



7 Copywriting Tips to 5x Your Sales

E l i z a b e t a
K u z e v s k a

To make **more initial sales**, you can send more people to your offers, you can send better-qualified people to your offers, or you can convert more of the people you send.

Today let's talk about how to convert more of your traffic into sales by using little copywriting tips and tricks that massively improve your copy's ability to make those sales for you.

1: Do more research. If you know how to hit your prospect's hot buttons, your conversion rates will improve. And to know what you're talking about, you've got to do your research.

What other products are on the market? How is yours better? What do your prospects want most? How can you tailor your benefits to what they want? What did the reviewers say?

Sometimes you'll even discover the perfect headline buried deep inside your research, such as the comment someone made when they tried the product and got spectacular results.



2: Talk to your market. Who is it that you're targeting with your product? These are the people to talk to. If you don't fully understand the relationship between your product, your customers and how it improves their lives, then find out. Ask for their experiences and listen carefully for emotions and key phrases that convey both how they felt about the problem and how the product has changed things for them.

Are you just launching and don't yet have customers? You can still ask about their problem and what it will be like for them when they have the solution.

Even going to Amazon and reading the reviews that people leave for products similar to yours can be super helpful. Look for the experiences others can relate to, the ones where someone is talking about how tough it was to have the problem, and how frustrating it is that the product didn't solve the problem or how their life has changed since it did solve it.

3: Test headlines. Always have several headlines to test, because the one you are certain will be the winner is probably going to be the loser. It's just a fact that even the most seasoned copywriters often can't predict which headline will hit it out of the ballpark.

Try not to get attached to a headline prior to testing, either. Give each one a fair test and let the numbers speak for themselves. I've seen marketers fall in love with a headline and lose a lot of sales because they took too long to test others.

Headlines are very important in email campaigns, blog posts, sales letters...

Grab [Offer Creation Pack](#) and learn how to write great templates. Also, get 40 powerful fill-in-the-blank headlines as a bonus

4: Use mini-headlines. Those little headlines that break up copy also work like Australian Cattle dogs to herd sheep. When your reader starts to stray, your mini-headline will bring them back into the fold because it's going to create intrigue, give benefits or simply raise so much curiosity that they MUST read what comes next.

Imagine someone is skimming your sales copy and all they are reading are the mini-headlines. Do they tell a story on their own? Do they create curiosity while also conveying benefits? Would you be drawn into the copy and perhaps even want to buy the product just from reading the mini-headlines? If not, you might want to work on those.

5: Use lots of bullet points.



I've seen a lot of marketers who seem to think you're supposed to have one section of bullet points and that's it. But I've also noticed that some of the highest converting sales letters have 2, 3, 4 and even 5 separate sections of bullet points.

Bullets make reading easy. In fact, some of your prospects will read the headline, the bullet points and then maybe the guarantee before making up their minds if they want to go further.

To create a bullet point, first write a mini headline and then add a sentence that supports the headline and adds a benefit.

For example:

The #1 Stealth Method of Persuasion (This is the exact covert method the US government used to turn die-hard Russian spies into secret double agents – use this method to get what you want every time.)

6: Add sidebars and boxes. Break up your copy with sidebars and boxes that highlight benefits, showcase testimonials and quote experts. This breaks up your copy, makes the entire letter look interesting and keeps the reader reading.

7: Use an experienced graphic artist. Ideally your designer has experience formatting sales copy within your niche. Take a look at the work they've done and see if their style will work for what you have in mind. Jot down ideas and suggestions of your own and then listen to your designer's ideas, too.

Create an excellent layout of the product to give it additional value with the graphic design tools (use [Pixelied](#) to create mockups and add your freebie as a mockup in your offer)

Remember that good copy with great design can sometimes out-convert great copy with lousy design. The look of your page can be just as important as what your page says. If you don't believe it, think of the last time you arrived at a sales page and clicked away because of what you saw and not what you read. First impressions are made so fast that the reader has often formed an opinion before they've even read your headline.

7 Copywriting Tips to 5x Your Sales