much!Kindest regards,Sally http://www.warriorforum.com/images/smilies/smile.gif* |

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