



# **WRITE TO MORE MONEY**

**How To Ask For – And Get -  
More Money For Your Writing**

**by Paul Hancox**

**Version 1.0.1**

**© 2009 Paul Hancox.  
All rights reserved.**

### **YOUR RIGHTS**

This electronic publication is for your own personal use only. It does *not* automatically come with any rights of distribution. You do *not* have the right to reproduce, redistribute or resell this publication in any form without a valid Resale License acquired directly from the author.

### **IMPORTANT NOTICE**

Whilst the author and publisher has made every reasonable effort to ensure this publication is free from error, neither author, publisher nor distributor assume any responsibility for errors, omissions or contrary interpretation of the subject matter herein.

This publication is an information product, and is not intended for use as a source of legal, accounting or tax advice.

No guarantees of income, sales or results are claimed, and any figures are given for example purposes only.

The reader assumes all responsibility for the use of the materials and information herein, including adherence to all applicable laws and regulations.

Any perceived slights of persons, peoples or organizations is purely unintentional.

The author and publisher (along with the distributor) assume no responsibility or liability whatsoever on behalf of any purchaser or reader of these materials.

## TABLE OF CONTENTS

1. I'm angry. (p4)
2. Why I can help you, and what you need to know about every prospect. (p6)
3. The most important thing you can do to improve your “word earning power”. (p9)
4. Get used to these “facts of life” for writers. (p14)
5. So what do your prospects want... really? (p16)
6. The problem of affordability. (p18)
7. Market rate, or baaaaaaah-ket rate? (p19)
8. Knowing and selling the difference. (p21)
9. How to convey these differences to your prospects. (p25)
10. Who is your competition, anyway? (p30)
11. Why “horror stories” will help you sell your service. (p31)
12. How to sell your skills invisibly with your articles. (p36)
13. Give them more of what they really want, by helping them to see what they're missing. (p39)
14. Help them to see it's affordable, and to make it so. (p41)
15. Being really different... I mean, REALLY. (p46)
16. How to condition your prospects to *expect* to pay more. (p56)
17. A negotiating secret for dealing with prospects. (p73)
18. What you can learn from Travelodge, how to charge more and not put your prices up! (p75)
19. Scarcity and urgency. (p78)
20. Looking over the horizon to find different groups of prospects. (p87)
21. The keys to earning more from your words (p88)
22. You have the right... the WRITE... to more money, after all! (p94)

## 1. I'm angry.

I'm angry! You may not be able to tell, but I am.

I'm angry *at* writers, but also *for* writers – and here's why.

I recently came across the blog post of a copywriter who was clearly frustrated and annoyed at her clients.

She complained that, all too often she'd spend her valuable time giving them a free quote, only to have them express their shock at how *expensive* she was, and how they could get the writing done elsewhere for much less - or in the case of her corporate clients, they said their in-house team could do it for less.

On her blog, she complained to her sympathetic readers, who were mainly other freelance writers. Why, she said, could they not see the *value* of her time (not least of all, in giving them the free quote), the *quality* of her writing, and the *work* involved in producing that quality?

I sympathized with her, I really did. I understood how she was feeling and I could sense her frustration, which she vented on her blog readers.

However, I also felt angry - not at her clients, but at her!

I knew that complaining on her blog about those clients was not going to change a thing. Not a thing, except perhaps to make her feel better, and win the support of her fellow writers.

What made me angry was that I *knew* there were much better ways of tackling the problem than ranting about them on her blog.

You see, her clients were just doing what clients do when they see the price, but don't recognize the *value* in that price - they express surprise or shock... and ultimately, they go elsewhere.

This was why I was angry. The problem wasn't really the price... it probably wasn't her writing (which I'm sure was very good) and it wasn't really the clients.

The problem, I knew, was in the selling. I knew that if she did things differently, she could be earning more and winning over more clients - but without changing the way she acted towards her potential clients, nothing would change.

In reality, I wasn't so much angry *at* her, but *for* her. I want every good writer to earn more from their writing.

Then, I came across something else on a marketing forum which got me angry enough to write this report.

Someone had posted about an advert they saw on the outsourcing site Elance.com, where the requester wanted 500 articles written for \$500... in other words, they were offering just \$1 an article!

While many people couldn't believe someone could write so many articles for so low a price, some of those who replied felt they needed to keep their own prices low, to remain competitive.

Again, I got angry... not at the person who was requesting 500 articles for \$500... they're going to get what they paid for... but that good quality writers felt they needed to keep their prices low to compete.

I got angry enough that I decided to write this report.

By the time you've finished reading it, you'll realize why “cheap” writers aren't “competition” in any serious sense.

You'll have the confidence to put your prices up, and not only retain clients but also get new ones who are happy to pay your higher prices.

I'll share with you dozens of ideas for making more money from your writing business, and to have your clients not only respect your quality, but become addicted to your writing!

I sincerely believe that every good writer *needs* this information - so let's get straight to it, shall we?

## **2. Why I can help you, and what you need to know about every prospect.**

First of all, what skills can I bring to the table that can help you in your writing business?

Well, I've been selling on the Internet since 1998, so I've sold a lot of things, including ebooks, software and writing services. (I wrote my first ebook on generating traffic in 1999, priced at \$39.95.)

I've also done article writing and copywriting. However, unlike many Internet marketers, I've also sold products with potential customers face to face. (Incidentally, I'm going to call potential customers “prospects” from now on.)

This kind of direct, face to face selling (along with the training I received) taught me how to “see” what really goes on in the mind of a prospect, and why they end up buying - or not buying - something.

The products I sold were valued at *thousands of dollars*. My biggest order was a conservatory (what Americans call a “sunroom”) for about £15,000 (about \$25,000).

However, whether you're selling a \$10 article, a \$1,000 sales letter, or a \$25,000 conservatory (sunroom)... one thing they *all* have in common is that you're selling to *prospects*.

And most prospects want certain similar things, regardless of what it is you're selling, or the price of the product:

- Most prospects want *value for their money*.

Since they worked hard for their money, they want to make sure they're getting value back. Value is not an easy thing to measure, but it's most closely related to the concept of being “worth it”. After all, some people buy second hand \$500 cars and some people buy \$50,000 cars straight off the showroom floor.

Both groups of buyers have their own concept of *value for money*. For the \$500 buyers, being “worth it” is more likely to be about whether it gets them from A to B. For the \$50,000 buyers, it's more likely to be connected with the image they feel they are projecting to others, and the feelings associated with the driving experience.

- Most prospects start with a certain *price expectation* in mind.

Before shopping around, they may ask friends and colleagues what they paid for something similar, or what they think a “fair price” might be for what they want. Inevitably, one of these people knows someone

who got it at a “bargain price”, so you're up against this price expectation they have in their mind, even before you begin selling!

- Most prospects need *educating* as to the *value* of things.

This is the reason they ask what others paid, and ask around about a “fair price” - because they don't necessarily know the value of what they want, or even how much (or little) work is involved.

- Most prospects *will pay more* if you can build desire and demonstrate value for money.

This is really the key to selling your own writing service. All other things being equal, if a prospect has a choice between paying \$5 and \$20, they may go for \$5... unless you can demonstrate why paying the higher amount is in their best interest. This is what we'll set out to do, in this report.

The home improvement industry in which I worked had many similarities with the writing market.

The company for which I worked, for example, was one of the more expensive, in a market where there were many “cheap” competitors. (In fact, the home improvement market was probably one of the most competitive markets of all.)

So throughout this report, I'm going to share with you the principles, techniques and strategies I've discovered, so that you can position yourself as a higher priced writer, in a market full of “cheap” writers - and so earn more from your writing.



Before I do that...

### **3. The most important thing you can do to improve your “word earning power”.**

If you already write well, then feel free to skip this section – or at least, simply skim it for ideas.

If you know your writing could do with some improvement, then the single, most important thing you can do to boost your “word earning power” is to *improve your writing skills*.

*The better your writing skills are, the more you can potentially earn.*

Now, the good news is that doing so doesn't have to be hard. In fact, I'll show you how you can do it at the same time as building your writing business.

Although it won't be true for everyone, I've found that the following “rule” is generally true...

*The more you read, the better you'll become at writing.*

I consider myself pretty good at writing, and I attribute it to the fact that I read a lot.

So find something to read on a regular basis. Make sure what you read is *interesting to you*. That way, you'll *enjoy* reading it.

Also, make sure what you read uses good English. For this reason, it may be better to read something popular and widely published – such as a major magazine, newspaper or blog.

As you read, pay attention to how words are used – along with the punctuation and grammar. I can't teach you how to write well in a report like this, so I'd recommend buying a book, or at the very least, using the Internet to get information on these subjects.

(Incidentally, I often violate some of the “rules” of grammar, such as the rule that you're not supposed to start a sentence with And or But... but I do it *deliberately* for copywriting purposes. However, it's still important to know the rules of grammar before you decide whether or not to violate them.)

The point about reading is this: the more you see something, the more familiar you'll become with it.

For any word you don't recognize, use a dictionary. (You can also use the online dictionary at [dictionary.com](http://dictionary.com)).

If you'd like to come up with a similar word, use a thesaurus. (Again, there's also [thesaurus.com](http://thesaurus.com)). However, a word of caution - similar words listed together in a thesaurus may have slightly different meanings to the original word, so make sure you understand what the alternative word means before you use it.

If you're not sure what a certain phrase or expression means, try [urbandictionary.com](http://urbandictionary.com) – so if you read the phrase “kick the bucket” and you don't know what it means, go to this site and find out.

I think it's worth repeating: The single, biggest thing you can do for your word earning power is to *improve your writing skills*.

*The better your writing skills are, the more you can potentially earn.*

Aim to keep on getting better and better, each and every day.

One thing that will speed this process up is *feedback*. Here's a technique you can use to practice your writing skills, and perhaps get some feedback and promotion at the same time:

(a) Find a blog you enjoy reading, which isn't too popular and looks like it might welcome some extra content.

(b) Read 5–10 of their last blog posts.

(c) Write an article that would fit perfectly on their blog, reflecting the *style* and *tone* of the previous posts.

(d) Send your article to the blog owner. Explain that you are attempting to brush up on your writing skills, and grant them permission to use your article, on the condition that they point out and change any mistakes you've made, and leave your “about the author” resource section intact.

Here's a template email you can use:

Hi [FIRST NAME OF BLOG OWNER]

I've been reading your blog, and have really enjoyed several of your recent posts. At the moment, I'm brushing up on my English writing skills, so I decided to practice by writing an article I thought would be suitable for your blog. It has not been published anywhere else.

I'm happy for you to use this article exclusively on your blog. All I ask in return is that you edit it for any mistakes in my English (i.e. grammar, punctuation, and wording), and give me some basic feedback on those mistakes, so I can improve. I'd also be grateful if you could leave in the “about the author” resource at the end.

This gives YOU fresh content for your blog, and, after you've brushed up

the English, it gives ME feedback on where and what to improve in my writing.

If I haven't heard from you within 7 days, I'll assume you weren't interested, and I'll offer this article for publication somewhere else.

Thank you again, and I look forward to hearing back from you soon.

Regards,

[YOUR FULL NAME]

While not all blog owners will agree to this (or even respond to your email), many will appreciate that you enjoyed their blog, and took the time to write an article for it.

You might have to do this several times before you get a blog owner to agree to edit and publish your article... but, while you're doing this, you're practicing your writing skills.

If a blog owner agrees to do what you asked, you can get feedback on your writing, *and* free promotion from your “about the author” resource.

Another suggestion to improve your “word earning power” would be to *hire an editor*.

Now, before you say you can't afford it, remember that the better your writing is, the more you could earn.

Excellent writing skills can make the difference between earning \$5 an article, and earning say \$10 or \$20 an article and more. (Yes, you can quite easily command those higher fees when you apply what I'm about to show you in this report... but you still need to write well, or at least have an editor!)

The best and quickest way of improving your writing is to get feedback as you go along.

An editor can give you that feedback, and correct any mistakes - making your writing more valuable - which can earn you more money... and the feedback can help you learn quicker as well.

So how much should you pay an editor? There is no set formula, just as there is no set formula for you as a writer, as I'll demonstrate in this report.

However, it partly depends on what you want your editor to do. You're not looking for them to re-write the article - simply to edit it for spelling, grammar and punctuation, and to make it readable. If you want them to also re-write it, expect to pay more.

I think the average person who is good at writing could probably edit a 500 word article, and provide feedback notes (such as why a word or phrase was edited) in about 15 minutes. This wouldn't be re-writing, just basic editing for punctuation, spelling, grammar and readability.

Let's say you currently charge \$5 for a 500 word article. (By the end of this report, I'll show you how you could earn a lot more... but let's go with \$5 for now.)

If you were to spend \$2.50 per article on editing, the editor could earn \$10 an hour.

Hint: Many smaller blog owners aren't really making much money from their blog, so you might find several of them happy to earn \$10 an hour just to sit at home and edit 4 of your articles for spelling, grammar and punctuation!

At this point you might be wondering, "Why would I want to

cut my income in half by hiring an editor?”

Actually, it's this very way of thinking that is limiting your income! By hiring an editor, your writing can earn you more.

Remember, the single biggest thing you can do for your word earning power is to *improve your writing skills*.

While your writing skills are less than excellent, an editor can bring them up a level or two, enabling you to charge more... and the pace of improvement can accelerate, if you pay attention to - and learn from - the feedback from your editor.

If you can go from earning \$5 an article to \$7.50 an article, simply because you hired an editor for \$2.50 an article, they didn't really cost you anything - did they?

Alternatively, if you find a blog owner who is willing to publish your article in exchange for editing it, you could come to some kind of barter agreement with that blogger. You agree to write articles for them, in exchange for them editing your articles and giving you feedback! This way, it won't cost you any money, and you both get something out of the deal.

#### **4. Get used to these “facts of life” for writers.**

Now, regardless of where you are in your writing business, I want you to accept the following statements as truths, or “facts of life”:

*1. There will always be writers who will write for less than you do.*

This is a fact of life, so just accept it. Another writer's cost of living may be much lower than yours, so they might not feel the need to charge as much. After all, there are plenty of places in the world where \$10 is a lot of money.

Some writers also price themselves low to build up a portfolio, and a client list. That's a legitimate reason for pricing low, although, if you're going to do this, I'll show you how to frame it so you can easily ask for more.

*2. There will always be writers earning more than you.*

I'm sure a few of them “got lucky”, but most high earning writers have earned the right to charge more – sometimes much, much more.

For example, copywriter John Carlton no doubt charges his clients a lot more money than a fresh copywriter, because he's built up a solid reputation, and has generated his clients a lot of money.

Do you think he'd write a sales letter for \$100 (or even \$1,000)? I don't personally know what his rates are, but I doubt he'd even consider writing a *headline* for \$100!

Of course you can get to John Carlton's level and beyond, but you'll need to have the skills, and build a solid reputation - which does not usually happen overnight.

*3. There will always be prospects wanting just about everything for virtually nothing.*

There will *always* be people wanting things like 500 articles written for \$500. That's because they know there will always be people willing to write for so little (see Fact Of Life #1).

The person willing to write for \$1 an article clearly needs the money, so that's fine. Their writing is obviously going to leave a lot to be desired, otherwise they wouldn't be writing for \$1 in the first place!

The fact is, the *good* \$1 writers will very quickly realize they can charge much more, because good writers are in demand. It's usually the mediocre writers that stay at this price level, because that's all they can get for their mediocre writing.

As you'll see from this report, you have nothing to fear from \$1 writers... in fact, in an indirect way they will help you to sell more of your higher priced writing!

*4. You won't win over every prospect.*

You simply won't win them all. You may not even win the majority of them. However, if you apply what you'll learn in this report, I'm sure you'll win over many more prospects than before, and you'll be able to command higher fees!

*5. It's a mistake to assume your prospects are looking for certain elements you think are important, such as top quality writing.*

I'll explain this one in more detail shortly, but you shouldn't assume that what *you* think is important is what *they* consider to be important.

On the other hand, I'd suggest it's kind of your *obligation* to help them realize why certain aspects – such as quality – can help them get what they want.

**5. So what do your prospects want... really?**



As I said, I've worked as a salesperson in the field of home improvements – which included selling replacement windows, doors, patios, along with conservatories and even roofing.

The company for which I worked had positioned itself at the upper end of the market. It wanted to be perceived as better quality, and so more expensive.

While this wasn't a problem for me when selling to regular homeowners, it made it more difficult to sell to people who rented out their property. These people still *expected* a certain level of quality, but quality wasn't their main concern - because they wouldn't be living in the house themselves!

As a result, these prospects were very price sensitive. Even though the quality might be lower, if another company could do it 25% less, they were more likely to get the job.

Now, here's how this relates to your writing business:

*The price your prospects are willing to pay will depend partly on what they intend to do with your writing.*

Let's take John as an example. John posts a job request on Elance.com, which reads something like this:

*I'm looking for 10 articles on dog pooping, built around 10 keyword phrases that I'll supply, each about 500 words in length. Maximum budget \$50.*

Let's get inside John's mind. What does he intend to do with these articles? What's important to him about these articles? What does he really want from them?

This is John's actual story. John is a fairly new marketer,

who recently read an ebook telling him how you can make a lot of money slapping lots of “keyword rich” articles onto a blog to attract traffic from Google, slapping AdSense on the blog as well, and collecting money from the AdSense revenue.

He intends to put these 10 articles on his new “dog pooping” blog with AdSense adverts on it, and he's hoping the articles will attract enough visitors from Google to earn him enough AdSense revenue to justify his \$50 spend. (Of course, he wants to spend less than that if he can. He wants to *earn* money, not spend it!)

Now, it doesn't matter yet whether you agree with his strategy or way of thinking - that's his strategy. That's the *reason* he wants these articles.

John isn't really looking for the best quality... he's looking for *Google traffic* first, and *income* as a result. All he's thinking of is the AdSense revenue.

In fact, in the back of his mind he might feel that quality may *hinder* those visitors from performing the outcome he wants, which is to click on his AdSense ads (which is when he gets paid by AdSense).

So is it any surprise that he's looking to do it as cheaply as possible? Is it any surprise that your promise of “high quality” doesn't really register with him... at the moment?

*Key Insight: Everyone says they are looking for quality. After all, nobody is going to say they want bad writing! However, the truth is that quality is less important to some prospects.*

We'll discuss what to do with John a bit later, but for now I want you to really grasp what I'm saying here.

What you might *think* is a big selling point (i.e. your high quality writing), may be less important to certain prospects, depending on the purpose of the articles.

Quality may not be as important to them as, say, the articles being optimized for Google, and pulling in traffic from Google.

In short, what you think should be important to them, may be less important to them than you realize.

*You can't sell on quality to someone who isn't really all that concerned about quality!*

## **6. The problem of affordability.**

Consider another example involving Sally. Sally has heard all the hype about Internet Marketing. She's written her own ebook, and is excited to make all that money the gurus have been promising... especially as she doesn't have much money at the moment, and those bills are getting a bit urgent.

So she posts her request on Elance (a summary of which is here):

*Looking for someone to write a sales letter for my new ebook on cat napping... budget \$100.*

Now, you might think this is ridiculously low for a sales letter, but as we know from the "facts of life", *someone* will probably write her a sales letter for a price that's within her budget, but it may not be of very good quality.

For Sally, she *does* want quality. Quality matters to her -

but unfortunately she feels she can only afford \$100 worth of quality, because that's all the money she has. (Quite frankly, she'd rather spend that on those pressing bills... but she knows she had better offer something, and all she has is \$100.)

She doesn't actually know how much it costs to write a sales letter, which is why she's put her job on Elance in the first place.

*You can't sell a service if a person feels they can't afford it!*

Now, once again I don't want to focus on what we can do for Sally just yet... I want you simply to realize that some people don't initially go for higher priced services simply because they feel they can't afford it.

## **7. Market rate, or baaaaaaah-ket rate?**

I hear a lot of article writers, copywriters and other writers talk about the “market rate” (or the “going rate” or “fair rate”) for their writing.

Every time I hear that phrase, I imagine farmers or ranchers herding their livestock to market, ready to sell their bulls, pigs, cows, sheep and other animals.

People sell *commodities* at markets. So wheat, coal, oil, gas, bulls, pigs, cows, sheep are all traded at markets (often called “exchanges”).

We also have the “stock market” (or “stock exchange”), where the price of the stock you hold is pretty much out of your hands and dictated by “the market”.

Next time you hear someone mention the “market rate”, I

want you to hear the following sound in your mind...

*Baaaaaaaah.*

That's a sheep sound, by the way. You can imagine the way a sheep sounds, can you not?

Here's why I want you to hear the sound of a sheep.

Every time you or somebody else talks about the “market rate” [baaaaaah] or the “going rate” or “fair rate”, that person is communicating to me and everyone else that what is being sold is a *commodity*.

In other words, their writing is basically the same as everybody else's writing.

If you view your own writing as a commodity, you'll lose... because there are always people who will write for less money than you.

Imagine you're taking your sheep to be sold on the market. You're just about ready to sell your sheep for the market rate, when all of a sudden Farmer Giles appears and offers all of his sheep for \$1 each. Who is going to want to pay the previous “market rate” now?

That is ultimately the situation you'll face now and forever, if you think your writing is a commodity - that one piece of writing is the same as any other piece of writing.

As I'll show you, your writing is *not* a commodity... far from it. But before we go there, stop thinking along the lines of a commodity. And stop using the *language* of a commodity.

The only reason you should care at all about the “market rate” [baaaaaah] is to know what your so-called competitors

are charging, so that you can make sure you're charging more – because you're going to be offering more *value for money* than them.

So now it's time to transform what you previously thought was a commodity into something much better.

## **8. Knowing and selling the difference.**

Now, I don't care if you call yourself a “freelance writer”, an “article writer”, a “copywriter” or whatever other label you give yourself, as long as you understand that you are also a *marketer* and a *salesperson*.

You're a *marketer* in that you're always looking for ways of marketing your services, of promoting and putting those services in front of prospects.

And you're a *salesperson* in that you need to convert those prospects into paying clients.

So it's your responsibility to **sell the difference** as I call it... to demonstrate to your prospects HOW your writing service differs from everybody else's, and WHY this difference matters to them.

However, before you can “sell the difference”, you need to fully understand what those differences are!

So first of all, I'd like you to open a new file in your favorite text editor or word processor – such as Notepad, Wordpad or Word.

Then I'd like you to write down all the skills you have that are relevant to your writing service, that you feel can benefit your prospects in some way. *For the moment, just*

*write just one skill per line.*

Regardless of how you feel about doing this, I'd strongly recommend you do it anyway, as you may find yourself surprised at the skills you've taken for granted up until now.

To sell the difference, you need to be crystal clear in your own mind about all of those differences.

Here's a list of ideas to help you along. Feel free to delete ones you don't think apply to you, and add any more you can think of, that *do* apply.

I have good spelling.  
I have good grammar.  
I am a clear, precise writer.  
I can write in a certain style or tone to suit the client.  
I am good at optimizing articles around keywords for search engines.  
I spend time researching the facts of my articles.  
I spend time researching the wants, needs and desires of the audience.  
I inject personality into my writing, to entertain as well as inform.  
I am an expert on cats.

Next, I want you to expand on each skill, to explain how each particular skill actually benefits the client – what it means to them.

The way you do this is very simple. After each statement, just add the words “This means”, and then write what that skill means to the client!

Incidentally, this list isn't for public consumption, so you don't have to write like you're writing a sales letter. You're writing to *yourself* here, so be as free and blunt as you like.

Here are some examples. I've personally chosen to rewrite the description of the skills, and I'm writing as if *you* were

the client (but without any “sales letter” talk at this stage):

I have excellent spelling, grammar and I write clearly. This means you'll get well-written articles your human readers will enjoy, leading to more subscriptions and sales (if that's what you want).

I am good with optimizing your articles for search engines. This means not only will your human readers enjoy them, but the search engines will pick them up and run with them.

I am easily able to adapt to any “voice” or “tone” you'd like. This means you'll get writing you can easily integrate with your own identity and personality – it's as if you actually wrote it!

I will spend time researching the wants, needs and desires of your audience and adapting your articles to these. This means your articles are more likely to move your audience to take action... whatever you want that action to be.

I specialize in knowledge about cats, which means your cat articles are going to be more accurate and better researched.

So far, the list sells you and your skills... but now we want to “sell the difference”. What distinguishes *you* from other writers?

At the beginning of each statement, I'd like you to add something beginning with, “Other writers may...” and then describe what other writers without that particular skill might offer the prospect (or rather, *not* offer them), along with a “which means” statement.

Here are a few examples:

Other writers may have poor spelling, grammar and may write badly, which means your readers are going to be put off subscribing or buying (unless you rewrite it, meaning more work for you) – because the bad writing implies what you're offering is going to be bad as well. I have excellent spelling, grammar and I write clearly. This means you'll get well-written articles your human readers will enjoy, leading to more



subscriptions and sales (if that's your aim).

Other writers may not even bother considering the audience's wants, needs and desires, which means they don't write in such a way as to touch the audience and move them to action. I spend time researching the wants, needs and desires of your audience and adapting your articles to these. This means your articles are more likely to move your audience to action... whatever you want that action to be.

The benefit of doing this exercise is that, not only does it help you to clarify in your own mind the skills you bring to your writing, but it also helps you to see how a particular skill may help the client, while the *lack* of a particular skill in another writer may hinder the client in some way.

I want to remind you again that your notes here are not for public consumption. This isn't how I'd put these things in a sales letter, or an email or quote to a client. This is for *your* reference only.

I'm going to refer to this as your **Skill Sheet**. As you think of more skills or develop new ones, feel free to add them to your Skill Sheet, along with “Other writers may...” and “This means...” statements.

You might also prefer to write your Skill Sheet in table format, with three columns. The middle column would list each of your *skills*, the left would describe the *risks* to your prospects of their writer not having each skill, and the right would describe the *benefits* of each skill to your prospects. Here's a quick example:

<b>RISKS</b>	<b>SKILLS</b>	<b>BENEFITS</b>
Other writers may not write clearly and concisely. This means the reader	I can write clearly and concisely.	This means you'll get well-written articles your readers will

<p>may get confused or bored by the article and not get the information they want, seeing you rather as wasting their time. This means it's unlikely they will subscribe or buy anything from you!</p>		<p>understand and grasp, and they will feel you've informed and helped them. In turn, they are more likely to see you as a source of good quality information, and subscribe or take other action such as buying.</p>
--	--	---

## 9. How to convey these differences to your prospects.

Once you've clarified the differences in your own mind, you'll need to *convey* those differences to your prospect.

This is what is going to separate you from the herd, as it were. (You might have heard that bleating sound, just then.) Many writers don't know how to sell, which means they list their skills as if they were writing a resume to their prospects, i.e.

- I have good English grammar and punctuation.
- I write clearly and concisely.
- I write to entertain as well as inform.
- I went to the Yale Academy of Awesome Writers.

This is not selling. This is really just a list of *features*.

Features don't sell. It's what the feature does for the prospect that sells - how they *benefit* from each feature.

Just as you did with your Skill Sheet, you need to convey the benefits of having each skill to your prospect, and point

out the risks and dangers of not having each one.

*Key point: Before they know your price, they must know your differences.*

Now, there's an almost infinite number of ways you can convey these differences to your prospects, depending on your own personal style, the context of the communication, and on the way they use language themselves. There is no *single* right way. Throughout this report I'll show you many different ways of doing this.

Let's consider the three main factors that will affect how you'll personally choose to convey those differences:

### *1. Style*

Most good writers have their own writing style. That's fine, as long as your style actually benefits your clients.

For example, the American author E.E Cummings would often avoid the use of capitalization and punctuation. His poem “anyone lived in a pretty how town” begins:

*anyone lived in a pretty how town  
(with up so floating many bells down)  
spring summer autumn winter  
he sang his didn't he danced his did*

Now, I'm sure that's wonderful and creative in the context of *poetry*, but your client might not be too happy if you wrote their sales letter like that!

Incidentally, I tend to stretch or even violate the rules of grammar and punctuation at times in my sales letters (and to less of an extent, in my reports), but I usually do so deliberately and with specific intent. For example, I might

start a paragraph with “And”, “But” or “So”... which might get me in detention with my English teacher!

The reason I do this deliberately in sales copy is because, if I start a sentence with, say, “And”... you can't but help read what follows! The same is true of words such as “But”, “So”, “However” and so on. Those words almost *subconsciously* propel the reader forwards. (I cover much more of this in Video #3 of my video copywriting series.)

So at least as far as sales copy is concerned (and to a lesser extent, my reports), I am willing to stretch or even violate the rules of grammar at times for the greater goal of compelling the reader to read on.

Plus, when I'm selling, I generally write the way people naturally speak, because in a sales letter, I'm talking to a friend. We tend to speak much more dynamically and fluidly than in writing... but I tend to prefer a more conversational style of writing, at least when I'm writing non-fiction.

Were I selling specifically to English teachers, I would, of course, pay meticulous attention to my grammar and punctuation; and I would not even want to dare consider even the merest possibility of contracting from *It is* to *It's*, which is, I suppose, one reason grammar teachers do not make the best copywriters. Using three dots (...) would be right out.

Having your own style and voice is fine, as long as it actually benefits the prospect.

And what ultimately benefits the prospect is whatever helps them to get *what they really* want - whether that's more income, more traffic, more sales, subscribers, authority or whatever.

If your prospect's readers are going to be put off by an article written in iambic pentameter, or with no capitalization, then your style is *not* a benefit to your prospect.

## 2. Context

How you convey the differences will depend upon the *context* of the communication. For example, when writing a post for someone else's blog, you may want to avoid turning it into a blatant sales pitch for your writing service... but if you're smart, you can *still* convey the differences (as I'll show you, later on).

However, in the context of a sales letter on your own site, you can go much further to convey those differences.

Context is also about where your prospect is “at”. If they've already read your sales letter and emailed you for a quote, then they're already in a buying (or at least inquiring) frame of mind. In your reply to them, you can remind them of the differences – but you don't have to use “sales letter” language.

## 3. Audience

You need to consider how your own prospects use language – and also (and this is another thing you'll be able to add to your list of skills) how *their* audience uses language.

For example, are there any differences between the way men and women use language?

In my own research I've found that there *are* differences. For example, I compared 10 sales letters which I knew to be written by men, with 10 which I knew were written by

women... and I could see some very clear differences when selling their own products or services.

I noticed that many male copywriters tended to use more aggressive, competitive language - they like to “slash”, “slay” and “stomp” the competition.

By contrast, female copywriters tended to use less aggressive language, and more connective, helping language - *especially* when they are appealing to a mainly female audience.

I'd love to spend more time talking about this subject, but I'd take up another 50 pages and we'd probably get way too far off topic! (You might find the following blog post at CopySnips.com to be interesting: [Men Or Women - Who Writes Better Copy?](#))

My point is... different groups of people use language differently. Often the differences are subtle, but they do exist.

What's important here is...

(a) to know your *immediate* audience and how they use language.

For instance, if you are writing for both men and women, is your writing less appealing to one particular group?

(b) to know your *prospect's* audience and how they use language.

Who are your prospects trying to reach? Are you able to adapt your writing to a mainly male or female audience, or an audience of artists, or tech geeks, or New Agers or Christians or atheists?

## **10. Who is your competition, anyway?**

One of the important roles of your sales material is to put your prospects off wanting to use your competition; but this begs the question... Who or what is your competition anyway?

Basically, it is *any alternative they have to using your service, which includes “doing it themselves” and “doing nothing”*.

Sure, it's other copywriters or article writers... but it's more than that. It's also sites like Elance, where they can have writers bid for their work.

And any alternative also includes “doing nothing”. You're also competing against the natural tendency people may have for putting things off, such as any decision to outsource or purchase in the first place.

Also, “doing it themselves” is an alternative to using your service, so it is also a form of competition – keep that in mind.

So let's now start to consider ways in which we can help your prospects to avoid the competition.

## **11. Why “horror stories” will help you sell your service.**

Keep your eyes and ears open for what I call *horror stories*. These are people's bad experiences with “the competition”. For example, if someone posts on a forum expressing their disappointment with a cheap article writer they hired on

E lance, pay attention to that story, and, in particular, to what disappointed them.

These 'third party' stories are *opportunities*. I don't mean opportunities in the sense of being able to pitch your service to these people (although I don't see why you couldn't do that), but there's an opportunity to use their bad experience to your advantage.

Remember, with your “marketing” and “salesperson” hat, your job is to educate your prospects as to the dangers and risks of the alternatives – which may include using those sites where people bid for jobs.

Here's what I'd suggest the smart writer would do whenever they come across one of these real life “horror stories”:

*They would interview the person who had the bad experience, and turn the interview into a couple of articles, for use on their site and in article directories.*

Now, the “interview” doesn't have to be anything elaborate – I wouldn't even use the word “interview” with the person. Simply email them or send them a private message, asking if they would be willing to answer a couple of questions about their experience, for an article you were planning to write. In return, you could agree to mention their website, or something like that.

In my experience, I've found that, as long as it doesn't turn into a “20 questions” interview, most people are happy to channel their frustration this way.

The smart writer (you do realize I'm talking about *you* here) can craft this material into an article or two, and use it on their blog – with another version perhaps going to an article



directory such as EzineArticles.com.

This achieves several things. On the surface level, you're providing a public service. You're making people aware of the risks and dangers involved. (You might even include some tips about how to go about finding better quality writers on sites like Elance, including what skills to look for in a writer – skills which you will conveniently have.)

However, on a deeper level, your article is designed to put the prospect off the competition. You want them thinking, “Hmm... I don't want that to happen to me, so I don't know whether I want to go that route after all – but what's an alternative?”

That's when your “about the author” or “resource box” in your article will point them in the right direction – to *your* quality writing service, that will, naturally, be free of the hassle faced by the person in your article!

Plus, you can use these articles as a form of *preselling*. This is the skill of getting prospects “warmed up” for your services, even before they are formally “pitched” it by, say, your sales letter.

You can also incorporate more generalized versions of these horror stories in your communications with your clients, such as your sales letter and emails.

This is the beauty of actively looking out for horror stories. I don't advocate making stuff up, and, with this technique you don't need to, because horror stories happen all the time. The more stories you accumulate, the more you can incorporate into your sales copy.

I would suggest a couple of “rules” when using other people's horror stories in your own material:

(1) Bear in mind that you might not have the full story - so it's better to get experiences from people you trust, whose opinions are usually reliable.

(2) Using the full name and other details of the person complaining (with their permission, of course), will enhance the credibility of the story, to demonstrate you're not just making it up.

(3) Avoid mentioning the name of the person or company that is the subject of the complaint, or anything that can easily identify them (such as their username on Elance, or their corporate slogan).

(4) Stick to material facts, rather than subjective opinions.

(5) If there's an ongoing dispute (especially a legal one), stay out of it altogether.

I should point out that I'm not a lawyer, so none of this should be viewed as *legal advice*. The point of this technique is *not* to slander, libel, defame or otherwise blacken the name of any individual or corporation - which could get you in legal trouble. It's simply to steer the reader away from "the competition" in general.

The same is true when the story is about another writer. Consider this horror story:

*Pete Smith had his sales copy done by Harry Galbert. When he came to me, I looked it over and instantly realized just how lousy it was... I spent 3 days re-writing it, and now he's making the kind of sales he didn't think was possible.*

This is very risky, and I would stay well clear of that type of horror story. It mentions the other copywriter by name.

Plus, it's very subjective (“realized just how lousy it was”), and so, is potentially defamatory.

If I wanted to tell Pete's story, I'd drop all mention of the other copywriter, frame the story as Pete coming to me for improvement, and the material (provable) improvement that resulted.

*Pete Smith sells the XZY Widget Intensifier. He came to me, asking if there was anything I could do to improve his sales copy, since he was disappointed with his sales volume to date. I spent three days intensively re-writing the copy. However, I didn't want him to just switch the old version with my new one, I wanted to prove the difference to him. So he agreed to split test the two versions side by side. After 100 sales, we found a clear winner... my new version out-performed the old one by 126%.*

I use the following three “guidelines” to guide me in what material I use, and how I use it...

(1) *Common sense.*

(2) *The “golden rule”.* Do unto other writers as you would have them do unto you. I don't mind healthy competition, but I wouldn't want someone accusing me falsely, or slandering me, so I'd never do that to others.

(3) *Caution.* If I'm in any doubt, I just leave it out.

...

Now, here's a list of some “horror story” themes I've come across just recently. Keep your eyes open for these kinds of stories and more, so you can incorporate them into your articles and sales material:

- The work was of poor quality English.
- The work was badly researched.
- The articles were giving potentially dangerous medical advice!
- The work was not completed on time.
- I asked for keyword placement in my articles but the writer didn't do it.
- The writer didn't understand the technical nature of the subject.
- The writer went on to sell the content I paid for as PLR. ["Private label rights", i.e. they sold it to others for them to alter, re-use and call their own.]
- The writer went on to sell the keywords and content to others, who then created competing sites.
- The writer created similar articles for himself and submitted them to the same sources as my articles, becoming a direct competitor and using similar material I'd paid him to write!
- The writer sold me articles he'd taken from elsewhere on the Internet. He'd simply changed the wording just enough to pass [Copyscape](#) (a service that searches for duplicate content on the Internet).
- The copywriter was basically creating "cookie cutter" sales letters, using similar wording for all his clients.

You can see there are a lot of potential dangers involved

with outsourcing to others (besides you, of course). So I would suggest weaving as many of these themes into your sales letter as possible, and associating them with the generic “other writers”.

## **12. How to sell your skills invisibly with your articles.**

I call the skill of selling without blatantly selling to be “invisible selling”.

A great way of doing this is to *demonstrate your skills in advance* - and as a writer, you have plenty of opportunities to do this in your sales and pre-sales material.

Consider every article you write on your blog or submit to an article directory as *presell* material - and demonstrate your writing skills in each of them, along with the benefits of having that skill.

For example, one of my skills as a copywriter is knowing the true power of words... that words can *literally* heal or harm, and our choice of words can implant thoughts and ideas into the reader's mind, ideas that can help or harm your cause. (If you've already invested in your own copywriting skills by acquiring my video series Superpower Copy, you'll find this skill set in Video #9 on Word Weaponry.)

A basic outline for an article that would “invisible sell” the skill of understanding the power of words might have this kind of structure:

- A headline related to the power of words.
- An introductory paragraph or two introducing the idea

and why it matters to the reader.

- An *example* of the power of words.
- An explanation of why this is important to the reader, especially in the context of choosing someone to write for them.
- An explanation of why “cheap” writers don't have this skill, and what the reader might lose by hiring someone without this skill. (This is price conditioning, which I'll discuss in more detail later.)
- My article “resource box”, linking to my writing service.

Here's an example of an actual article that “invisibly sells” my writing service:

#### HOW WORDS CAN KILL SALES, OR HELP YOU SELL MORE

I'm about to share with you an incredible secret about WORDS that can not only help you make more money and sales from your writing, but you can also use it to put people off using your competition. Read on if you want to know this secret and how to use it with stealth precision.

As you know, carefully chosen words can have awesome power. For example, the right words can mobilize a nation to war, or cause a person to fall in love with you. In the context of sales and business, the right choice of words can move your potential clients to buy from you...

... but before I continue, a word of WARNING! You need to be very precise in your choice of words... because even a single wrong word can implant a negative thought about you or your product into your reader's mind!

Have you ever been in an argument, and you think you're winning the other person over to your side when, all of a sudden, you say one wrong word which you instantly regret - because they get all hung up on that word and completely forget about the good points you'd made before? That's precisely what can happen in your potential client's mind, if you don't choose your words with absolute precision.

Here's the secret I mentioned earlier, and then I'll show you how to use it: every single word you use has hidden associations in the mind of your readers, which could help or harm your chances of getting the outcome you want.

For example, consider the word “cheap”. In the context of selling, most people use this word first of all to mean “low cost”, but it *also* has other meanings which are hidden away in your reader's mind - “of little value”, “poor quality” or “miserly” being a few. If you've ever heard someone say, “You're cheap!”, or “That was a cheap shot!” you'll know what I mean.

So if you call your product or service “cheap”, you're in DANGER... in danger of evoking the *wrong* associations in your reader's mind. You may put them off buying from you, because they think you're actually of little value, poor quality or miserly!

It might sound amazing, but I once advised a client to replace all instances of the word “cheap” in his sales copy with “low cost”, and his sales increased by 17%!

And that was just ONE WORD! So if just one word can make such a big difference to your bottom line, imagine the effect of the combined force of every single word being carefully chosen to have maximum positive impact on your readers!

You need to make sure you understand the associations that may be in the minds of your reader with every word... or if you want to hire someone to write for you, you need to make sure they have the skill of being intimately familiar with the hidden meanings behind every word they use.

That's why it can be very risky picking a “cheap” writer who doesn't have this skill - over time it may cost you a lot of money in terms of lost sales and business. In this case, “cheap” really becomes expensive for you! (It just makes sense to pay more to get much better results.)

On the other hand, if you select a writer who has this skill, who knows how to craft your sales material and articles to avoid all negative associations, and to implant only the positive ones that move your readers to action, you can be confident that every single word has been chosen to have the maximum impact on your readers... to the point where they read every word, so that by the time they get to the end they get that warm feeling inside - that “I want more! Give me more!” feeling.

When you have that element in your writing, you'll get what you want much more easily - whether it's more subscribers to sell more and earn a longer term income, or more immediate money and sales.

So make sure you have this in your writing (whether you write it yourself

or hire someone to do it all for you), to make you more money and get more of what you want.

----- resource box -----

Here I'm demonstrating the idea that words have power (using an example in the word “cheap”), and that they need a writer who understands the associations of each word used. The resource box would then take them to my service which will offer them exactly what they've read about in the article.

*Demonstrate your skills to your clients in advance, to the point where they say, “I want my writing to have this!”*

### **13. Give them more of what they really want, by helping them to see what they're missing.**

Prospects have different motivations for hiring a writer. For example, think back to the earlier example of John, who was looking to have 10 “dog pooping” articles written.

His intention was to put them on his “dog pooping” blog, attract visitors from Google, and make money from people clicking the AdSense ads on the blog.

That is why he wanted them as cheaply as possible, and wasn't too concerned about quality.

Now we're going to consider how we can really help John to see why he needs to use your service, even though your price may be more than he initially wanted to pay.

Here's what I want you to ask yourself (and you can do this with every prospect in mind).



*What are they not seeing? What are they missing?*

What is John not seeing about his articles and what he wants to do with them? What is he missing?

He's focused his attention on the importance of attracting search engine traffic, but he's not seeing the benefit of having human readers enjoy his articles, think how much of an authority he is, think how great his blog is, and want to subscribe... giving him a potentially much better and longer term source of income than AdSense!

So there's two ways you can go with this...

(1) You can make him aware of what he's not seeing.

You can do that in your sales material and in your communications. Show and demonstrate how quality writing could actually make him more money by getting him more subscribers and sales, and by enabling him to become an authority in his niche.

(2) You can upsell him a service that gives him more of what he really wants!

Once you've demonstrated how he could make more money having a blog that humans (not just search engines) also enjoy reading and subscribing, why not pitch him a service where you specifically focus on what he *really* wants?

There are any number of extra things you could do for him that are related to your articles, to help him earn more money in the long run:

- Help him optimize his blog for search engines.

- Help him optimize his articles for search engines.
- Help him set up an RSS feed and/or email subscription on his blog.
- Write not only “search engine optimized” articles, but also “subscription optimized” articles. (You heard that term here first, folks... there's a new “feature” to add to your list of “features”... you'll write to get the reader subscribed to his blog!)
- Write each article using my “Arabian Nights” technique. (See [“How To Get More Blog Subscribers Using The Arabian Nights Technique”](#) at [copysnips.com](#).)
- Help him create desirable “flagship content” for his blog that compels people to subscribe (such as a free PDF report, in exchange for their subscription).

All of these can potentially give him more of what he *really* wants from his articles, which - bottom line - is income!

#### **14. Help them to see it's affordable, and to make it so.**

Now, what can we do for Sally? If you recall, she is the budding Internet marketer who's been all fired up by the gurus to make money online. She hopes that's the case, because all she has right now is \$100... which she intends to spend getting a sales letter written.

Now, you may not even want to get out of bed for that, let alone write a sales letter - but let's assume that you *did* want to write a sales letter for Sally, but you wanted more money... let's say \$500.

The most important thing to note is that she can't afford \$500, at least, not *right now*. She only has \$100.

However, most people buy things they can't afford *right now*. When you get a mortgage for a home, it's because you can't afford the whole cost of the home right now... but you *can* afford it in bite-sized monthly payments over 30 years!

So let's ask the critical question...

*What is Sally not seeing? What is she missing?*

Here's what I'd do if I wanted Sally's business, but for \$500.

First of all, I'd find out if she already had some kind of marketing strategy in place, and whether she had some kind of proof there was already a demand for her product.

If she has, then I know the chances are good she's going to earn my copywriting fee back very quickly.

In which case, it's a question of helping her to (a) see that my copy is going to make her *more money*, because of the skills I bring and how they will help her to make more sales, and (b) actually be able to afford the \$500. If that means enabling her to pay just \$100 upfront, and the rest later, then so be it!

So in my pitch, I'd show her how each of the skills I'd bring could help her sell more (always contrasting it with "others", and the risks associated), and make it affordable, in that all she'd need to pay upfront is what she could afford... namely, \$100. The rest she could pay after she's had *results*.

On the other hand, if she really is flying blind... maybe she's created a product but hasn't really got a solid plan for how to promote it, and she hasn't really done any research to demonstrate there's a demand... in this scenario, I'd be more cautious.

I could still pitch her \$100 now and the rest later, but if she hasn't made enough money later, she's going to resent paying the rest.

You could argue that's not my problem, and to a certain extent that's true... but I'm happier taking people's money when I *know* they're going to really benefit.

That's why I'd consider pitching her some kind of promotional service as well, to help her market the product. (This also means she's likely to make more money and thus be able to afford my services!)

The point here is this... you want to *demonstrate* that your services are affordable... and you can do this in several ways:

*1. Help them to see how your higher quality (and higher cost writing) can actually make them more money.*

Often this may include demonstrating these things through facts, figures and examples.

Your articles can be “search engine optimized”, so that you get more traffic from search engines, giving you one chance per visitor to earn you Adsense income...

... but what if your articles were also “reader optimized” to hook them in, and get them virtually *addicted* to your blog? If you can compel them to subscribe, you can sell to them over and over again, giving you an income stream that lasts far beyond the initial Adsense revenue!

While I haven't given any specific numbers or figures here, I've painted a picture which shows the prospect how the “reader optimized” feature of your writing can give them much more of what they want... which is income! (Do you think John might pay attention to this line of thinking?)

What we've done is taken your skill of “good quality writing” (which every writer says they have), packaged aspects of it into something much better (such as “reader optimized”), and explained each feature in clear terms that show prospects how they will benefit from it.

We've also made our higher priced service more *affordable* for them, because we're suggesting they're going to get a higher return on their investment.

Note also the analogy I just used – that good writing is like a good investment. Use analogies to which your audience can relate. If you're writing to business people, then hopefully the analogy of an investment (and the concept of *return on investment*) will make sense.

This is the key to selling. Don't use glib phrases like “higher quality will make you more money.” Show your prospects how, paint pictures with your words, and give examples and analogies to make it real for them.

*2. Help them to see that they can lose money by paying too little.*

What are the costs associated with using those “cheap” article writers?

In the earlier “horror stories” section, we discussed some of the things that could go wrong when hiring “cheap” writers.

What's it going to cost them if they get poorly written articles, or articles with no search engine or reader optimization, or that isn't well researched?

Are they going to have to get them re-written, costing them more money? Are they going to have to hire themselves an editor?

What about the time costs, such as the costs associated with finding yet another writer?

What are people going to think of them (the prospects) if the articles are poorly written, badly researched and boring? Are they losing what might otherwise be a good reputation?

What are they losing out on in terms of lost sales, lost subscribers and lost income? After all, if they get poor articles, the prospect is always the loser. (Maybe the clue is also in the word “poor”, compared to “rich”.)

You want to make it so that paying an extra \$5, \$10 or \$20 per article makes *monetary* and *business* sense, compared to the potential costs of “cheap”.

**Bonus Tip:** Notice my use of the word “lose” and “loser” in that last but one paragraph. This is an example of what I call *Word Weaponry* in my video copywriting series. Besides losing something, what are the *connotations* of these words? To lose out on something means they had it, but lost it (and “fear of loss” has a big impact on what we do as humans). Plus, have you ever heard the phrase, “You're a loser!” Can you see the possible double meaning, when I said: “When they get poor articles, the prospect is always the loser”?

### *3. Help them to pay for it.*

Sally had only \$100, which is why she said her *budget* was \$100. “Budget” is usually a reflection of what a person thinks they can afford.

However, if you can break down the cost into weekly or monthly payments, or allow them to pay part of the cost at a later date, or as a percentage of sales up until a certain point, you may be able to help them to afford your services.

Remember also, that if your client is a budding Internet marketer like Sally, they want your writing to *earn them an income*. So to the extent that you can also help them get more income (perhaps by offering some marketing services as well), you are also making your services more affordable - because they'll be able to pay for them!

## **15. Being really different... I mean, REALLY.**

In the previous sections I've shown you how to take your skills, compare them with inferior “other writers”, and to stand out from the crowd by conveying those differences to your prospects.

In this section I'm going to take that concept to a higher level, and show you how to think “out of the box”, to separate your service from your competitors - to the extent that it will make it very difficult for prospects to compare your prices to others.

Let's consider ways of doing that...

## > *Branding*

A tin of beans is just a tin of beans, but you may prefer to buy a particular *brand* of beans – perhaps because it has a unique flavor, or just because you happen to think it's better quality than the other brands.

Businesses create brands because they (a) are memorable, and (b) can be associated with certain identities and qualities.

People usually know they are likely paying more for a brand than for a generic product - but they don't mind, because they've come to *trust* the brand, and *associate with* the brand's identity.

Ask yourself: Are you selling a service, or a brand?

Just as you've stopped thinking of your writing as a commodity [baaaaah], I want you to start thinking of your service as a brand, with its own distinctive identity.

Write down all the qualities you want people to associate in their minds with your brand, and then convey those qualities in all your communications, at all times.

## > *Unique and distinctive features (“skills”)*

Remember, earlier on I said that each particular skill you bring to your writing is a *feature*. Another way of making your service more distinctive and unique is to develop skills which many of your competitors seem to lack, or, at least, don't convey clearly.

For example, one of the skills I think I possess is the ability to hook people into reading my articles, and to compel



them to keep reading... using such devices as [open loops](#), and other techniques I've come to develop as part of my copywriting skills.

The ability to hook in a reader is a *skill*, because not all writers can do this - *which means* they end up writing articles that bore the pants off their readers after the first or second paragraph.

So on my own personal Skill Sheet, I'd add something like...

Using subtle psychological techniques, I can write compelling copy that grabs people's initial attention and won't let them go until they've read to the end.

This is the skill, or “feature”. Next, I'd add a “This means...” statement, to explain what that skill means to the prospect, the “benefit”.

Using subtle psychological techniques, I can write compelling copy that grabs people's initial attention and won't let them go until they've read to the end. This means you'll get articles that are more likely to be read and acted upon by your human readers... meaning more click-thrus, subscriptions, sales (or whatever you want your readers to do).

Finally, in the Skill Sheet, I'd add what “other writers may...” who don't have this skill may *not* be doing, and what *that* means to the prospect.

Other writers may bore the reader with passive, clichéd and dry writing, which means your readers won't stay readers - and you won't get them to take the action you want them to take (such as subscribing to your blog). Using subtle psychological techniques, I can write compelling copy that grabs people's initial attention and won't let them go until they've read to the end. This means you'll get articles that are read and acted upon by your human readers... meaning more click-thrus, subscriptions, sales (or whatever you want your readers to do).

Then, I'd need to make sure all of this was somehow *conveyed* in my sales letter or proposal. I'm not going to use the same language as in my Skill Sheet, but I do need to clearly convey the concepts.

Have you ever read an article that you *thought* would be of interest to you, but as you started reading... it just bored the pants off you? How long did it take before you lost interest and moved on to something else?

That's what happens with a poorly written article. Search engines may not yet care about how interesting it is, but the people who matter - the human visitors who *really* earn you the money - will get bored so quickly they won't even stick around to click on an advert... so you can forget about those visitors earning you any long-term income by subscribing or reading further... or even short-term income from your adverts!

On the other hand, have you ever read something so fascinating, so compelling, that you just had to read on? Maybe it was a book or an article that was a real page-turner... and you just couldn't wait to read it right to the end. Maybe you were so impressed you decided to find out what else the author had to offer.

That is what great writing should do! A great article should give people a warm fuzzy feeling at the end, where they feel, "Mmm, I want to know more!..." - and then they find themselves wanting to subscribe to your blog or email subscription... so you can sell them more and more over time.

This is where my "compelling copy" concept comes in...

That's just a small sample of the kind of language I might use in a sales letter, in relation to my skill of being able to write compelling copy that hooks the reader in.

I'll paint them a mental picture of what might happen if they use somebody else... then paint them a picture of what will happen if they use MY service.

Notice I'm also *educating* my prospect at the same time:

*"Search engines may not yet care about how interesting it*

*is, but the people who matter – the human visitors who really earn you the money – will get bored so quickly they won't even stick around to click on an advert... so you can forget about... long-term income... or even short-term income from your adverts!”*

Here I'm explaining *why* quality matters, and can actually earn them more money – and, in contrast, I'm showing them *why* poor quality can lose them money. Notice how I've also implanted the idea that they may not even get what they may have initially wanted (i.e. AdSense income) if the quality is poor! (Do you think John and his “dog pooping” blog may find this argument compelling?)

(If you really want to get good at this stuff, then the “Objection Eliminator” Method in Video #11 of my video copywriting series will show you all the other ways you can eliminate and prevent objections from coming up in the first place.)

Here's what you need to remember about writing sales copy. You're *not* writing a resume, or a list of skills. You're writing to sell.

Your writing should be a demonstration of your own skills, and, at the same time, you're showing them *why* each skill is so important to them, and why they need it.

...

Now, I just wanted to add a quick note here about what I tend to do in my sales copy. Think back to John and his 10 “dog pooping” articles, and Sally and her “cat napping” sales letter.

John may have the point of view that his articles will earn him AdSense revenue. I wouldn't disagree with him, but

rather I'd help him *expand* his point of view, by seeing how *else* his articles can earn him money... and not just short-term income like AdSense, but a long-term source of revenue from having a subscriber base.

In Sally's case, I recognized all she could afford right now was \$100, but I expanded her point of view to help her see that having a great sales letter can make a big difference to how much she actually sells and therefore earns - it's like an *investment*. In that sense, the bigger her initial investment, the bigger her return could be.

*Take their point of view, and then expand it for them. Help them to see what they're initially missing.*

...

For some of the skills you have, I would also suggest “separating them out” from your basic writing service, and offering them as an additional service, or “upsell”.

For example, earlier on I said that many article writers talk about optimizing for search engines (what they call SEO), but how many talk about optimizing for blog subscribers? If you recall, I even coined the term “subscriber optimization”.

If your competitors are focusing on the “search engine optimization” element, you could offer what your competition are offering, and then “subscriber optimization” *as an upsell*, for just \$x an article more... if they also want their articles to pull in as many blog subscribers as possible and so have a longer-term income stream - which they *should* want if you've effectively conveyed the benefits of this to them.

This goes to the heart of what they *really* want. If you do a

good job of pitching this “extra” service and the extra potential money it could make them, you have another way of charging more for something that you may already have done for them.

The point here is this... if your client really *does* just want the cheapest, then why bother to be any better than anyone else?

Sure, I have no problem if you want to write better out of professional pride, that's fine - but why not separate out all the extra stuff you'd *like* to put in, and sell those features as upsells? (Why put in the harder work if they're not prepared to pay you for it?)

By doing this, you're forcing your prospects to make a *choice*. You're saying, in a very subtle kind of way...

“Yes, I can do your articles at the price you want, for the same quality you're going to get from those other writers, OR you can pay a bit more and have these extra features - and here's why those extra features will benefit you, here's what they mean to you.”

This enables you to cater for both types of clients - the “I really do just want the cheapest” type, and the ones willing to pay more for better quality.

There are a couple of different ways you could factor this into your pricing. You could have a kind of “basic, silver, gold” package structure:

BASIC. Articles optimized around keywords of your choice, basic research, about 500 words. \$5 per article.

SILVER. Articles optimized around keywords of your choice, articles optimized for readers, more in-depth research. \$7 per article.

GOLD. Articles optimized around keywords of your choice, in-depth research including focus on audience desires and needs, “subscription optimized” to pull the maximum number of readers into your blog subscription. \$10 per article.

This is an example of a pricing structure, where you're listing just the *features* of each package. You'd still need to make sure the prospect knew the *benefits* of each feature beforehand.

The point here is that you're forcing them to choose, and to *really think* about the kind of quality they want.

Here's why this is helpful to you. If they pick your cheapest “basic” package, you don't have to give the best – because they've specifically opted for your lower quality package, and you've made that clear in your pricing structure. You don't expect “business class” service if you've booked an “economy” flight.

But they have the *opportunity* of opting for better quality. At the very least, they will have to *think about* those extra services and what they might be missing out on by not having them. (After all, it's unlikely any of the “cheap” writers have ever offered them these extra options!)

Alternatively, you could go with an “upsell” model, where they *add in* the extra features they want, for an additional fee per article:

\_\_\_ BASIC SERVICE: Articles optimized around keywords of your choice, basic research, about 500 words. \$5 per article.

\_\_\_ READER OPTIMIZED: Articles optimized to focus on the audience's desires and needs, after more in-depth research. (+\$2 per article).

\_\_\_ SUBSCRIPTION OPTIMIZED. Article optimized to pull the maximum number of readers into your blog subscription. (+\$3 per article).

This itemized structure again forces the reader to consider the value to them of each feature, and to actively *accept* or *reject* each one. (On your website order form, you'd probably have a checkbox next to each feature so they can select or de-select each one.)

If your pitch has effectively sold each feature, then the chances are much higher they'll say "Yes!" to each, and therefore accept the higher price for the "premium" service you're offering.

Both structures enable them to pay \$5 or \$10 an article, and to choose the level of quality they want.

### > *Distinctive services*

One of the best ways of differentiating your business from others is to offer *unique*, or, at least, *highly distinctive* services that will also help the prospect to get what they really want.

The trick to thinking up possible services is to ask yourself the following questions...

*What might they want or need before my current service?*

*What might they want or need as well as my current service?*

*What might they want or need after they've got my current service?*

Here are some ideas for you, some of which I think are very innovative. Quite frankly, I'd offer them all myself if I had

the time, but since I don't... you may be able to run with one or more of them, and create additional streams of income for yourself:

- A service which pinpoints the best “long tail” keywords for the prospect's niche, *which means* they can find the hidden gems in their market which can make them more money.
- A service which tells prospects which articles are likely to bring in the most traffic from article directories like EzineArticles.
- A service which creates backlinks for their articles on EzineArticles, which means their article has a better chance of being on the first page of Google for particular keywords, and hence, get them more traffic and money.
- A blog building service. If they plan on using their articles on a blog, do they even have a blog yet? If not, create one for them, selecting the best themes and plug-ins so it's “ready to go”.
- An autoresponder sequence writing service. Many marketers use autoresponders to capture their visitor's email address and follow up on them. Why not offer to write those autoresponder messages for them?
- A “ghost tweeting” service. Guy Kawasaki's Twitter stream ([@guykawasaki](https://twitter.com/guykawasaki)) contains 20-30 fresh tweets a day. He employs “ghost tweeters” to write some of his tweets, to keep his name in front of his tens of thousands of Twitter followers throughout the day.

Your clients might be too busy to write that many



tweets. A “ghost tweeting” service means you can keep your client's Twitter followers entertained and informed while the client focuses on other things.

- A *targeted* Twitter building service. Now, I'm aware that everyone and their dog seems to be an expert nowadays on “how to build Twitter followers” (I'm amazed how many people with 126 followers are telling me how to get 400 followers a day... an example of *incongruity*)... but most businesses don't need followers, but *targeted* followers.

For local businesses, use [TwitterLocal](#) to target Twitter users by location, and for specific keywords, use [TweetBeep](#) to receive alerts whenever tweets contain certain keywords.

- Video articles. Offer to convert the prospect's article into a presentation on video, for use on YouTube and on their blog, which can mean yet more traffic and potential sales for them.
- A Squidoo lens creation service. Why not take advantage of the good ranking of Squidoo.com pages on Google, and offer to convert each article into a Squidoo lens? This can mean more backlinks for your prospect's site, and potentially more traffic and money.
- A product launch service. If you're writing sales copy for people with a new product, help them to launch it successfully.

The point is this: the more *unique, distinctive* and *excellent* you can make everything you do, and the better you are at conveying these things to the prospect, the harder it will be for your prospect to compare prices.

You want to make it so they feel it would be like comparing apples with oranges – two entirely different fruits.

Remember, it's not enough to *be* better, or different - and simply telling them, “I'm better than the rest” is not enough either.

Take off your writer's hat, put on your salesperson's hat, and *convey* that difference to the prospect – both in your public writing (such as blog articles, the sales letter, and writing samples) and in personal communications with your prospects, such as by email.

You *must* “sell the difference”. If YOU don't, a writer who is better at selling themselves will, and take your prospects away from you.

It's as simple as that.

## **16. How to condition your prospects to *expect* to pay more.**

I first introduced the Internet Marketing world to the concept of **price conditioning** in my report [The Secrets Of A 10% Conversion Rate](#), in 2008.

Up until that time, the concept seemed almost *unknown* in the wider Internet Marketing community, even though direct salespeople had known about and used the concept for years.

If you've already read the above report and so have been introduced to the concept, I'll give you some ways of using price conditioning as a writer – so *don't* skip over this section! If you haven't heard of it before, let me briefly

explain what it is.

Price conditioning is basically conditioning the customer to *expect* a higher price - just like Pavlov's dog was conditioned to salivate at the sound of a ringing bell.

Now, we've *all* been price conditioned on certain products, whether we like it or not.

For example, have you ever even *considered* walking into an official Mercedes Benz or Rolls Royce car showroom, and asking them what they've got for \$500?

If not, then you've been *price conditioned*. You know full well that you'd be lucky to get even a small *part* of the car for \$500.

That's price conditioning on a deep level. You may not know the exact price of a Mercedes Benz, but you know it's going to be “not cheap”, at least in relation to other cars on the market.

Or if you wanted to hire a well-known copywriter like Dan Kennedy or John Carlton to write your sales letter, how much would you *expect* to pay? Do you think you'd be able to outsource your 500 word articles to one of these guys for \$10 an article?

This, by the way, is one of the advantages of branding. Rolex watches, Mercedes Benz, Rolls Royce and even the name John Carlton are all *brands* - and particularly with the corporate brands, they've positioned themselves in their respective markets to be “not cheap”.

Now, understand that price conditioning is somewhat different from positioning. Positioning is about actually being “low cost”, “expensive” or somewhere in-between.

It's about taking a pricing position in your respective market.

Price *conditioning* is about giving your prospects the *perception* that you're going to be expensive... almost, in fact, that they're not going to be able to afford you... so that when they discover your price, even though it may be higher than they initially thought, they are not surprised - or, better still, they are pleasantly surprised it is not higher.

There are good reasons for doing this...

- If you keep implying that someone can't afford something they desire, when they discover they actually *can* afford it, they may want it more.
- Rather than feel *shock* and *horror* at your “high” price, price conditioning enables your prospect to feel *relief* and *surprise* that your price (although higher than average) wasn't as high as they thought it would be. In other words, you're altering the prospect's *perception* of your pricing.

After all, “cheap” and “expensive” are *subjective* to a certain extent. From your point of view, you might consider John Carlton to be “expensive”, but a corporate client who has already earned millions of dollars from John's copywriting may see his fees as “reasonable” or even “cheap” compared with the *value* they get from him.

The goal of price conditioning is to change the prospect's *perception* of your pricing from “expensive” to seeing it as “reasonable”, and “less than expected”.

There are two important elements you **MUST** combine with price conditioning, for it to have a chance of working...

1. **Desire.** If you make something appear “expensive”,

and they don't *desire* it, they will just agree it's expensive, and move on. You must create desire for what they think they can't have, at the same time.

2. **Urgency.** Without urgency, your prospect will gradually forget about the benefits and value you offer, and will just remember your price - especially if you are not well-known to them. The more they are exposed to pitches from other writers, all they may eventually remember about you is your "expensive" price. So you must get them to take action now, rather than later.

I'm going to show you several techniques you can use throughout your sales material (including all direct communications with your prospect, such as email) to condition your prospects to *expect* a high price.

(Incidentally, if you're worried about frightening the prospect off, don't be - price conditioning is part of a larger process, which you'll see by the time you've finished this report. So put those concerns aside for now.)

1. *Use words and phrases that imply, suggest or spell out that you're going to be expensive.*

In direct sales, I would literally tell the prospect, "It's not cheap... it's expensive." I'd be happy to tell them, "We're not the cheapest."

That was the truth (we definitely weren't the cheapest), but it was also price conditioning. I was basically telling them *not* to expect our price to be "cheap".

Of course, my sales presentation was partly geared towards building *desire* for the product, so by the time it came to giving them the actual price (which only ever

happened after I'd built the desire), they knew they were going to have to pay extra for the kind of quality, service, peace of mind and so on that my product could offer them.

Don't be afraid of using the word *expensive*, or words and phrases (such as “not cheap”) that imply it.

Imagine you were buying a physical item. What sort of words and phrases would imply to you that the item was perhaps going to be more expensive than something made cheaply?

Here's a few I could think of...

*Hand-crafted, quality, durable, unbreakable, patented technology, carefully crafted, finely tuned, built to last, precision engineered...*

Now, what sort of words and phrases could imply the same kind of things, in connection with your writing? Take a few minutes to write down as many as you can think of. Here's a couple to get you started...

*Carefully crafted, skillfully written, fine art, just the right choice of words, deep and intelligent research...*

These words and phrases convey to the reader that your work is a skillful craft, even a kind of art – and everybody knows that good craftsmanship and art is hard to come by, and expensive! (Or at least, “not cheap”.)

This kind of language is *conveying* the subtle message of “expensive”, without necessarily telling them that. We're deploying a gentle form of what I call Word Weaponry here.

*2. Paint pictures in their mind, and give analogies that*

*imply it will be expensive – or at least, “not cheap”.*

Incidentally, a quick psychological tip for you. (Man, I've got to stop giving so much value in my reports).

“Have you ever...?” is a great way to get the reader to actually go inside their mind, and recall an experience themselves. Then use a *common experience* that most of your prospects will have experienced. For example...

Have you ever bought a cheap piece of equipment, maybe in an electrical store's “bargain bucket”, only to have it break down on you a month or two later? It's annoying, isn't it?

Poor quality writing is just like that...

The reason for doing this is to make an *analogy* for “cheap” writing. Poor writing is *just like that...* and then you could explain the reasons why. Analogies help to “keep it real” in the prospect's mind, comparing it with something to which they can relate.

Here's another more detailed “Have you ever...” example, using the analogy of reading a good quality article:

Have you ever read an article that was so skillfully written you found you just HAD to read on? Like a tasty meal, you didn't want to stop until you'd savored every last, delicious word?

Can you remember what happened at the end? Maybe you thought to yourself, “I'd like to know more about this author”. Maybe you subscribed to their blog, or made a mental note to keep an eye out for their writing.

Even if you DIDN'T think more about this article, other readers may have been moved to take action – maybe they subscribed to the author's blog, and even went on to buy something written by that author!

You *need* writing just like that...

What I'm doing here is getting them to go inside and to remember the last time they read a good article. Then I asked them whether the article impressed them, moved them in any way, and possibly even motivated them to take some action.

If they respond positively, then they are about ready to accept the conclusion, which is “you *need* writing just like that”. (Notice I've turned it into a “need”, something they *must have*, rather than something they would *like*.)

If they respond negatively, I cover that too.. with the phrase, “Even if you DIDN'T think more about this article, other readers may have been moved to take action...”

(Superpower Copy readers, did you also notice what I did subliminally in that paragraph? Think back to Video #7 on “Mind Control.”)

### *3. Associate “cheap” with negative things.*

Another aspect of price conditioning is to associate the word and concept of the “cheap” writer with all of the things that can go wrong, or to fear, about giving their writing job to others.

The word “cheap” itself has some negative connotations. Apart from the “low cost” meaning, it is also used to mean “of little account”, “of small value”, “of poor quality”, “shoddy”, “miserly”. Have you ever heard someone say, “You're cheap” or “That was a cheap shot”?

This is an example of the kind of Word Weaponry I talk about in Video #9 of my video copywriting course, and which I use in writing the 3 sales letters on video.



The kind of Word Weaponry we're deploying here is to associate “cheap” in the minds of the reader with “poor quality” and “shoddy”. We're taking advantage of the fact that these associations are already built-in to the word, and already lodged in your prospect's mind!

The way I'd do this is, whenever I'm discussing what the reader might get from other places, I would try and get the word “cheap” in there somehow. I'll give you an example of this shortly.

*4. Hint at, suggest and break down specific costs for them, that imply the overall cost of your service will be expensive.*

In direct sales, one technique that worked like a charm was to hint at the costs involved in making certain aspects of the product.

For example, during my sales presentation, when describing the features of our product, I'd explain the high cost of the material involved in part of the item. “The spacer bar is filled with [Brand X]. It isn't cheap, Mr and Mrs Jones... there's about \$70 of this material in each unit... but what it does, is it...”

I'd then go on to explain the *benefit* to them of having “Brand X” material in the unit - but the passing reference to the cost of the material would be registered by them mentally, and serve as price conditioning.

I wanted them thinking, “Wow... if just that *small part* cost \$70 per unit, the unit itself must cost a lot more!” (It also served to *justify* the higher price, once I'd delivered it to them.)

The key here is being able to *quantify* a cost in the first place – to put a genuine price tag on a particular aspect of your service.

One way you could do this is to compare it to the cost of your *time*. Calculate how much you normally earn for every hour you spend writing, not including research. This is your “hourly rate”.

Let's say you've worked out that you can earn \$25 for every hour of writing. If you find that you put in 3 hours of research for every 10 articles you write, then you're essentially sacrificing 3 x \$25, or \$75 of potential writing income to do that research.

My usual rate is \$25 an hour. Since I typically spend about 3 hours researching a particular subject for my clients, that's \$75 of research included. No wonder so many “cheap” article writers skimp on this critical part!

Here you're placing a *value* on your research time, and we're linking it to why *those “cheap” writers* miss it out or “skimp” on this “critical” research.

Another way to quantify a cost is to compare what it's actually cost you to get the same thing done. If you've ever hired someone to do research for you, you could use this cost as an example.

Let's say you hired someone to research a particular niche. Maybe you spent \$20 and it took them about 2 hours.

Here you have a basis to give an example of the cost of research in your sales copy.

Research is the lifeblood of your article. (...) Most of the “cheap” article

writers won't admit they skimp on the research, or even miss it out altogether!...

And it's no surprise, because *research* is also the most time-consuming part of what's involved in your writing job. I've paid someone \$20 just to spend two hours researching a niche for me. When you hire an article writer, you're also hiring a researcher!...

If you haven't personally hired a researcher, then ask around and find people who have, and ask them what they paid. You can then use their experiences in your copy. Instead of "I've paid...", it just becomes "One of my writing colleagues paid..."

By the way, in all these examples, look out for phrases I'm giving you, like "when you hire an article writer, you're also hiring a researcher" ... if you can convey easy-to-remember concepts like this regularly to your prospects, you are giving them yet more reasons to see why your price is higher.

Keep a swipe file of statements like this that can serve as price conditioning...

- You get what you pay for.
- Poor writing will keep you poor.
- When you hire an article writer, you're also hiring a researcher.
- Turn your visitors into fans and they could earn you money for life!

Add to your swipe file whenever you read a good one. Make them as short and memorable as possible, and use them regularly in your communications.

## 5. Explain and convey the amount of work involved providing your service.

For example, what's involved in writing a *good* sales letter? I've written sales letters both for myself and for others, and there's quite a lot of work involved – especially when you're writing for a product you didn't create.

First of all, the copywriter needs to understand the product itself. If it's an information product, this means reading, watching or listening to the entire product and looking for “angles” that can be used in the copy, and features and benefits that can be later converted into bullet points.

If it's some other kind of product (such as software or a service) it means understanding how it works, what all the features do, why each feature is there, and how each one will benefit the prospect.

Second, the copywriter needs to research the market in which the product is to be sold, to come up with an angle that will “push the buttons” of potential buyers.

Third, the copywriter needs to research what competition the product has, and to know the approaches, angles and unique selling propositions (USPs) of the competition, so as to make the prospect's product *stand out* from the crowd.

Fourth, the copywriter needs to craft USPs for the product, to give it an edge over the competition.

Fifth, the copywriter has to “get inside” the prospect's mind, to discover what is really going to motivate them to pull out their credit card.

Then, and only then, can the copywriter start writing. A good copywriter might take about 40 hours to do all of this, including the actual writing - and at \$25 an hour, that's \$1,000... and quite frankly, that's *cheap* for many copywriters.

My point is, you need to convey to your prospects the work involved when good copy or articles are produced. When you think about all the work involved in crafting a good sales letter, what kind of sales letter do you think Sally and her “cat napping” product is likely to get for \$100?

Assuming someone agrees to write a sales letter for \$100, one of two things is happening...

(a) For \$100, the writer won't be putting in anywhere close to the *time* required to produce good copy, or

(b) The writer is doing their best, and for 40 hours of work they're being paid \$2.50 an hour.

The chances are, even if that's a good wage in their country, they will be raising their prices substantially if they're good at what they do - because they can get much more than \$2.50 an hour.

But if they're not very good, they *need* to keep their prices low to keep business coming in! And that makes Sally the loser, by getting a poorly researched and poorly written sales letter, making her all the poorer - because, after all, poor writing will keep you poor, you get what you pay for... and all that.

So it is really your *obligation* to help her see how unlikely it's going to be to get a *good* sales letter for so little money, by helping her see what's involved in the whole process. In this case, price conditioning is to help her avoid

spending money on a dud!

## 6. Associate specific price levels with “cheap”.

Another powerful price conditioning technique is to associate a *specific* price with the concept of the “cheap” writer.

The most effective time to do this is *after* you've built a substantial case for them to use your service, and after you've aroused their desire for what you have to offer – but *before* they know your prices.

Let's say you want to charge \$12 for a 500 word article. In that case, I'd pick, say, \$10 as the “cheap” threshold.

I once hired a cheap article writer on a popular outsourcing website. I paid \$100 for a set of 10 articles about 500 words in length, and I was shocked at the poor quality. (...) I should have known better.

Here we're associating “cheap” with \$10 an article. You're *implying* that your prices are going to be much higher than that. (So when they discover you're only \$2 more, ideally they think it's not as high as they thought you'd be.)

If you do this too early, the prospect might simply disagree with your association of \$10 with “cheap”. However, once you've built a substantial case for what *good quality* writing means to them, then you have a better chance of the connection not being rejected.

Another good way of doing this is to share someone else's experience, mentioning the “cheap” price they paid. Again, be on the lookout for horror stories that contain specific prices – your clients may even share some with you!

Sarah, one of my recent clients, came to me in despair after she felt she'd effectively wasted \$500 outsourcing her copy on a popular outsourcing site...

When doing this, just bear in mind the “rules” we discussed earlier about using other people's horror stories.

### *7. Compare your service with higher priced services.*

The concept of “cheap” or “expensive” is *subjective*... and it is also *relative*.

In other words, in our minds, something is cheap or expensive usually *in comparison with something else*.

Give them examples which can help your prospects to put your \$20 articles or your \$1,000 sales letter into the right perspective.

For example, what would it cost for them to have John Carlton write their sales letter for them? I'm sure he charges many thousands of dollars.

Even though you don't have the *name* of John Carlton, if you can write excellent copy and can demonstrate that your prospects have had results, then your \$1,000 copywriting service looks a *bargain* by comparison with a well-known copywriter who might charge say \$10,000 or more.

Ask yourself what your prospects might do, or where they might go, if they had unlimited funds – in other words, price aside, who would be their *ideal* service provider. (For example, if price didn't matter, they might hire John Carlton to write their copy).

Then ask yourself: what are the differences in *service* between their ideal service provider, and you? And what is the difference in *price* between them and you?

Next, ask yourself... how can you position your service closer to their ideal service provider?

For example, the top copywriters can boast that they've made millions (or perhaps even billions) of dollars for their clients, but can *you* demonstrate you've made money for your clients? (If you're new, or can't yet do so, then this is something you'll want to aim for as soon as possible. Get testimonials, showcase your prospect's sales letters with their permission, and create case studies.)

The point is, by comparing yourself with their ideal service provider, emphasizing the difference in price (and minimizing the difference in service if you're not quite as good), you're putting a frame of reference around your prices.

The idea is that you're no longer “expensive” in comparison with those “cheap” article writers, you're actually “low cost” in comparison with the best article writers, or copywriters that money can buy - while providing similar (or even better) services!

Yes, it may shock you to realize that, if you actually develop all of the skills I've hinted at or demonstrated in this report (and the ones I've given you in my copywriting video series), you may actually be *better* than some of the top copywriters!

The only reason you're not earning as much as them is that your market isn't yet aware of that. After all, to most people, it's results that matter the most. (Plus, you're not



yet asking the fees they ask.)

...

Now, you should use price conditioning wherever possible. If you've created a brand for your service, people should be able to associate your brand with quality but “not cheap”.

This should also be reflected in your website design. If it looks amateurish, you're creating an incongruity. If you want to be perceived as “not cheap”, make sure your site doesn't look “cheap”.

You can also use the testimonials on your site as price conditioning. For example, consider this one:

“Paul did a wonderful job! Although I paid more than I normally do for articles, I was very impressed with the value I got for my money - very well written and carefully researched articles. I've noticed a big increase in my blog subscribers since I've been using Paul's articles. I don't think I'll be using my cheap article sources any more.”

Notice the price conditioning here: “... although I *paid more than I normally do* for articles... I don't think I'll be using my *cheap* article sources any more.”

If the reader has any expectations of price, this testimonial suggests they should expect to pay more. It also emphasizes the reasons to pay more... “very well written and carefully researched articles”, “big increase in my blog subscribers...”

At this point you might be wondering, “How can I get such carefully worded testimonials in the first place?”

First of all, you need to *pay attention* to what each client tells you before they order. If they express some surprise at the price, you can use that later on.

Second, once they've received the goods, *ask for the testimonial*.

And once they've sent you the testimonial, *rewrite it* to suit your purpose, perhaps incorporating their earlier surprise over the price... and *ask your client to approve your rewrite*.

As long as you haven't misrepresented them, most will be happy to accept your amended version as their testimonial.

...

If price conditioning is a fairly new concept to you, it's understandable that you may be worried about scaring prospects off.

It's true that you may scare off a certain percentage of prospects. These are the ones who really do just want the cheapest and really don't care about anything else. (If you *still* want these prospects, you could use a “basic, silver, gold” pricing structure, or an “upsell” structure to offer them a cheap “basic” service.)

Price conditioning works best in combination with a compelling offer. As you'll see, it's a finely balanced dance between scaring them a bit with what they perceive is going to be “expensive”, and enticing them with what they perceive will be a good offer. I'll show you how to master this dance in the next few sections.

...

Let me show you the *effect* of price conditioning. In a warped and twisted science experiment (the kind I like to do on a Saturday night while everyone else is out partying), I succeed in cloning Bob the article writer. His clone, Cleo can do everything Bob can do.

Bob does not like the idea of being cloned, so he decides to perfect the skill of *price conditioning* - a skill his clone Cleo does not have.

Now, Sally comes along looking to have some articles written... and discovers both Bob and Cleo's sites at the same time. At first, she's confused, because it *appears* Bob and Cleo seem to be offering exactly the same service. They even charge exactly the same price!

After reading each sales letter a bit more carefully, she somehow feels that Bob is going to be better. She can't quite explain why, but she feels she'll be getting more value for money with Bob, even though they're both the same price.

So she chooses Bob, the one who used price conditioning.

The point here is this: without price conditioning, there was no difference between Bob and Cleo, and so it really was a coin toss as to which one she chose.

But with Bob's price conditioning, Sally kind of *expected* Bob to be more expensive than he was... so when she found out he was actually charging the same as Cleo, she chose Bob - because she felt she was getting more for her money.

Price conditioning altered Sally's *perception* of Bob's prices, to his advantage.

## 17. A negotiating secret for dealing with prospects.

I shared this little psychological secret in my report [Pricing For Big Profits](#), but it's so important that I'll repeat it for you here.

Whenever you are dealing with something of unknown monetary value, the first one who places a value on it establishes its worth. In the context of sales and negotiation, the first person to set a value on something has the biggest influence on the outcome.

This is based on solid research in the field of negotiation. What it means is this:

Imagine we were to play a game, in which Person A is to negotiate the purchase of a service from Person B. The game is not finished until a price for that service is agreed upon.

The game starts in one of two ways. Either Person A can start with an offer to *buy* the service for \$500, or Person B can start with an offer to *provide* the service for \$1,000. They must agree on a price before they can end the game.

Imagine this game is played 1,000 times, between 1,000 pairs. What we would find is particularly interesting, and highly relevant for writers who allow prospects to negotiate with them in any way.

On average, the final price agreed upon will be higher when Person B starts the negotiations at the \$1,000 point, than when Person B starts it off at the \$500 point.

Why is this? It's because the first price stated sets the *frame of reference* for the rest of the negotiation.

When Person A (the prospect) goes first, the negotiations are framed around \$500. When Person B (the service provider) goes first, they are framed around \$1,000.

The higher frame of reference pulled the final outcome up, while the lower frame pulled the final outcome down.

There are certain aspects which will limit or even cancel out the effectiveness of this principle.

For example, if one party feels the other has started *too high*, or made particularly unreasonable requests, it may be seen as a negotiating “ploy”, and therefore the other party may be seen as untrustworthy.

This is why price conditioning is so important, along with explaining and justifying your prices. Your prospects must be left in no doubt as to WHY you charge as much as you do – ideally before they even know your specific prices.

What this psychological secret means for *you* as a writer is this...

If you are likely to get into a negotiation with prospects, **YOU GO FIRST**. You set your prices first.

In the next few sections, you're going to see how this principle will help you to make more money from your writing services.

**18. What you can learn from Travelodge, how to charge more and not put your prices up!**

You may have heard of Travelodge, the hotel chain. Every so often - at least for their UK hotels - they have a sale, in which a limited number of rooms go for a much lower price than normal.

For example, during these sales I've seen rooms that normally cost more than £50 (\$85) go for as little as £9 (\$15). As you can imagine, most of the rooms are snapped up by bargain hunters within the first 24 hours.

What's interesting is that Travelodge might do another sale a bit later in the year, with less of a discount... and the same people will often snap up those rooms as well. So £17 (\$29) rooms in these sales will also go quickly, because they are still *perceived* to be bargains, in comparison with the regular price.

So what has Travelodge got to do with your writing service? There are several things here that are relevant to you as a writer.

Travelodge have found a smart way of differentiating and catering for different *types* of customer. The business traveler will probably pay the regular (or slightly discounted) rate, and won't mind because it's being paid for by their business.

For the bargain hunters, Travelodge have an email list which they use to announce the sales in advance, giving them a "heads up". Of course, this also enables them to sell out the "sale" rooms quickly - because people are competing for them in a short space of time.

Now, consider a couple of ways in which Travelodge make more money as a result of these sales:

Kara the bargain hunter loves to travel, and she loves

snapping up the £9 rooms – “What a bargain!” she thinks. However, she's disappointed that the latest sale is £17 a room... but she figures this is still a lot less than the regular price of £50... so she buys.

Jane and Bill are a couple who like spending romantic weekends around the country, and love snapping up whole weekends for £9 a night. They snap up a £9 room for Friday night, but are disappointed that they can't get the Saturday as well... it's the regular £50. They discuss it for a while, and then figure... “If we book both nights, we're still paying less than £30 a night, which is a £40 saving on the regular price for two nights!” So they book both the Friday (for £9) *and* Saturday (for £50).

Did you see what happened in both examples here?  
Travelodge made more money.

In the case of Kara, the price has effectively gone up 88% for her (from £9 to £17), yet she *perceives* it differently... it's simply less of a discount off the regular price of £50.

For Jane and Bill, they ended up buying a night for the regular price of £50 in addition to the £9 night, because they reasoned they were still getting a decent discount on the regular price over the 2 days.

So how can we apply Travelodge's smart strategy to your writing service?

Travelodge have their *regular price*, the price that each room normally costs. In direct sales, the main price (before discounts) is often called the “list price”.

My recommendation is that, as a writer, you should also have a “list price” (but call it your “regular price”) for your services. You should then frame any sales or offers in

reference to your regular price.

Now, let's say you're currently charging \$5 an article, but you realize that's way too low and you want to get to \$10 an article. It's quite a jump just to put your price up from \$5 to \$10.

However, if you changed your pricing structure so that your “regular price” was \$10 an article, you could construct your offer this way:

50% off with 1<sup>st</sup> order  
40% off with 2<sup>nd</sup> order  
30% off with 3<sup>rd</sup> order  
20% off with 4<sup>th</sup> order  
10% off with 5<sup>th</sup> order

First, you've eliminated the “jump” from \$5 to \$10. For the client's second order, they are simply going from \$5 to \$6.

Second, in this structure you've never raised your prices! Just as Kara the bargain hunter perceived the increase in room price from £9 to £17 as a reduction in the discount, as long as you pitch your offer correctly, your client will similarly see it as a reduction of the discount, rather than an increase in price.

This kind of offer enables you to give a lower rate to new clients without actually raising the prices!

The other thing to note is that Travelodge had an email mailing list which announced their offers in advance, so that the rooms were snapped up quickly. Do you have an email mailing list, so you can fill up any spare time you have by making offers to your existing clients?

You might easily find that, just like Jane and Bill who ended



up booking two nights (one of them at the regular price), your prospects might book additional work with you at your regular price.

## **19. Scarcity and urgency.**

The other thing you need to include in your offers is *scarcity*. This is what drives people to snap up Travelodge's £9 or £17 rooms... there's only so many of them when they launch the sale, and they're always in hot demand. Most of them are literally snapped up within the first 24 hours!

This is where you as a service provider have the advantage over people selling purely digital products. *You can easily justify your scarcity.*

Travelodge only have so many rooms in a building, and you only have so many hours in a day, and so many days in a week. You cannot write for everybody.

There's a book for women called “The Complete Book Of Rules” by Ellen Fein and Sherrie Schneider, about “time-tested secrets for capturing the heart of Mr Right”.

Now, I find some of their “rules” to be quite amusing, but some of them are very good. Consider this one, which I happen to think is excellent:

**Rule 18: Don't See Him More Than Once Or Twice a Week**

“To keep a man from getting too much too soon, don't see him more than once or twice a week for the first month or two. Let him think you have 'other plans', that he is not the only man or interest in your life...”

This is quite clever, because it takes advantage of one of the benefits of scarcity - that we desire things more when

they become less available to us.

The result is that *people value your time more when they know it is scarce.*

When your time is scarce, you have an excellent reason for limiting the time in which you can accept a prospect's business.

After all, you need to know whether the prospect wants to do business with you or not, because you don't know whether you'll have the time to write for them next week.

Again, it's about perception. I don't care whether you have nothing in your writing schedule for the next month, or whether you're fully booked until next winter. You want to be *perceived* as a busy writer.

Apart from giving the impression that you're in demand, there is an even more important reason for doing this... it gives credibility to, and a reason for, any deadlines you set for your offers. (And *all* of your offers must have a deadline.)

So when you send your quote to a prospect, or communicate with your prospect, you should include an offer and must *always* make it time limited, and justify the reason for doing so.

The offer provides the *reason* they need to make up their mind now, rather than later.

Thanks for your request.

I currently have a slot open for New Clients. My regular price is \$10 per 500 word article, with the following discount structure for newer clients:

50% off the regular price with your 1<sup>st</sup> order (New Client)  
40% off the regular price with your 2<sup>nd</sup> order  
30% off the regular price with your 3<sup>rd</sup> order  
20% off the regular price with your 4<sup>th</sup> order  
10% off the regular price with your 5<sup>th</sup> order

So your order will be:

Regular Price: \$10 x 10 articles	=	\$100.00
Less New Client Discount (50%)	=	(\$50.00)

Total Due: **\$50**

Please note, the bulk of my time is taken up with work for repeat and long term clients, so I can keep this New Client slot open for you until Tuesday, 5<sup>th</sup> February at 10PM (EST). Please place your order before this time to ensure your New Client slot and to ensure I will be able to do this work for you.

Another option is to use a time limited “Quick Response” discount - again, justifying the reason why it is time limited.

So in your proposal or quote to your prospect, you could say something like this:

As a writer, it's important for me to keep my schedule full ahead of time, so I can plan ahead, and produce the best quality work and research for you.

For this reason, I can offer you [an additional] 15% “Quick Response” discount on your first order, if you place your order before Tuesday, 5<sup>th</sup> February at 10PM (EST). By doing so, you'll secure this discount and enable me to best schedule your work.

Personally, I hate giving deadlines, but I have to do so to make sure I'll have time to complete it. For example, if you come back next week, I don't want to have to turn you down because my schedule is full up! That will just waste *your* time (as well as mine).

Again, the discount is an incentive for them to place their order as soon as possible, along with a couple of credible reasons for the discount - to help you schedule better.

Now, I like this because it's *genuine*. After all, it doesn't help to have a client who requests a quote during a quieter period, and then places their order two weeks later when you're suddenly busy, does it?

And it gives the *perception* that you're in demand. You're not saying it, but the implication is there.

Best of all, it's true... for all you know, you could well be fully booked by next week! So let them know that if they come back after the deadline, you may have to turn them down altogether!

How long should you give your prospect to make a decision? My personal suggestion is to give them *as little time as possible*.

Some of you reading this might not like that suggestion. "It sounds too much like hard sell," you might be thinking. "It just doesn't fit in with my style."

Well, you could definitely view it as a *hard sell*. That's one way of looking at it.

Another way of looking at it is that you value your own time. Do you really want to be spending days (or even weeks) waiting around for them to make up their minds?

How are you going to feel if they end up not using you, because they found someone a little bit cheaper?

What probably happened is that, because you didn't give them any *reason* for placing their order NOW rather than LATER, you gave them plenty of time to think... to procrastinate... to hesitate... to forget the benefits you offer... to doubt... to look around... to get sold by somebody

who actually *did* create urgency... and to just remember you were more expensive... and to place their order with someone who won't do as good a job as you.

In other words, you lose... and if the other writer isn't as good as you, your client probably loses as well.

Forget this idea of "hard selling". No, you're *selling*. You're doing what you're supposed to do, which is to give your prospects a genuine reason for placing their order with you NOW...

... and not just for your benefit, but for theirs as well - although they won't necessarily grasp that. All they need to grasp is that you cannot guarantee whether you can do their work at a later date, which is why the offer is for NOW, not then.

(Even better, if you're making your offer to fill up a little extra free time you have before your next big batch of work, you *know* you won't be able to accept their order later on, because you have a full schedule again from next week onwards! So the *only* way they can take advantage of your offer is to order *now*.)

After all, if your competition are any good at selling, they will do what you weren't willing to do, which is to "close" the sale.

You can get all upset and offended that they went off to the competition (which they will do anyway some of the time). Or you can add "closing the sale" to your list of skills.

Which approach do you think will serve you and your prospects better?

Having said all that, I realize I didn't quite answer the

original question, which was: “How long should you give your prospects to make a decision?”

If you're new to this kind of approach, then I would suggest 24 hours for personal prospects (i.e. sole traders), and 2 business days for corporate prospects who may need permission from someone else... from the time you contact them back.

So if Jane Smith from JS Widgets & Offspring, Inc. emails you Friday morning and requests a quote, and you get back to her at 1.45pm on that Friday, then I'd give her until Monday at 1.45pm.

But if John requests a quote, and it's clear he's not “corporate” but has just set up a “dog pooping” blog and is hoping to generate AdSense revenue from it, I'd classify him as a “personal” prospect. If I got back to him at 1.45pm on the Friday, I'd give him until the same time... 1.45pm... on Saturday.

*Saturday?* Yes, Saturday. Assuming your service is affordable and relevant to him, and your sales letter has done its job of selling, what is there for him to think about? Unless he has specific concerns that are not addressed in your sales letter, the only *real* reasons he'll need longer is to hesitate, procrastinate and to talk himself out of using your service.

Why would you allow John to go through all that misery? I certainly wouldn't... I'd make it easy for him to make a decision... by giving him until the next day.

In fact, once you become confident in this approach, you'll be able to make the deadline essentially NOW.

After all, when you're in demand, how can you possibly

make *any* guarantees about how available you'll be even in a day or two? If they don't want to use your services *now*, then others are waiting to do so. (And if you have an email list for alerting prospects to your offers, you can make that very real.)

What you'll find is that, generally speaking, the less time you give them to “think it over”, the more prospects you'll convert into to clients. Sure, nobody likes to be put on-the-spot to make a decision there and then, but if you do it right, and deliver great value for money once they've put their trust in you, many of them will actually *thank you* for it afterwards.

That's because you've spared them from days and weeks of delay, indecision, doubt, having to go back and forth in their minds, confusion... and all the other things that go on when we have to decide between too many choices.

Whether you like the idea of this approach or not, I'm simply telling you that you **ARE** doing them a favor by putting them under a *little bit* of buying pressure. If you don't do it, you're simply making life much harder for them.

Now, let me repeat this, because it's very important.

*Assuming your sales letter answers all their questions and that your service is “affordable” and “relevant” to them, the only real reasons prospects will need longer is to hesitate, procrastinate and to talk themselves out of using your service.*

Now, I guarantee you'll hear lots of excuses as to why they need longer...

“I need to talk to the boss before I make a final decision...”  
“I won't get paid until next week...”

“I'm waiting to hear back on a couple of other quotes...”

“I just have to sort a few things out so I won't be able to go for this for a few weeks...”

They are all excuses to delay, to put off the decision. Your response should be, in essence...

“That's OK, you can come back to me another time to see if I'm available... but I can only guarantee to do your work, and offer you the “Quick Response” discount, before Saturday 6<sup>th</sup> February at 1.45pm... because that's when I need to schedule things in advance, and make absolutely sure I'll be able to take on your job. I'd be really disappointed if I had to turn down your order next week because my schedule was full.”

To me, that's not “hard sell”. You're simply telling them how it is, establishing your own value, and respecting your own time. They are welcome to come back past your deadline, but that's no longer “Quick Response” (hence no “Quick Response” discount), and you won't be able to guarantee that you'll be able to do the job in a week or two – or better, you're telling them you actually **WON'T** be able to accept the job then because you **WILL** be too busy!

Will you lose some clients from this approach? Of course you will. But almost certainly you will get more business overall, because you are giving your prospects a *reason* to place their order with you now.

I want to point out a couple of things here. First, you don't necessarily have to turn them down if they *do* come back to you next week. Just don't give them the Quick Response discount, or whatever offer you used. I know it's tempting to still offer it to them, but if you don't allow them to have it, you're training them to be potential long term clients who actually respect your time, and take your offers



seriously.

*Treat your offers and discounts seriously, and your prospects will treat them seriously.*

I admit, I might give a little flexibility at times... so if my deadline was 1.45pm on Saturday and they come back to me Saturday evening, I may give them the discount if I can still fit their job in - but not if it's Sunday or Monday. If you still give it to them, the offer loses credibility, and that prospect will not believe the next offer.

The second thing I want to point out, is that this concept of tight deadlines works best when you've fully built the desire. Before they know your deadline, your pitch (such as the sales letter) should have already moved them to the point where they want to use your service, and *only* your service. Your deadline then serves simply as a “nudge”, to take them over the threshold of hesitation.

*The more they desire your service, the more effective your deadlines will be.*

Third, you need to have dealt with any real objections beforehand, such as affordability. If you don't require the entire payment up-front, then remember you are only initially looking for their order, along with a deposit or part payment.

*Make sure you eliminate all potential objections before you ask for their order.*

## **20. Looking over the horizon to find different groups of prospects.**

A lot of newer writers, particularly in the fields of article

writing and copywriting for the Internet, focus on marketing to just one or two particular groups of people.

If you're mainly pitching your service to people on an outsourcing site, you're reaching one group of people – and I would say that many of them are going to be “bargain hunters” who aren't necessarily looking for the highest quality work.

The fact is, there are many groups of prospects out there looking for *quality* writers who aren't necessarily “bargain hunters”.

For example, there are new people coming online all the time, and many who are being introduced to the concept of making money online may not have a fixed “market rate” in their mind. To them, \$10 or \$20 an article might sound quite reasonable, even *before* you've pitched the benefits of spending more on quality, to get greater long term returns.

There are many popular blogs online that pay much more than that for a good quality article. There are many products being launched online where the sales copy cost them thousands of dollars, because the product creators recognize that you get what you pay for.

For many offline publications, \$10 or \$20 an article might even be considered laughably cheap!

There are millions upon millions of businesses who have not yet stepped fully into the Internet world, who may be willing to pay thousands of dollars for a sales letter, or to have a blog with quality content, or a Twitter profile, that helps them to build their business even further.

My point is that the market for good quality writing is

actually huge, and includes many different types of prospects – but if you're just putting yourself in front of Elance users, you may be limiting what you can earn.

Put yourself in front of more prospects who will happily pay more. If you keep marketing only to “bargain hunters”, guess what kind of prospects you're going to attract?

Put yourself in front of more people with money. If you're always pitching to people who are struggling to make money themselves, you may always be struggling to get paid!

## **21. The keys to earning more from your words**

We're coming to the end of this report. Since we've covered a lot of ground together, I want to “back up” and take an overview of the things you can do to earn more in your writing business.

*Know your own skills. They are the “features” of your service.*

Good writing is the result of a combination of skills, such as good spelling, clear and concise writing, an entertaining style, the ability to keep it interesting, informative and relevant, to hook the reader in, and so on. Make sure you know each of the skills you bring to your writing – because they are the “features” of your writing service.

*Improve your existing skills, and acquire new ones.*

There are always new skills you could learn. I've hinted at quite a few throughout this report. Acquire skills that will benefit your prospects and help them get what they *really* want from your writing.

In particular, acquiring the skills of a copywriter will make a big difference to you. Not only can you potentially earn much more money writing a sales letter compared to an article, but many copywriting skills can be applied to your other forms of writing, such as articles.

*Know precisely how those skills can help your prospects to get what they want, and more. (These are the “benefits” of using your service).*

For example, why does it help your prospects for you to be able to write in a clear and engaging manner? What are the benefits to them? What does it *mean* to them?

*Know how hiring someone without those skills could harm, hinder or cause your prospects to lose out on getting what they want. (These are the “risks” of not having the “feature” in their writing).*

What might happen if the prospect hired someone without those skills? In what ways would your prospect lose out?

*Have a Skill Sheet.*

This is for your own personal reference, but will act as a reminder to you of the differences between your writing, and those “cheap” writers. You can use what you write in your Skill Sheet as the basis for your sales copy.

Don't forget that in your sales letters, you wouldn't simply list them as you've done in your Skill Sheet... you need to convey the differences, using many different methods such as stories, metaphors, analogies, horror stories and so on.

*“Sell the difference”. Effectively convey those skills, along with the benefits and risks, to your prospects at all times.*

“Selling the difference” is something you should be doing at all times. Clearly explain the differences, along with the benefits and risks, in your sales letter. Strongly hint at the differences in your articles. Spell out the differences in your quotes and emails.

*Demonstrate your skills.*

Make sure your public writing is consistent with the skills you claim to have. For example, if you claim you write compelling, interesting articles... make sure your blog articles don't bore the reader!

*Price condition the prospect to expect to pay more.*

After all, you're not one of those “cheap” writers who knock out cobbled together sentences and paragraphs that just about pass as articles. Google still might not mind those kind of articles *just yet* (notice what I did there?), but human readers will notice.

*Always have a “regular price” (like a “list price” in retail), as the comparison for offers, and the basis for negotiations.*

If you want to earn an average of \$15 an article, then your “regular price” should be higher than that, to enable you to make occasional offers and discounts, and so that, when necessary, you can negotiate from a position of strength.

As long as you've justified your regular price, and made it credible, then you're in a better negotiating position from \$25 as a starting point than from \$15 an article.

*Have confidence in your ability to earn more than the “maaaarket rate”.*

You can go off to market and sell a commodity like all the other herders of cattle – except that your prices will always be driven lower.

Or you can sell a distinctive service, which bears little resemblance to what those “cheap” writers churn out and regurgitate.

*Charge more.*

You're not going to earn \$20 an article unless you *ask* for \$20 an article. The key to being able to charge more is to be absolutely confident in your prices, and clearly explain and convey the benefits of your higher priced writing to your prospects. Sell the difference. Remember also that people may pay more if you've created the desire for what you have to offer, and can demonstrate value for money.

So it's not about saying, “I charge more because I'm better.” That just sounds arrogant.

It's about *showing them* how your \$20 article can create them much more money and income (or whatever else they might want) than a \$5 article. If possible, prove it through examples and case studies from your clients!

*Create a compelling offer for new clients, which might be comprised of a conditional discount, and/or bonuses.*

New clients have the “uncertainty” hurdle to overcome, because they haven't used your services before. So make it easier for them to decide by offering some kind of New Client discount.

Alternatively, if you're using an “upsell” pricing structure (where certain features of your writing are offered as

upsells), or a “basic, silver, gold” one, your offer could be that you'll include an upsell feature for *free* with their first order.

This can help to get them “hooked” on the feature, which they are not likely to get from a cheaper writer... and when they order from you in the future, they are more likely to opt for your higher priced service.

*Have an “offer list”, and create occasional offers for your existing clients.*

Don't neglect your existing clients, but let them occasionally get access to offers by having an email list devoted to your offers, and to add value to their writing by giving them ideas on how to make more money from the writing they get from you.

Then, if you have a quiet period, you could quickly fill it by sending out an offer to your list.

*Always make your offers limited in some way, always explaining the reasons for doing so.*

As a service provider you have the perfect reason for time limiting your offers, or limiting the number of orders you can accept – because you only have so many hours in the day, and days in the week. You can only accept so much extra business. You need to schedule in advance, and you may not be able to fit in a prospect's job if they come back to you after even just a day or two.

You should always *explain* your reasons for the limits, to give them credibility. Finally, stick to your limits if you want your offers to remain credible in the future!

*Get your clients addicted to your writing.*

How do you get them addicted? By understanding what they *really* want, and helping them to get it. By helping them to see the true value of good quality writing, and the importance of the things that are often neglected by the “cheap” writers – such as research, originality, “hook them in” writing, skillful deployment of Word Weaponry, and so on.

Show your clients how they can make more money from the writing you supply them. Show and give them examples of what other clients have done with your writing. Help them by making the writing you supply make your prospects look good, appear to be an authority, and so on.

No matter what your price is, give them *value for their money* – and make sure they know WHY it's value for money. If they're in any doubt, let them compare. Tell them to send half of their work to the “cheap” writer, and half to you... and let them see who they want to have write for them!

*Put yourself in front of higher quality prospects.*

Not all prospects are equal. Some are actively on the lookout for quality first, and want to pay someone more money for exceptional writing.

## **22. You have the right... the WRITE... to more money, after all!**

I started writing this report because I was *angry* – angry that many of my fellow writers were undervaluing themselves, and not earning as much as they should be.



As a result, this report has become rich with ideas, techniques and strategies for helping you to earn more money from your writing business.

However, if nothing else, the one *critical* concept I'd like you to take from this report is that of “selling the difference”.

Too many writers simply don't sell the difference. They just provide their prospects with what basically amounts to a resume, and a few glib statements about “high quality writing”.

Your prospects aren't psychic (unless perhaps you're writing to the psychic market). Just as if you were selling a widget, you must clearly convey to your prospects the differences between you and your competitors, and demonstrate the benefits of each of the skills you'll bring to their writing.

Help them to see the *value* in your higher priced writing. Help them to appreciate what's involved in creating great articles or sales letters. Help them to see that better quality writing can actually make them more money. Help them to see how your writing can get them what they *really* want.

If you don't yet consider yourself to be an exceptional writer, then you can still distinguish your writing service in other ways - perhaps by doing deeper research for them, or more specific keyword targeting. Just make sure you “sell the difference”.

As for pricing, bear in mind the “maaaaarket rate” or “going rate” is really just an indicator of what *average* writing might cost. But you're not selling average writing any more, are you?

There will always be writers who will write for less than you.

There will always be \$1 article writers. They are *not* your real competition, because if they wrote as well as you, they would soon need to raise their prices to keep up with the demand! Chances are, they are \$1 article writers because that's all they can get, based on the quality of their writing.

Very often in life you *do* get what you pay for. So it's your responsibility to demonstrate exactly what benefits your prospects will get when they pay for your high quality - and higher cost - writing.

And if you realize by now that you're pricing too low, then first make sure you're selling the difference... then put your prices up! Remember, you can “cushion the blow” for your existing clients by raising your “regular price”, but simultaneously making them a discounted offer. Over time you can then frame it as lowering the discount, rather than raising your prices.

The bottom line is this: you can charge any price you want as long as your clients desire your writing, believe they are getting value for their money, and when you can deliver precisely that.

Top copywriters like John Carlton and Dan Kennedy can charge their clients thousands of dollars - or even tens of thousands of dollars - to write them a sales letter, because their clients KNOW they are going to get value for their money. The clients know they are going to get *results*.

Plus, these copywriters put themselves in front of people with money. Do you think you'll ever see them on Elance, bidding to write Sally's “cat napping” sales letter for under \$500?

So you're not perhaps a John Carlton or a Dan Kennedy yet... but there's no reason in the world why you can't be.

It really comes down to five critical elements...

**(1) Acquiring the skills.** All of the skills that the top copywriters possess can also be learned by you. It is just about having the right set of skills.

**(2) Marketing.** Every business, from the individual writer to the giant corporation, needs to market their business – at least until they're fully booked. You are no exception. So go out and actively find potential prospects. Don't wait for them to come to you.

**(3) Selling.** Whether you like it or not, you're a salesperson... because you need to sell your writing service, just as if you were selling a widget – with each skill as a “feature” of your service. This is why I strongly recommend that you have a sales letter on your web site. If you aren't yet able to write your own, then hire a copywriter to write it for you. Make sure it's a copywriter who understands that each skill is a “feature”. You need to “sell the difference”.

**(4) Delivering results.** When people buy writing for any commercial purpose (whether it's to build an authority blog, or generate traffic from Google to earn AdSense income), all they *really* care about is results. The more your writing can help them get those results, the more they will want to use your services, and rave about them to their colleagues!

**(5) Going where the money is.** If you keep putting yourself in front of bargain hunters or prospects who are short of money, you'll get prospects looking for bargains or looking to do something cheaply. By contrast, the more you put yourself in front of prospects with money, the more they'll be able to afford, and the more money you'll be able

to ask. It's as simple as that.

...

Thank you for reading my report. I really hope it has given you many ideas, methods and techniques for “selling the difference” and making more money from your quality writing. Now go and put it all into practice!

Paul Hancox

P.S: A resale license may be available for this report, so [click here](#) for more information.

## **How To Take Your “Word Earning Power” To Even Higher Levels...**

*Warning: The following article is a blatant pitch for my advanced copywriting series of videos, so if you don't intend to spend any more money developing your skills, don't read beyond this point. You have been warned!*

Hopefully by this point you've read my report all the way through, and you've seen the importance of knowing precisely what skills you possess, and demonstrating the benefits of those skills to your prospects.

You've come to realize that the amount of money you can earn is strongly related to the skills you possess, and how you can convey those skills.

You've seen, for example, how copywriters can earn much more for a sales letter than a single article, and

that top copywriters are earning \$10,000 or more just from one sales letter!

Now, I'm not saying you're definitely going to earn that much - you'd need to possess all the skills of a top copywriter to have a chance at their level of income...

... but if you've even considered or thought about being there one day (maybe sooner than you think), the important question you first need to ask yourself is... *how do you get all those necessary skills in the first place?*

You'll hear many people suggest reading books on copywriting, and that's a great idea... except for one MAJOR drawback:

Imagine for a moment you wanted to learn a new language. You can buy *books* to tell you the words and phrases to use, and even to show you how to construct sentences - but if you buy, say, an *audio* product, you can actually HEAR how the words and phrases sound - this way, it not only becomes easier to learn, but it also becomes easier for you to speak the language, because you could hear it first.

The same is true of writing a sales letter. You can learn it the harder way from a book, or you can actually SEE and HEAR sales letters being written, so you see and hear how to do it yourself.

That's why I created a VIDEO SERIES you can download, in which I show you all of the writing skills you'll need to become a top copywriter, including many almost *subconscious* techniques used only by the elite copywriters to move their prospects at deeper levels of

their mind.

There are 42 videos in the series, but what's special and different about this series is that 25 of those videos consist of me writing **THREE ENTIRE SALES LETTERS** completely from scratch, so you'll get to see and hear precisely how each and every skill is used, and see and understand precisely how it all fits together.

So for each one of the sales letters I write, you're going to see how I got started writing the letter, the mistakes I made along the way, the changes I made to improve it, and you get to see and hear the thought processes behind every word and paragraph, and you'll get a “behind the scenes” perspective of how I use words and embed phrases to deliberately implant thoughts and ideas into the mind of the reader.

After all, if you're going to construct something yourself, does it not help to **SEE** a few of those things being made first?

For example, have you ever tried to build something based on the instructions from a book? Speaking for myself, I find it quite difficult from a book. I find it's so much easier when someone is there to **SHOW ME** how all the parts fit together.

That's what owning my video series is like... it's like I'm there with you and for you, showing you how it all fits together. So you'll be able to **SEE** three entire sales letters written right before your own eyes, and hear the reasons for everything I write as I explain what's going on at a deeper level, under the surface - things you'd otherwise miss.

This is something you could *never* get from any book.

Actually, I've read most of the major “recommended” books on copywriting, and while they're fairly good, I'll tell you this... in my video series you're going to discover techniques that are going to move your prospects on a much deeper level... things the copywriters left out of their books, I guess because they didn't want the *masses* to know about certain techniques.

(After all, the top copywriters aren't crazy enough to give away *all* of their secrets in a \$50 book.)

However, the reason I'm revealing them to you in these videos is because I *want* you to have them. Quite frankly, you *need* each of them, to even have a *chance* of earning anywhere close to what they're earning.

So if you want to acquire the skills of a top copywriter, along with all the important bits they leave out of their books, and also get to *literally* SEE how it all fits together in front of your own eyes, then you'll want to invest in my video copywriting series.

(Now, by the way - the reason I added the warning at the start of this pitch is because I knew not everyone is willing to invest money in themselves. Those kind of people are always going to be stuck at a certain level of income, so I wanted to filter them out - so that only people like yourself would read this far... because you **DO** care about your own skills, and **DO** want to invest in your own abilities.)

After all, as recent events have demonstrated, investments in stocks, funds and even pensions can be

quite uncertain nowadays... but an investment in yourself, your own writing skills and your own earning ability can pay for itself both now, and for as long as there's a demand for top quality writers that have *all* the skills needed to move their prospects to take the action you desire.

So then...

[CLICK HERE TO COME RIGHT INSIDE TO WRITE  
SUPERPOWER COPY](#)