

Over the years, while helping website owners improve their website copy, I've seen a lot of copy. Some was great, some pretty good, some mediocre and I'm sorry to say...some pretty bad. In this journey of helping people improve their online marketing messages, I've come to see that many people make a lot of the same mistakes over and over again.

This guide has been written to help you cut your learning curve and eliminate those mistakes that are so easy to make.

## **Before You Write Copy**

Especially when you first start writing copy, there is plenty of background work you need to do before you write your copy. This may be something that you do in your head or it might be something you spend some time brainstorming on paper to get your desired results. When you get good at writing copy, it's something that comes very naturally to you as you'll already have a deep understanding of what you need to know to write good copy.

Here are some common mistakes people make before they even start writing:

- 1. Not Understanding Their Target Market:** Without understanding who is reading your marketing messages, whether it be emails, sales copy, articles, etc. it's virtually impossible to sell or even "warm-up" your audience effectively.

You can't be everything to everyone. If you sell a product for women that does not mean all women are your customers. You need to find out exactly which women you need to target.

Think about your product, what is THE single most important reason your target audience would want to buy it? You need to be able to empathize with your target market, identify their problems and show how your product solves. If you think your product solves everyone's problems, the passion is lost in your copy and it's tough to get anyone excited about anything.

Still, it IS possible that you have more than one very targeted market for your product. If that's the case, you should make separate sales pages to drive the appropriate traffic to. For example, if you sell a high-end wrinkle cream and discover that not only are certain types of women buying the cream, but men are interested too, you can create different pages to target the problems and interests of each group. That way, when you have

different advertising campaigns or affiliates who send you traffic, the traffic can be directed to the appropriate page.

You will sell more to a highly-targeted group of people than trying a lukewarm approach with the public in general. Leave general marketing to Amazon and other huge companies...or do they really do general marketing?!

*(Note: I mention Amazon and yes, they target a general audience overall, but a visit to their website will show you they customize their marketing right down to the individual visiting. They will show you like items based on what you are looking at on their site and they remember this the next time you visit and try to offer you complimentary items. They are about as specific in their marketing as they can get.)*

If you are still struggling with your target marketing, make sure you refer to the training audio for more help.

2. **Not Having a Unique Selling Position (USP):** Here's one of the most important questions you'll ask yourself before you start trying to write copy ->

- **“Why would my customer buy my product instead of a competitor's?”**

Now, we already know that in most cases we don't want to say, “Because I offer the best price,” because that might just send your business into complete bankruptcy. You need to find something more unique about yourself that allows you to sell your product at a profitable price.

Some of the best customers you can have, don't worry about price. In my experience, the best customers are the ones who are more concerned about quality, exceptional service or that just buy because they plain old trust you and feel you understand them.

Really take the time to craft your USP before writing the copy for any product you sell and refer to the training audio for further tips.

3. **Not Understanding The Product:** Even if it's your product and you think you know it intimately, make sure you get to know every detail so you can answer every possible question your target audience might have. Know it's every feature...but more importantly, know the benefits of those features. Couple that with your understanding of your target market & USP, you'll be a sales force to be reckoned with.