

**SPRING JUMPSTART
INTENSIVE
MODULE 4- Copywriting – Part II**

**Presented by
Connie Ragen Green**

Date – Thursday, May 8, 2008

Call-in number – 218-486-3696

Pass code – 644104#

Time – 4 PST, 7 EST Use www.time.gov

**You may listen by phone or on your computer
through the webcast.**

Quote of the call - "Whether you think you can or think you can't
- either way, you are right." ~Henry Ford

Our course website is available now! All of the Action Guides, audio files, and additional materials are available to you at www.SpringJumpstart.com
I will continue to update and add information to this site.

CLASS SCHEDULE

Thursday, April 10 ~ Module 1 ~ Overview and Introduction

Tuesday, April 15 ~ Technology ~ How to hire a web designer with Nikki Talmadge - Her eBook is available at <http://www.HowToHireAWebDesigner.com>

Thursday, April 17 ~ Module 2 ~ Making a Plan of Action

NO CLASSES FOR ONE WEEK – TIME FOR YOU TO WRITE, CREATE, AND THINK – Free teleseminar with Kathleen Gage – sign up at <http://www.PositionYourselfAsAnExpert.com>

Tuesday, April 29 ~ Technology ~ Using FrontPage, Dream Weaver, or other web design program to write sales letters

Thursday, May 1 ~ Module 3 ~ Copywriting and Sales Letters Part I

Thursday, May 8 ~ Module 4 ~ Copywriting/Sales Letters Part II

Tuesday, May 13 ~ Technology ~ Putting your sales letter online

Thursday, May 15 ~ Module 5 ~ Product Creation, List Building, PPC

Tuesday, May 20 ~ Technology

Thursday, May 22 ~ Module 6 ~ Teleseminars and Putting it All Together

BONUS CALLS ~ 2 calls, Topics and times TBA

Module 3 – Copywriting

Why your headline is so important – At least 80% of the people who make their way to your sales page will decide to keep reading or leave based on your headline.

The 21 Elements of a Sales Letter -

1. Pre-headline
2. Headline
3. Sub-headlines
4. Teaser
5. Reason Why
6. Urgency
7. Scarcity
8. Features vs. Benefits
9. Frequently Asked Questions (FAQ)
10. Joining sentence
11. Scare Tactics
12. Story
13. Case Study
14. Testimonials
15. Guarantee
16. Bonuses
17. Bonus Testimonials
18. Cost Comparisons
19. Recap Section
20. Call to action
21. P.S. (s)

Transitional Phrases to Use in Your Sales Letter

Now listen to this:

The truth is this:

But wait, there's more!

Now, let's discuss something very important

Here's the deal:

Why does that work? Because...

Do you remember when I said

Think about it.

One more thing;

It all boils down to this:

Examples of sales letters –

<http://www.antion.com/speakervideo.htm>

<http://www.antion.com/public-speaking.htm>

<http://www.speedmoneyseminar.com/cmd.php?af=775026>

<http://lavista.burpies.hop.clickbank.net>

<http://hop.clickbank.net/?lavista/ezarticles>

<http://lavista.fsbohelp.hop.clickbank.net>

ACTION STEPS

1. Write down all of the features and benefits of what you are selling
2. Look at 3 sales letters and identify the various elements
3. Begin writing your sales letter, either as a Word document, on a piece of paper, or in FrontPage (or whichever program you will be using)
4. Continue to add more elements to your sales letter every time you think of something you want to add.
5. Remember that your sales letter will NEVER BE PERFECT!
6. Take a deep breath and know that you don't have to write your entire sales letter all at once.

RESOURCES

Visit my blog at

www.EbookWritingandmarketingSecrets.com/resources/ for additional resources

www.ConnieKeywords.com

Clickbank - <http://lavista.reseller.hop.clickbank.net>

www.EzineArticles.com

www.PayPal.com

www.GoDaddy.com

Kick Start Cart Database Management system –

<http://kickstartcart.com/app/?pr=31&id=97834>

Free eBook on How to Pick a Shopping Cart –

<http://www.FromIdeatoEbook.com/kickstartgift.pdf>

Instant Teleseminar recording service–

<http://instantTeleseminar.com/productInfo.asp?x=1286210>

Facebook recorded interview with Mari Smith and The Blog Squad –

<http://www.1shoppingcart.com/app/?Clk=2299097>

Joan Stewart – Publicity and Press Releases

Free Tutorial –

<http://www.marketerschoice.com/app/aftrack.asp?afid=706647&u=www.publicityhound.net/index.php/press-releases-just-got-easier-thanks-to-this-free-tutorial>

Copywriting – The Copywriter’s Cheat Sheet by Ben Settle

<http://www.FromIdeatoEbook.com/ben.pdf>

