

# Focus Guide: Copywriting for Entrepreneurs



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*"Do for a year what others won't,  
Live forever the way others can't."*

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## Introduction

When I came online in 2006 I had no idea it would be necessary to learn so much and to wear so many different hats as an entrepreneur. When I discovered that copywriting was an area I needed to include in my repertoire I threw my hands up in despair. Would it be possible for me to learn how to write my own web sales copy effectively?

The answer was yes, and this is because everything we do in business is learnable. No one is born with expert skills in writing, marketing, or even copywriting. Everything is attainable and scalable with regular practice and perseverance.

I see this as an ongoing study of what works in our own businesses. This past decade has moved me far out of my comfort zone and on to a place where anything is possible. If you are willing to devote some time to improving your skills in copywriting and other areas, your journey of entrepreneurship will be more joyous and you'll walk with a spring in your step. I promise.

Let's get started...

## Web Sales Copywriting: Features and Benefits

Web sales copywriting is writing copy for the internet. I had been online for several months before I realized that I was going to have to learn at least a little about this if I ever intended to sell my products to others online. In fact, in the beginning I was under the impression that if you were new you wrote your own web sales copy and once you were more seasoned as an online entrepreneur you were ready to outsource this task and have others do it for you forever after. It turned out that thinking was not correct and that most of us continue to write the sales copy for our own products, services, and online courses.

I began to buy books on creating effective web sales copywriting and soon I had an introductory understanding of the elements of a sales page. My learning began with the practice of writing headlines, and then on to storytelling, and finally when I studied how to share the features and benefits of a product through strategically written bullet points my sales copy truly began to take shape.

I will explain it here by saying that a feature is what the product “is”, while a benefit is what the product “does.” The example used in my early studies was that of a drill. We do not purchase a drill motor for the sake of owning one of these; we instead purchase a

drill because of what the drill bits can do for us once attached to the drill. Now let's look at an example directly from a digital information product.

A course on writing and selling eBooks may consist of a workbook, videos, audio replays, and templates. This is what the training *is*. What it does is teach you how to choose your topic so that you can sell your eBooks, how to know which format(s) are most popular in your chosen niche, and why having your audio recordings transcribed will be more valuable to the end user (the person who purchases and consumes your eBook). These are what the course *does* and must be emphasized and explained within your web sales copywriting.

Study more about features and benefits within bullet points and web sales copywriting in order to sell more of your products. Practice writing sales copy as often as possible. Soon you will be more comfortable with the copywriting process and better able to get your points across to prospects that need and want what you have to sell online.

## Headlines That Grab Our Attention

If you want to sell the information products and courses you have so painstakingly created, then you absolutely must write sales copy with headlines that grab our attention. This makes sense if you stop and think about it, yet many people I work with struggle to find the right words to use. In the interest of keeping everything simple and straightforward, I will recommend that you use three templates that I will discuss further here.

The first of the headlines that grab our attention are something I call "statements of fact". This is different from a conviction statement in your sales letter, where you feel so strongly about your product or course that you make a bold statement about how it will help your prospect. Instead, a statement of fact is just that, a statement that is honest and factual as to the topic you are discussing.

For example, if your product is on the topic of housebreaking a new puppy, your statement of fact might be something like:

**"If You Don't Housebreak Your New Puppy During The First 30 Days, You May  
End Up With A Pet That Is Never Fully Housebroken"**

The "statement of fact" headline is hard hitting and makes your prospect think. You must follow through with more details on your statement, but the idea is to make them stop in their tracks and give some serious thought to what you have stated to them.

The second template is a favorite of mine and many other direct response copywriters. It's the "Who Else Wants To..." template that seems to fit with just about every topic I have encountered in my more than a decade working online. Here is an example, related to housebreaking your new puppy:

"Who Else Wants To Housebreak Their New Puppy In Record Time And With Little Effort?"

Of course, the answer is that everyone wants to achieve this goal. By starting with "whom else" you are including your prospects in the decision to take on the challenge and accomplish their goal.

The third and final headline template I will discuss here is the "X Days To Y" headline. Deadlines work well with all goals, and in fact a goal only makes sense with a deadline. Here's a related example from our theme of housebreaking a puppy:

"7 Days To A Housebroken Puppy And Loving Family Pet"

Can you picture it? The new puppy is finally housebroken and able to be a full member of the family, sleeping with the kids, going for car rides, and watching television with the family. This was the initial dream when they brought the puppy home for the first time, and you can help them to achieve this quickly.

Now it's your turn. Write as many headlines as you possibly can for your product or course using these three templates. Read them aloud, rework them, and use vocabulary that makes the prospect think and react. Don't be afraid to write some silly ones as well, like "Who Else Wants To Take This Puppy Back To The Breeder Right Now!" to get into the groove of writing sales copy that sells. Then let them sit for a day before coming back to read them over and add more headlines to the list of those you already have. Have fun with this and know that the headlines that grab our attention are the ones that most easily convert into sales.

## **Copywriting Tips: Info About You**

Writing your own web sales copy is a worthwhile goal. In order to better connect with your readers and prospects you must include some information about yourself on your sales page. This not only serves to better connect you to your reader, it also builds rapport, as well as establishing something known as commonality. When your reader sees themselves in your story you have begun a relationship that has huge possibilities, now and in the future.

So how much should you write about yourself in your web sales copy?

If you ask ten different copywriters they will all give you a different answer. I will share that from my experience this piece of your sales letter should be as far from a biography or "About You" page on your blog or other website as possible. In other words, limit what you write about yourself and focus on what is in it for them - your potential customer or client.

I am basing this on the idea that people reading your sales page are "warm" traffic, meaning that they are already on your list and know something about you because of what you have been including in your emails to them, on social media, and on your blog. These are the relationships you nurture over the years that allow you to enjoy "raving fans" that trust you to teach, share, and recommend products and courses to them that can be helpful in their getting what they want and need. It was Zig Ziglar who taught us that "you can get everything in life you want if you will just help enough other people get what they want." By choosing to believe and implement this concept early on in my life and business I have prospered and grown exponentially each year.

If this is not the case, and you have failed to market to your prospects regularly for as long as you have been in business, you will need a different strategy. Or, if you are reaching out to new prospects that are not familiar with you or your business, you most likely have more work ahead of you unless you are willing to use paid advertising methods to drive qualified people to your sales page. In both of these scenarios, my recommendation is to begin to interact with the people who are most likely to be interested in you and what you have to offer by blogging, using social media, writing a book based on your personal experiences, hosting a podcast, and building relationships with those who will be able to share their platform with you in an effort to expand your audience and your reach.

Write just enough about yourself to allow your readers and prospects know who you are and why you came to create your product or course; if they do not know you, then add a link at the bottom of the sales page where they can click to go to your "about" page on your blog or website to learn more.



## Sales Copy Advertorials

Writing sales copy as what is known as an "advertorial" can be highly advantageous to your overall marketing plan for your information products, online courses, and related services. Here I am defining the term advertorial as a newspaper or magazine advertisement which provides information about a product in the style of an editorial or objective journalistic article. In printed publications, the advertorial is usually designed to look like a legitimate and independent news story.

The advertorial style can also be related to a term known to as native advertising, which is basically an article or video, written with the specific intent to promote a product. Try to begin to think of your blog posts, emails, and social media posts as advertorials when your goal is to promote a product, yours or that of an affiliate.

Much has been written and discussed around these concepts. I will tell you from experience that this is an effective form of copywriting that will become second nature as you get more experience with it. While the study of sales copy advertorials is a never ending one, it will also be worthwhile use of your time and effort in the long run.

Think of your sales copy advertorials as long form sales letters. Your goal is to include as much information as possible about the product you intend to sell, and to make it interesting to read. You can break it up with the help of sub-headlines, making it even easier for readers who tend to skim through long articles and other content they read on the internet.

Always remember that as a copywriter you are in the business of persuasion. You still must take a cold prospect and give them a reason continue reading your web sales copy and purchase whatever is for sale. Taking this one step further, your job is to educate

and entertain while you are informing. This has also been referred to as "edutainment." Mastering this skill will take some time, but will make you a highly sought after copywriter known for getting results from your sales copy advertorials.

Start by writing an article about the product you wish to promote. Imagine that you are having a conversation with a prospect while you are writing, and work to overcome each objection they throw at you during this imaginary conversation. Have fun with this, and think of it as trying to gently but intelligently trying to persuade a stubborn toddler to not only do something you wish for them to do, but to do it willingly, joyfully, and at some point even thinking it was their original idea. If you have ever dealt with a stubborn two or three year old, then you know achieving this goal can feel like quite an accomplishment.

Make it your goal to learn more about sales copy advertorials and to practice writing them on a regular basis.

## Copywriting Sales Tips: Tag Lines and “Reason Why”

Writing your own sales copy can be quite rewarding when you experience the results of your efforts. You will definitely be able to increase your conversion and make many additional sales of your products, courses, and services by becoming a student of copywriting. Two important pieces of your sales letters are your "tag lines" and your "reason why" Let's discuss both of these and how they fit into your copywriting process.

I define a "tag line" as your promise to the reader *immediately* after they read your headline. So if your headline reads as:

**"Being Able To Manage And Control What Is Being Said About You On The Internet Has Never Been So Crucial To Your Personal And Professional Success..."**

Then your tag line could promise:

[How to manage your own reputation online, as well as that of others who will hire you to do this for them]

I've been using this format on the majority of my sales letters for several years now, and my results have been stellar. It somehow makes sense to promise your reader - who is now turned visitor and soon to turn potential customer - what the benefit will be if they nod in agreement after reading your headline. Another example is:

"Who Else Wants To Earn Passive Income By Writing For Others  
On A Variety Of Topics?"



[How to learn the exact steps to take to become a successful freelance writer for hire]

This leads into another piece of the copywriting puzzle that is of utmost importance to those who will visit your sales page, and that is your "reason why."

None of us takes any significant action without having a reason, and creating your information product, online course, or specialized service is no exception. When you explain your reason to your reader - visitor - potential client - client you have the greatest chance for connecting with them on an emotional level and winning them over to working with you or making a purchase from you, either immediately or in the very near future. Here is one of mine:

### **The Reason Why I Created Online Reputation Management Made Simple...**

I had been marketing for two plumbers (they were twin brothers) for about a year when came to me with a desperate plea for help in regards to their reputation. It was in the middle of a heat wave in southern California during July of 2009, and I'll never forget when I got the call. They were shocked when one of their customers cancelled a major plumbing job after reading something about them and their company on the internet.

They were devastated when they looked online and found an article accusing them of elder abuse. It turned out they had gone out to take care of a plumbing issue for an elderly couple, and what looked like a quick repair turned into a major project costing several thousand dollars. The couple's son was an attorney who believed the plumbers and their company had exaggerated the problem in order to take advantage of his parents.

This was the first time the plumbers had heard about this and their reputation was on the line. That's when I got involved and began perfecting and implementing the strategies I'm teaching you here. And rest assured everything I show you is above board - morally, legally, and ethically.

Share your "reason why" and your product or course will make sense to your target audience. It's truly as simple as this.

## **Persuasion Techniques in Your Online Business**

If you have ever been in the position of attempting to get a child to do something they do not want to do, you are most likely already a master of persuasion techniques. Where this comes into play in your business as an online entrepreneur is when you are writing or speaking about the benefits of what you have to offer your prospective client. Developing the skill of persuasive writing and speaking will allow you to grow your

business exponentially over a very short period of time. Allow me to share my thoughts with you on email marketing, sales copy, and public speaking in regards to effective persuasion techniques.

Let's begin with a discussion of email marketing. Each time you reach out to your permission based list through an email message is all about persuading your reader to think of you as a credible expert and thought leader in your niche. When you are able to use persuasion techniques to encourage people to take action by reading your words and then clicking on a link to find out more, you are one step closer to this lofty goal of credibility and leadership. Choose your words carefully, remember to make it about what is in it for them, and guide them towards the desired outcome. I do this daily and encourage my community to read, respond to, and purchase what I am sharing with them on that particular day.

Sales copy for your products and services is yet another way to use persuasion techniques in your business. It all begins with your headline, and each section after that persuades your reader/visitor to move on to the next line because you have persuaded them to think of your offering as something that will benefit them personally. And remember that many of us are what are known as "skimmers", meaning that we will read the headline and then read each sub-headline until we reach the bottom of the sales page. I teach all about this in my course on writing effective web sales copy.

Finally, your public speaking is a reflection of the persuasion techniques you are able to convey to your audience, whether it is in person or on a webinar or teleseminar with hundred or even thousands of attendees. Speak as though you are in front of just one person, much like your email messages are most effective when you think of it as writing to just one person each time. All of this takes practice and thought as you craft your message in such a way as to persuade those you will reach.

You can see that persuasion techniques can take many different shapes and forms in your online business. I also highly recommend a book by Robert Cialdini on this topic called "[\*Pre-Suasion: A Revolutionary Way to Influence and Persuade\*](#)" that addresses all of these points in great detail. Cialdini uses the examples of reciprocity, consistency, social proof, authority, and scarcity in his teachings.



engrains itself into the mind of your prospect. This is powerful persuasion that makes sense and is completely above board.

Storytelling in web sales copy and copywriting in general is nothing new. This technique of positive persuasion has been around for more than a century. There is a famous story of a letter that was written to twenty leaders in a community to ask for donations for scholarships for a group of needy young men to be able to attend college. This letter painted the story of what was at stake in such a way as to persuade all twenty of its recipients to say yes and write a check. These days a one hundred percent conversion rate is unheard of, but it need not be if what I am describing here is taken into account and put in place.

How are you using storytelling in your life and business?

## Marketing Your Sales Copy

Writing your web sales copy for a new product, course, or service is one thing, but getting it out to the world for all to see is quite another. Marketing your sales copy initially and then on an ongoing basis is crucial to your success and will enable you to sell more over time. Here are some ways to do this effectively.

I always write a blog post about my new product or course and publish it soon after I launch. Within this post I will discuss at least one aspect and perspective of the topic I have just created a product around, allowing me to give more details and insight than I would be able to on the sales page. I am also writing in a more conversational tone than I tend to do in my sales copy. This enables my readers to find out in a more objective manner if this is a topic they want or need to pursue further. For example, when marketing sales copy for my Reputation Management Made Simple online course I wrote about some of the people I have helped with this over the years. Because I'm not directly selling anything in my blog post, readers are not looking for specific reasons not to make a purchase. Instead, they can let their guard down and open their minds to what this topic is all about and how it could possibly affect them, their family members, and their clients.

Another way of effectively marketing your sales copy is to open up the subject matter as a topic of discussion on social media. Even though Facebook may seem to be the most likely venue for this, I tend to not use that site for this purpose. The reasons for this are

too involved to go into here, so suffice it to say that I prefer social media sites where I can have more control over the discussion. Both Twitter and LinkedIn serve this purpose for me, and at any time I am likely to make a post or an update where I ask the question about my topic and then proceed to answer it myself. The logical solution to any problem I discuss is to be found within my product, course, or service and that fact allows me to continue confidently as others begin to chime in with their thoughts, ideas, and opinions on the matter.

Finally, I like to host an open call to discuss the topic in greater depth and detail. I do these as teleseminars that are live and then available as a recording. Sometimes I include a one or two page study guide that can be downloaded to accompany the audio recording. My audience tends to love this format and many times they are more likely to listen to me on a teleseminar than they are to read my blog posts or take part in a social media discussion.

Marketing your sales copy can be fun, and learning more about what your prospects and clients are more likely to participate in and respond favorably to is all a part of marketing online as an entrepreneur.



## Sales Copy Templates

Once I began using sales copy templates to write sales pages for my information products, online courses, live events and workshops, mentoring program, and other offerings, my business became much more profitable. All of the years I had struggled with copywriting were over, and I was able to focus on other aspects of my business. Knowing that I could use an almost "fill in the blanks" approach brought it all together for my business.

Soon I began to share these sales copy templates with my clients and those mentoring with me, and I will go into more details about that here. The idea is to spend the time in writing one sales letter that contains all of the components necessary to convey your message properly and convert readers into buyers, and to then use that one sales page as the basis for what you will use thereafter. This becomes your template and makes the entire process faster and more effective.

The components of your sales copy include:

- ***Headline***
- ***Information About You***
- ***PAS - problem - agitate - solution Formula***
- ***Urgency***
- ***Scarcity***
- ***Features and Benefits***
- ***Storytelling***
- ***Testimonials***
- ***Post Scripts***
- ***Call to Action***

There are a few more, but these ten points are enough to give you a foundation for anything you want to sell to others on the internet. Here's how to set up your sales copy templates so that you will be able to use them over and over again.

Later on I'll tell you about the "Columbo Effect" and how it can help you to make even more sales, but right now let's jump right in with your product and sales copy.

Take a look at what it is you have to sell. As an example, let's use a simple information product that is in written format. This could be your own content, or content you have written for you that you own the rights to use and to sell to others.

Begin my writing some headlines that would be attractive to the prospects in your target market. Write ten of them and read them out loud to get a better feel for how they will sound in your reader's head as they read them on their computer screen.

Write a paragraph that shares some information about you, in regards to the topic of your product. The idea is to then lead into the problem and solution for what you have to sell, and to agitate the problem before giving them the solution. The solution was always be your product.

Address urgency and scarcity by placing a time limit, limited quantity, price increase, or something else that will make sense and be honest. What would happen if they do not purchase your product today?

What is your product and what does it do? These can best be explained by using features and benefits as bullet points within your sales copy. Then use storytelling as a means to share how yours or someone else's situation or circumstances changed as a result of what you are including in your product.

If people have already benefited from your information, ask them for a results driven testimonial. Share your own experience as a Case Study that will lay out more of the details of what you are offering. The idea here is for your prospect to see themselves in the shoes of someone who had the same or a similar problem and solved it using your strategies and methods, based on personal experience.

Always share a post script (a P.S.) in your sales copy to add additional information or to remind your readers of something you said earlier.

Finally, include a call to action (CTA) to tell readers exactly what they need to do in order to learn from you. This includes guiding them through the ordering process and what to expect once they purchase.

P.S. Earlier I mentioned the "Columbo Effect". This is based on a television character who was a detective and very good at solving crimes. Use this "Oh, and one more thing" strategy in your sales copy to increase interest and to better connect with your readers and prospects.

Use these tips to create your own sales copy templates and move forward more effectively with selling your own products and courses online.

## Case Studies

Case Studies are an effective way to share what you have to offer with those who will most benefit from your experience and knowledge on a particular topic. Remember that you will always be your own best case study, so begin there when telling others what they might expect from using your product or service. This is a recent example of how I used myself as a case study for a new training course on joint ventures:

*"In 2008, less than two short years after first coming online I attended the "Big Seminar" in Atlanta, Georgia. This was an event held twice annually and founded by legendary marketer Armand Morin. It was during this three day live event that I connected with people who were doing exactly what I wanted to do...creating information products, eBooks, and trainings as a way to earn a lucrative living exclusively on the internet.*

*On the third day I met Dr. Jeanette Cates, affectionately known as the "Tech Tamer" because of her propensity towards helping people to move forward with their online businesses despite their fear or lack of experience with technology. Jeanette and I became fast friends and within a few months she approached me with an offer I could not refuse. She suggested that we form a joint venture to teach a course together.*

*I was ecstatic at her offer, to say the least! But I had no idea where to begin. Over the next three years she and I JVed on a number of projects, including a live event in Las Vegas, an online course with a membership site, several training courses, and five entrepreneur's retreats. My business skyrocketed, my credibility increased exponentially, and I was perceived in an entirely different way. Jeanette's business also took off, and together we became much more than the sum of what we had been before our joint ventures.*

*The only thing missing from this experience is that we did not have access to the training you are receiving here. If Noel Watts had been around back then, and Google Docs had contained all of the features it now does on collaborating, editing, and sharing information and documents in real time, our story of joint venturing for our businesses would have been much grander and far more successful and lucrative."*

You can see that a case study adds a more personal aspect to your web sales copy. The formula I continue to use because it is so effective is called "before, after, AFTER". First I shared where I was before I was approached to be a joint venture partner. Then I go into a discussion of what happened immediately afterward. And finally I share what occurred further down the road, as a result of my initial experiences JV-ing with Dr. Cates. I would encourage you to practice with this style of copywriting and incorporate it into your sales copy.



## Summary

So, there you have it - some ideas and strategies on writing effective web sales copy for your products, courses, and services online. What conclusions were you able to come to on your own after reading these articles?

Also, I would love to hear from you about your own challenges, struggles, and experiences with copywriting and everything associated with it. Connect with me through social media or by simply hitting "reply" to any of my emails. They all come directly to me and I will be able to answer you within a day or two at the most. And please do consider attending one of my upcoming live events, retreats, or workshops. I host them in southern California at different venues throughout the year.

Your success is my greatest reward. Online entrepreneurship is a true gift and a blessing to me and to everyone I know who is building an online business.

To Your Massive Online Success!

*Connie Ragen Green*

Connect with me on Twitter at <https://twitter.com/ConnieGreen>

**Check Out My [Really Simple Sales Copy](#) Online Course...**



## Resources

My [Online Marketing Incubator Mentoring program](http://TheOnlineMarketingIncubator.com) is at:

(<http://TheOnlineMarketingIncubator.com>) - Work with me personally, as well as with my current students and mentees. These programs include the opportunity to speak and present at one of my live events, as well as an invitation to be a part of one of the Retreats I host several times a year in Santa Barbara, California.

Hosting: <http://ConnieLoves.me/A2Hosting> - easy to navigate, c-panel hosting for everything you need to set up technically for your online business at a fair price.

Autoresponder service - <http://ConnieLoves.me/Aweber> - the most popular and easy to use system for staying connected to your subscribers at a fair price.

Membership Site Plugin - I have this installed on more than forty of my sites and I know the creators personally, as I was in a Mastermind with them for several years while they were creating and perfecting Wishlist Member - <http://ConnieLoves.me/Wishlist>

Affiliate Program and Shopping Cart - <http://ConnieLoves.me/Nanacast>

How to Market for Small Business (<http://HowtoMarketforSmallBusiness.com>) - a training course I teach and present along with small business and offline marketing expert Ron Tester, this is an excellent way to start earning income quickly while honing your skills as an online marketer.

My "Really Simple" series of online training courses continue to be one of the best investments you will make into your business. Email me to discuss the course that would best suit your needs at this time.

Subscribe at no charge to my award winning podcasts on iTunes. Details at: <http://PodcastShowNotes.com> or check them out individually at:

Praestabilis: Excellence in Marketing - <http://ConnieLoves.me/Praestabilis>

Trainings I recommend for learning how to get started right away with selling physical products on Amazon and other e-commerce sites are from two people I continue to learn from personally:

Jim Cockrum has been selling physical products and teaching others how to do it for over ten years now, longer than anyone else teaching this business model - <http://ConnieLoves.me/PAC>

My very best recommendations for PLR (Private Label Rights) content:

Alice Seba: <http://ConnieLoves.me/AliceFree>

Alice Seba: <http://ConnieLoves.me/AliceDIY>

Ronnie Nijmeh: <http://ConnieLoves.me/SelfHelpPLR>

Ronnie Nijmeh: <http://ConnieLoves.me/TasteofRonnie>

Nicole Dean and Melissa Ingold: <http://CoachingStickyGlue.com>

Sue Fleckenstein - <http://connieloves.me/SuePLR>

Even more at <https://hugeprofitstinylist.com/free-plr/>

Visit my two main blogs to see what else I am up to at any given time. They're at:

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## About the Author

Connie Ragen Green is a bestselling author, international speaker, and online marketing strategist who is dedicating her life to serving others as they build and grow successful and lucrative online businesses. Her background includes working as a classroom teacher for twenty years, while simultaneously working in real estate. In 2006 she left it all behind to come online, and the rest is history.

She makes her home in two cities in southern California; Santa Clarita in the desert and Santa Barbara at the beach. In addition to her writing and work online, Connie consults and strategizes with several major corporations and some non-profits, as well as volunteering with groups such as the international service organization Rotary, the Boys & Girls Clubs, the Benevolent Protective Order of Elks, the women's business organization Zonta, and several other charitable groups.

As the 2016 recipient of the Merrill Hoffman Award, presented to Connie by the Santa Barbara Rotary Club, being honored with this award has strengthened her resolve to serve others around the world in any way she is able to by using her gifts, talents, and experiences in a positive and sincere manner.

My [books on entrepreneurship and more](http://ConnieRagenGreenBooks.com) are at: <http://ConnieRagenGreenBooks.com> - check out my most recent titles to see which is best for your goals. If you're not sure where to begin, simply hit "reply" to any of my email messages and I will respond to your questions promptly.

