



30 **MAXIMUM** **CONVERSION** **RATE TIPS**

Increase Your Sales Copy's
Conversion Rate By Making
Minimum Changes That
Deliver **Maximum** Impact!

NEW!

30 Maximum Conversion Rate Tips

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30 Maximum Conversion Rate Tips

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Copywriting Today

The use of sales letters had been around for as long as direct response marketing have been practiced in the conventional “brick and mortar” world.

And ever since the Berlin wall came down and the World Wide Web came up, it did not take long for people from business backgrounds to tap into the growing world of E-Commerce.

And it certainly didn't take long for direct response marketers to carry their offline practice into the online world.

Thus, you see the practice of one-page-long sales letters being used widely today by businesses of various sizes to sell and push their products and/or services into the Internet marketplace.

This is the case, because sales letters in this fashion have been proven to be all **time-tested**. As you probably know by now, sales letters are really just one **LONG** page with one person in mind: **to help sell the product to the prospect**.

It's like an electronic salesperson on your behalf, and it certainly beats having you to prospect and sell to someone else face-to-face or gamble on sending out hard copy mails (that can span 5-20 pages long when printed) and face the chance of not covering your investment on printing back.

A sales letter is considered to produce a good decent conversion rate at **2 to 4** percent. You are doing better if your sales letter produces above 4 percent. Some marketers reportedly produce 6% and some as high as 20-30% to cold prospects!

Believe it or not, online sales letter consists of mainly the use of **mostly words** and then some images. And words are indeed powerful tools; you should consider them **double-edged swords**.

If used correctly, **words can sell literally**. If used improperly, not only would your sales letter suffer in conversion rate, it might just deliver the wrong message and the worse case scenario can be that of offending your prospects (besides not closing the sale).

I have a sneaky suspicion that your sales letters are currently not producing the kind of conversion rates you want. Or this is your first try at developing a life long asset or skill where marketing online is concerned.

Perhaps you want to seek all ways possible to offer your sales copies a boost without having to spend a fortune on expensive copywriters in the process because you don't have the deep pockets for it at the moment.

Regardless of your current needs, I trust that you will find this guide useful and that when you apply these tips into your sales copies, you will see substantial results in your conversion rates. 😊

Read on and discover how tips you can use to MAXIMIZE your conversion rates by making MINIMUM changes and additions to your current sales copies!

Headline & Sub-Headline

1. Color your headline red.

The color “red” usually symbolizes urgency or importance. Alternatively, you can use “black” or text with “yellow highlight in the background” if “red” won’t suit your sales copy’s color theme.

However, it is advisable to use “red” as the color of your headline plus this color can be used with almost any theme color suitably.

2. Your headline font must be larger than the standard font used for your sales letter.

The purpose of your headline is to grab your prospect’s attention to read and qualify him or her. Thus it’s important for your headline to stand out from the rest of your standard font.

Usually, the headline font is 1 or 2 times larger than your standard font.

3. Imply a benefit or a summary of your offer in the headline.

And the benefit should often refer to your prospect, not YOU or someone else. Even if you are using another character in the headline, make absolutely sure that it ultimately has to do with your prospect and why or how it could benefit him or her.

Speaking of characters...

4. Introduce a character in your headline.

It makes your sales copy more interesting to read and in many cases, relate it to your prospects. For example:

“Discover How A 24 Year Old Student Is Making THREE Times More In Income Than His University Professor On The Internet!”

This headline is best aimed at young and the young at heart who wants to know how to make money online.

Or:

“How A 27 Year Old Unemployed Chap Broke Out Of Bankruptcy And Became Financially FREE... And How YOU Can Do It, Too!”

This headline is best aimed at people who are broke or bankrupt and how they can improve their financial status, regardless of how old they are.

Depending on the nature of your product or service, **the more you can relate** it to the majority of your prospects, **the higher the chances you can hook your readers** to read your sales letter, and then hopefully purchase from you.

5. Your sub headline serves as a hook to make your readers continue reading.

The sub headline goes on to explore other benefits for your reader to continue reading, which are not shared in the headline.

The sub headline is generally smaller than the headline in font size (by 1), and is often differently colored, too. **Black** is a matching color for the sub headline. In

short, you want to make your prospects feel that they owe it to themselves to read every line of your letter.

6. Don't use too many words in the headline.

As a general rule of thumb, use in between 20 to 25 words for your headline, and 4-6 lines.

Don't make your headline too long to read otherwise your prospect would just get lazy immediately and leave your sales page without knowing the full benefit of your offer.

Opening of Your Sales Copy

1. Start your copy with a story.

Many average sales copies today are written in such a boring manner. You can immediately hook your prospect's interest by relating a fable or preferably a true story on your account.

Most importantly, the story must have to do with your offer later in the middle of your sales copy. Here's an example:

Once upon a time, there were three friends who have decided to take a short break from a long discussion. They agreed to row a boat to the middle of a lake and have an afternoon tea.

The three friends rented a boat and rowed to the middle of the lake. As they sat down to enjoy their tea, they realized that they had forgotten to bring the teapot. "I'll get the teapot," said the first friend, voluntarily. He stood up, put one leg over the side of the boat, and began to walk on the water to the shore and back to the boat with the teapot.

As they boiled the water, they realized that they had forgotten the tea leaves, too. They laughed at each other, and the second friend volunteered to take get the tea leaves. He put one leg over the side of the boat and walked on water. He returned shortly after getting the tea leaves by walking on water, too.

*The three friends soon enjoy their afternoon tea on the boat, but it would be nicer if they had some tidbits. The third friend volunteered to get some tidbits from the shop rows by the shore, though he was somewhat reluctant to do so. He insisted so anyway. He stood up like the other friends and put one leg over the side of the boat. He began to put his weight on his leg and... **SPLASH!** He sank and struggled to keep himself afloat. Seeing that he was drowning, the other two friends jumped in to rescue him.*

As the third friend climbed into boat for safety, soaking wet, he asked, "How did you two manage to walk on water?" The two friends looked at each other and said, "Oh, that's because we know where the rocks are."