



This Newsletter written by

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Internet Marketing Fact-or-Fiction

By Thom Swartwood

Newsletter

Volume V

Editor's Note:

Welcome to Volume V of the IMFF Newsletter. I would like to apologize for the lateness of this volume. I wanted the fifth volume to be special and it took some extra time to decide what was the best topic I could talk about to help you grow your Internet Business.



Once again if this is your first issue please visit <http://thomswartwood.com/freedom/imff-newsletter/> to acquire the archive copies along with the bonus material which accompanies every issue..

I finally came up with a set of topics that I believe will be of the most help to help you expand and grow your Internet business. I have dedicated this edition to CopyWriting. Copywriting is a skill like any other, it can be learned and mastered. Some of the Experts out there will tell you that this is not the case. They try to tell us that only the best can CopyWrite and you will have to pay to have your ad copy done correctly. I am here to tell you this is not the case. I have assembled articles from some of the best in the business and I have the pleasure of bringing you an interview I did with Gary Simpson where we talked about his new book on CopyWriting. Check out the bonus area to listen to this interesting and helpful interview. Inside this edition I have also added some resources that can and will help you learn how to CopyWrite. Check them out and if you feel they will help please go ahead and pick them up.

Please stop by my site at <http://www.thomswartwood.com/freedom> and leave me a comment. Let me know what you think as well as if you have any questions please feel free to ask them. If I don't know the answer I am sure I know someone who does. I am lucky to have worked with and been mentored by many of the heavy hitters in the Internet Marketing industry.

To Your Success,

Thom



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Visitors Are Important to You

Excerpts from "Copywriting Basics - Your Guide to Copywriting for the Web"

If you fail to plan, then you are likely to fail in your endeavor of producing great copy. If you wish to achieve your goals, it is important to gather all the facts.



First, you should anticipate the users' of your sites questions. Normally, there are four questions that a user will have that will need to be answered.

1. What am I doing here?
2. How do I do it?
3. What is in it for me?
4. Where do I go from here?

So if your site's design and navigation can not provide an obvious answer to these questions, then you should look at using copy in order to explain them. It is important that the answers to these questions should be obvious to all your users, and not just those visiting your site for the first time.

What is important to remember is that half the visitors to a site will not try to bother with working things out for themselves, and the other half may not even succeed. Next, when planning, focus on your core audience. Remember, you will not be able to reach everyone, so make sure that the copy you produce addresses your site's most important visitors directly. So, spend time explaining what the site can do for them in particular. If you want to make it more effective, then do not use words which would only be looked at by people you do not need.



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However, if you are targeting more than one type of visitor to your site, then make sure that you can direct them to different pages. What you should remember is that a visitor will go somewhere else if they do not feel your site has something of value to offer to them in particular.

So when providing them with facts, let the facts speak for themselves. It is important that you make your descriptions compelling, although not excessive. Many visitors to sites will skip a site if they feel it is too full of hype (just bear in mind that some hype will almost certainly be necessary in order to excite your visitor).



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How to Write Your Own Killer Sales Letter

Excerpts from the book by the same title – by Thom Swartwood & Aurelius Tjin

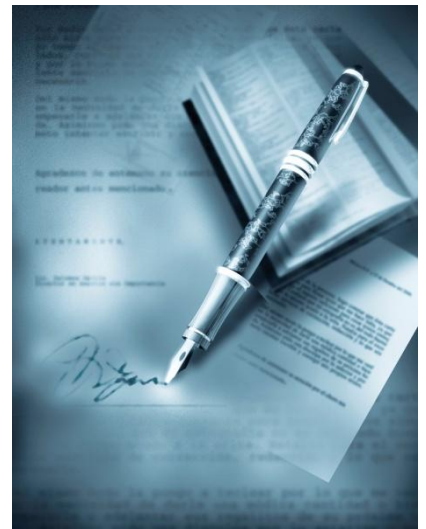
Your Sales Letter is Your Sales Person

Your sales letter is your virtual sales person. Your sales letter does all the selling on your behalf to your prospects.

Unlike conventional and direct response marketing businesses, there is no need for you to train and recruit multiple sales people. All of your efforts should focus on creating a powerful sales letter that produces a minimum **2 to 4 percent** conversion rate on your behalf, and better later on.

In other words, for every 100 prospects you refer or visit your web page, 2 to 4 of them will be your customers. After that, you just provide the marketing and draw in targeted prospects to visit your sales letter and it will do all the selling to your prospects for you.

Your sales letter is like a personal letter from you to your prospect. In your letter, you tell and convince your prospect to buy your product or access to service from you.



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What You Need

You have probably already got a great idea or a product, now you will need to have the following in order to churn out a sales letter that *kills*:

1. Good writing skills.

Since you will be writing your own sales copy, you will need to have good writing skills and a good command of English, at least. Note however, that there is a big difference between best-writing and best-selling. More on that later in the coming pages.

2. Personality.

Yes, you **must need** personality. You will be writing somewhat a personal letter from you to your prospects so be friendly and approachable in your letter. Don't write a stiff letter, because not only is it boring to read, you turn people away from your web page faster than Speedy Gonzalez!

Mix your writing skills with personality, and you will make most of a perfect sales letter that kills!

3. To take action!

There is wealth of information on how you can write your own killer sales copy staring at you – don't waste them by not doing anything with the information!

To learn more about *"How To Write Your Own Killer Salesletter"* e-book and get your own FREE copy please check out IMFF Newsletter Bonus Area.



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Basic Elements Of A Sales Letter

Any sales letter roughly follows the following sequence:

- a. Image.
- b. Headline.
- c. Greeting.
- d. Lead paragraph.
- e. Body.
- f. Closing.



The Image:

If there is a logo or design for your business, use it in the sales letter only if it is really pertinent to what you are offering. You are not selling your business logo; you are selling benefits that the buyer will realize if he buys your product or service. Use a specific image that is inherent to your headline, content, and theme, or do not use one at all. Stick to words as far as possible.

Job Of The Headline:

The headline is usually 3 - 30 words long. It should be catchy. It should grab the reader's attention and tell him what the ad (sales letter) is about. Ideally, the job of the headline is to get the reader's concentration, target the viewers, list an advantage, and make an assurance.



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Greeting And Lead Paragraph:

Any sales letter that influence the reader has a possibility of being opened and read.

- Spin a yarn that the reader can identify with, using a conversational tone.
- Announce a new product or service, an exclusive event, or important news, flaunting your unique selling proposition.
- Speak to the reader as your equal: "Dear fellow car purchaser, are you aware of. . ."
- You could start with something innovative, perhaps a quote or anecdote.
- You could start by identifying the reader's problem, one that your product promises to solve.
- Ask a question that might excite the reader.
- Let the reader in on some secret or uncommon information.

You could use a sub-headline to answer a query posed in the headline. For example, Part A could say: "Want to lose 15 pounds within 3 weeks at an affordable price?" Part 2 could say: "Well, this is how you can do it . . ."

Body Of The Letter:

The body copy should use the same tone and endure with the theme of the headline. You should persist highlighting the benefits and offer proof of the claim you made. Provide details of the benefits and the features. Build credibility. Your basic objective is to create a need or want for your products or services and make people do what you want them to.



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Closing Or Call To Action:

If you solicit the reader to order, support, or to contact you for the particular cause, you must make it easy for him to reply. You must support the sales letter with a prepaid envelope and an order form. If not suitable, supply a toll-free telephone number, an email link, and/or your URL. Always thank the reader for his patience. Always use a postscript.

A Final Suggestion:

Getting the reader to spend his hard-earned money on you is the real challenge. The best way to ensure this is to use test readers. Test readers would be able to give their opinion if anything is missing in the letter.

For More Information on how to become a better Copywriter, please visit <http://www.copywriter-league.com/member/download.html>. Become member of the League today and receive all of the information you will ever need to become a great copywriter.



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Tips On Writing A Sales Letter

- a. **Build Credibility.** Besides mentioning the benefits, you should also put in testimonials of people who have already used and benefited from your product or service. This builds credibility.
- b. **Make It Memorable For Your Reader.** Most unsolicited mails get tucked into the dustbin. Your mailer should have something unique for people to consider spending more time on it. For example, a car repair service might include the top 10 tips for car maintenance and so on.
- c. **Emphasize Aesthetics.** The letter should be user-friendly. It should have attractive visual impact. The aesthetics should be well defined. Also, it should be easily navigable.
- d. **Include A Call To Action.** Include a postcard, prepaid envelope and/or an order form. If not appropriate, supply a toll-free telephone number, an email link, and/or your URL.
- e. **Always Include An Enticement.** The letter should include an incentive for acting promptly – a discount, special offer, gifts, and so on.
- f. **Resist Doing "Mail Merge."** Technology has made life easier no doubt. But try to avoid writing mass mailers. Customize each letter according to the needs of the reader.



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- g. **Forge Everlasting Connections.** Try and forge everlasting relations with your customers. For this you have to “under-promise” and “over-deliver.”
- h. **Test Market.** Whatever technique you intend to apply, always test the market.
- i. **Hit The Right Chord.** Your sales letter should not be too formal and full of jargon. That might inhibit the reader.
- j. **One Final Tip:** Before sending out the mailers, make sure you have calculated all aspects. You would certainly not want to be flooded with offers without having the appropriate resources.



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Product Review

Beginners Guide to the Magic Art of Copywriting

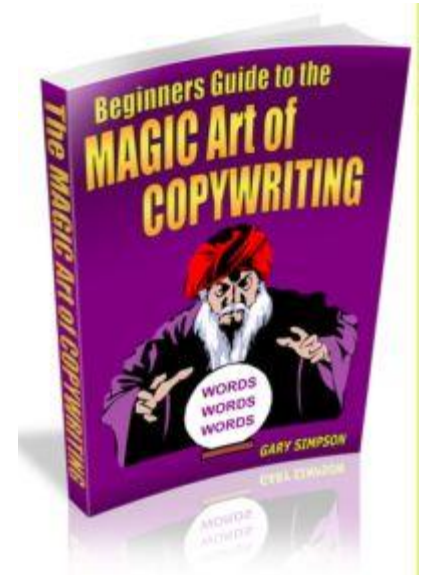
By Gary Simpson

The Beginners Guide to the Magic Art of Copywriting is Gary Simpson's (<http://www.motivationselfesteem.com/talk>) latest e-book release. Once again Gary hits it out of the ballpark with this copywriting resource. Whether you're a seasoned veteran of creating Sales Letters or a newbie that has never created one before this is the e-book for you.

Gary covers all of the necessary steps to creating winning Sales copy, starting with the 4 essential Pre-requisites you need to have before starting. Gary will take you through the entire process from creating a headline to asking for the sale.

I do not want to give away too much about Gary's E-book, although I have to tell you it is a great read and I learned a lot about Copywriting by reading and re-reading this E-book. Gary writes in a very conversational manner and makes even the most difficult concept easy to understand and to apply.

One of the most important parts to Gary's E-book is the exercises you will find inside. If you decide to pick up this resource I would highly suggest, as you work through the book you do the exercise you will find inside. Gary's main goal in his writing is to help others, to this end you will only be successful as a copywriter if you work at it. If you are unwilling to take the simple actions found in this E-book, becoming a good copywriter is going to be very difficult.



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Go to <http://www.motivationselfesteem.com/talk> and pick up this E-book today. It is free and once you have read it you will also find more resources if you want to know more. If you just read this book, work through the exercises, follow Gary's suggestions and do some writing you to can become a professional Copywriter.

Get the book today..

Start writing tomorrow...

Check the bonus area for some great Copywriting resources as well as an Interview I did with Gary as he talks about his book. Take a listen and as Gary talks about why he decided to write about Copywriting and how the process from beginning to end was complete.



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