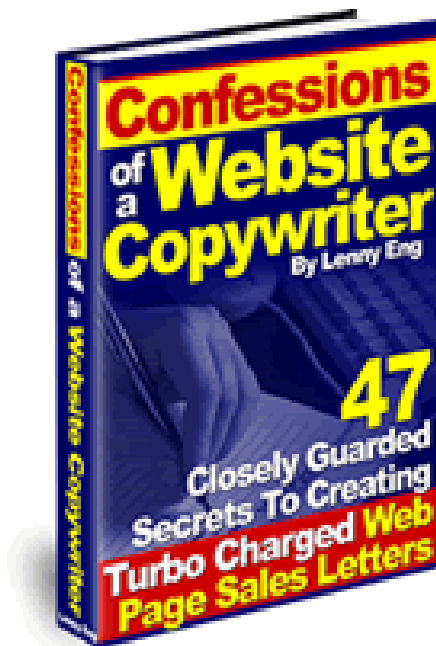


~ **SNEAK PEEK** ~

# ***Confessions Of A Website Copywriter***



[Click Here To Review Your Copy of  
Confessions of a Website Copywriter  
With Free Bonuses](#)

---

*Brought To You By*  
[InstantCheapBooks.com](http://InstantCheapBooks.com)

**DISCLAIMER AND TERMS OF USE AGREEMENT**

This “*Sneak Peek into Confessions Of A Website Copywriter*” is only an example of the complete product “*Confessions Of A Website Copywriter*”. The author, publisher and distributor of this “*Sneak Peek into Confessions Of A Website Copywriter* ” have used their best efforts in presenting an example of the complete product “*Confessions Of A Website Copywriter*”. The information is strictly for preliminary sales purposes only. Therefore, if you wish to apply ideas contained in this “*Sneak Peek into Confessions Of A Website Copywriter* ” you are taking full responsibility for your actions.

The author, publisher and distributor disclaim any warranties (express or implied), merchantability, or fitness for any particular purpose. The author, publisher and distributor shall in no event be held liable to any party for any direct, indirect, punitive, special, incidental or other consequential damages arising directly or indirectly from any use of this material, which is provided “as is”, and without warranties.

This disclaimer and terms of use is a shortened version of the full statement found in: “*Confessions Of A Website Copywriter*”, obtained by [clicking here](#).

**Thank you for your understanding**

**Peter G. Johnson**



[InstantCheapBooks.com](http://InstantCheapBooks.com)

***ENJOY AND PROSPER!***

*P.S. You may give this Free Sneak Peek away to anyone who you think may benefit.*

---

***Brought To You By***  
**[InstantCheapBooks.com](http://InstantCheapBooks.com)**

**~ FREE SNEAK PEEK ~**

***"Confessions Of A Copywriter"***

**Foreword**

"*Confessions of a Website Copywriter*" is one of the first manuals ever to **reveal the whole truth** on creating sales letters that sell on the Internet.

It is a resource that is being endorsed by some of the biggest names in Internet marketing. It is something people will continue to talk about for decades to come.

And if you hang around for a minute, you'll quickly see that resource is completely down to earth, quite simple to learn and apply, and devastatingly profitable.

**'Confessions of a Website Copywriter'** contains all the research, all the experiences and all the critical pieces of the puzzle other courses leave out!

~~~~~

**~ FREE SNEAK PEEK ~**

# **Table of Contents**

|                                                                                                                   |    |
|-------------------------------------------------------------------------------------------------------------------|----|
| <b><u>DEDICATION</u></b> .....                                                                                    | 5  |
| <b><u>FREE UNADVERTISED BONUS</u></b> .....                                                                       | 6  |
| <b><u>ABOUT THE AUTHOR – LENNY ENG</u></b> .....                                                                  | 7  |
| <b><u>FOREWORD</u></b> .....                                                                                      | 8  |
| <b><u>SECTION 1 – RESEARCH</u></b> .....                                                                          | 13 |
| <b><u>Confession 1 -- Research The Problems And Frustrations Of Your Prospects</u></b> .....                      | 14 |
| <b><u>Confession 2 -- Make A List Of Features And Benefits</u></b> .....                                          | 23 |
| <b><u>Confession 3 -- Research Your Competition</u></b> .....                                                     | 26 |
| <b><u>Confession 4 -- Create Your Own Unique Selling Proposition</u></b> .....                                    | 29 |
| <b><u>Confession 5 -- Search For Your Prospect’s Objections</u></b> .....                                         | 35 |
| <b><u>Confession 6 -- Include An Evaluation Form With Your Product When You Ship It</u></b> .....                 | 38 |
| <b><u>SECTION 2 – COPYWRITING</u></b> .....                                                                       | 41 |
| <b><u>Confession 7 -- Create A Swipe File And Copy It</u></b> .....                                               | 49 |
| <b><u>Confession 6 -- Sell Your Product Benefits, Not Your Product Features</u></b> .....                         | 53 |
| <b><u>Confession 9 -- Use An Interesting Attention Grabbing Headline To Start Your Prospect Reading</u></b> ..... | 55 |
| <b><u>Confession 10 -- Create a Killer Opening Paragraph</u></b> .....                                            | 59 |
| <b><u>Confession 11 -- Use A Proven Sales Letter Formula</u></b> .....                                            | 62 |
| <b><u>Confession 12 -- Use Sub-Headlines To Lead Your Prospect From One Section To Another</u></b> .....          | 64 |

---

Confession 13 -- Use Bullet Points To Create More Fixations.....65

Confession 14 -- Appeal To Your Prospect's Emotional Side Whilst Providing Logical Reasons To Buy.....67

Confession 15 -- Write Inspiring Copy To Compel Readership.....70

Confession 16 -- Use Mental Engagement To Reduce Resistance To Your Statements.....76

Confession 17 -- Use ‘You’ Derivatives Instead Of ‘I-We’ Derivatives.....80

Confession 18 -- Use Long Copy, Not Short.....82

Confession 19 -- Make An Offer Your Prospect Can’t Refuse.....83

Confession 20 -- Use A Deadline to Create Urgency.....97

Confession 21 -- Use ‘Reason Why’ Copy To Reduce Suspicion.....100

Confession 22 -- Use A Powerful Guarantee To Reduce The Purchasing Risk.....102

Confession 23 -- Close The Sale So Your Prospects Take Action Today.....107

Confession 24 -- Make Your P.S. Sell.....109

Confession 25 -- Create A Secondary Response Mechanism To Follow Up With Your Prospects.....111

**SECTION 3 – WEBSITE CREDIBILITY.....124**

Confession 26 -- Design Your Site To Convey A “Real World” Feel.....126

Confession 27 -- Maximize The Usability Of Your Website.....129

Confession 28 -- Create A Visually Appealing Website That Supports A Professional Image133

Confession 29 -- Make It Easy To Verify Information.....134

Confession 30 -- Avoid Amateurism.....135

**SECTION 4 – MESSAGE CREDIBILITY.....136**

Confession 31 -- Include Markers Of Your Expertise.....137

Confession 32 -- Use Testimonials That Sell.....140

Confession 33 -- Use The Endorsement Of Someone Well Respected By Your Target

---

Market.....143

Confession 34 -- Use Newspaper And Magazine Articles.....145

Confession 35 -- Quote Research That Supports Your Claims.....147

Confession 36 -- Use Product Comparisons And Reviews Conducted By Independent Organizations.....148

Confession 37 -- Use Photographic Evidence Of Your Claims In Action.....149

**SECTION 4 – WEB PAGE DESIGN**.....150

Confession 38 -- Keep Your Color Scheme Clean.....151

Confession 39 -- Avoid Links And Banners That Drive Traffic Away From Your Offer.....153

Confession 40 -- How To Attract More Attention To Your Headline.....154

Confession 41 -- Highlight Text To Create Fixing Points And Encourage Readership.....157

Confession 42 -- Use Pictures To Positively Influence Readership.....165

Confession 43 -- Use A Font That Is Pleasing To Your Reader’s Eye.....170

Confession 44 -- Construct Your Paragraphs So They Increase Readability.....172

Confession 45 -- Keep Your Download Time Under 8 Seconds.....175

**SECTION 5 - TESTING**.....180

Confession 46 -- Proof Read Your Work And Invite Comments.....181

Confession 47 -- How To Split Test Your Web Page.....182

FINAL THOUGHTS.....189

RECOMMENDED RESOURCES.....190



## **ABOUT THE AUTHOR**

The Author, Lenny Eng, initially got his leg into Marketing as a student at one of Australia's most regarded marketing centers, Edith Cowan University in Perth, Western Australia. Soon after his studies, he started his own marketing business based on all the theory he had learnt.

Confident of success, what followed next shocked Lenny. He quickly discovered that most of the marketing theory he learned at University was only applicable to 'big business'. Consequently, Lenny failed in his maiden business attempt.

Unfazed and now more determined, Lenny started a journey that saw him spend tens of thousands of dollars learning from the best marketing minds in the world including Dan Kennedy, Mal Emery, Chris Bloor, Collin Ameldia, Brian Keith Voyles, Ron Legrand, Corey Rudl, Ken Evoy, Joe Robson, Bob Silber, Terry Dean, Tom Hua, Frank Garon, Christian H. Godefroy, and Alexi Neocleous.

This same journey also saw Lenny uncover some startling pieces of market research from authorities such as Stanford University and Professor Sigfrede Voegelé.

Armed with the knowledge of his research, the wisdom of his mentors and his unforgotten marketing theory, Lenny started again and quickly became a highly sought after copywriter and marketing consultant in Australia.

## **~ YOUR SNEAK PEEK INTO ~**

### **"Confessions of a Website Copywriter"**

**By Larry Eng**

Contrary to what some of the gurus say, web design does make a difference to your conversion rate. But not how you think.

Stanford University conducted extensive consumer research into how people evaluate credibility and trust of a web site, They found that the first thing consumers evaluate is web design. In Stanford University's own words:

*"When your visitors first arrive at a site, they unconsciously examine its design elements to determine whether it's trustworthy enough to do business with and believe. If a website fails this initial test, visitors will generally leave without further investigation of what it has to say."*

Sadly, almost every copywriting course online fails to cover 'credibility based' website design in their teachings.

#### **A short lesson in history:**

Many years ago on one May evening, a note was delivered to A.L. Thomas, the head of the Lord & Thomas advertising agency. The note would have ended up in the trash if Albert Lasker had not been in the office.

Unknown to Kennedy, Lasker had been searching for the answer to that question for 7 years. Lasker was the rising star at Lord & Thomas, the third largest ad agency in the world. It was 1904 when, at the age of 24, he was made a partner and was paid \$52,000.

Yet, he did not know, to his satisfaction, what advertising was. Neither could he find anyone else who knew. Lasker, starving for an answer, was quick to summon Kennedy to his office. In that historic meeting three words were whispered that changed the face of advertising forever.

Those three simple words were...

### Salesmanship-In-Print

The concept was so basic and so effective that no one has since been able to improve upon it.

Lasker was so impressed, that he commissioned the brilliant Kennedy to write the set of principles into a series of lessons, which were then used to train Lasker and the Lord & Thomas copywriters. Unknowingly, Lord Thomas had – thanks to Lasker, Kennedy and the ‘Reason Why Advertising Manual’ – a training program so powerful that it revolutionized their ordinary writers into super copywriters.

Soon, Lord & Thomas became the training center for the advertising world. Their copywriters were so good that other agencies began luring them away with fantastic salaries. Thus they began spreading the magic of Salesmanship-in-Print to other agencies. Many also left to form their own agencies - John Orr Young, co-founder of Young & Rubicam was one notable example.

The Internet allows you to create salesmanship-in-virtual-print and reach thousands of prospects all over the world without ever lifting a finger, or sometimes even processing an order! It gives you an unparalleled amount of leverage to create a virtual empire and a mountain of gold all from the comfort of your own home or office.

There is no doubt about it. The Internet is the biggest opportunity to come around in our lifetimes. Then why do 99% of web based businesses fail? Because most websites fail to create Salesmanship-In-Print on their pages. The fact is that you can have millions of unique visitors at your site each day, but they are worth nothing if they don't do what you intend them to.

~~~~~

## **END NOTE**

Here's just a small sample of what you'll learn and discover:

- The quickest and easiest way to creating a sales letter known to man!
- A powerful little secret to creating captivating benefit laden copy in no time flat!
- Stealth marketing tactics for monitoring and beating your online competition!
- 3 no-lose ways to eliminating your reader's resistance levels using 'mental engagement'!
- A simple method of testing your letters that could skyrocket response by 1800%!
- 34 sure-fire bullet formulas you can plug right into to create sizzling hot, benefit packed bullets with ease!
- How to create letters so powerful, you'll almost be afraid to use them!

You can use the most convincing copy in the world and still sell nothing if your offer is weak and uninspiring! In fact, you might as well be pushing a peanut up a mountain with your nose.

**[Click Here To Claim Your Copy of](#)**  
**[Confessions of a Website Copywriter](#)**  
**[With Free Bonuses](#)**

~~~~~

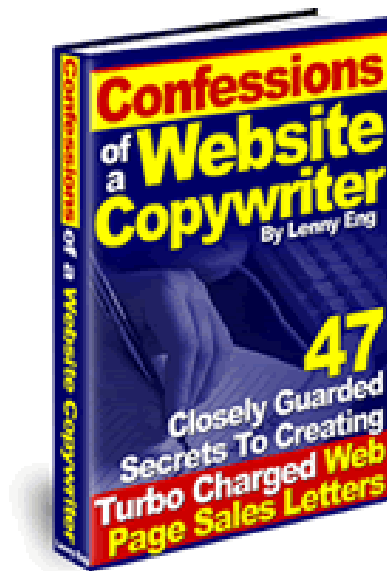
### **[Acknowledgement](#)**

**Contents of this Sneak Peek were published with permission from:**

**[eBookwholesaler](#)**

---

# ***Confessions Of A Website Copywriter***



**[Click Here To Claim Your Copy of  
Confessions of a Website Copywriter](#)**

***Includes The Following Bonuses:***

- 1. Copywriter's Blueprint***
- 2. Copy Your Way To Success***
- 3. MAXCON: Converting Your Sales Page***

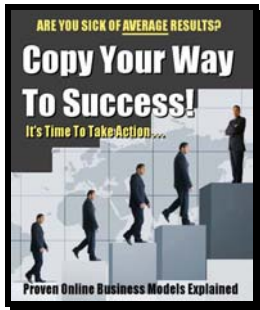
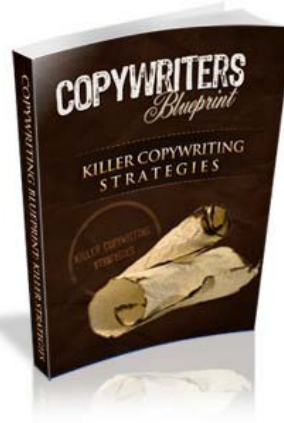
---

***Brought To You By  
[InstantCheapBooks.com](http://InstantCheapBooks.com)***

# Your Free Bonuses

*"Our Way of Saying Thank You"*

## [Copywriter's Blueprint](#)



## [Copy Your Way To Success](#)

## [MAXCON: Making Your Sales Page Convert](#)



[Click Here to Order Now](#)

**\*\*\* Exclusive Free Offer \*\*\***  
**Resale Rights included with Bonuses**