

Secrets of Copy That Really Closes Sales



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Report 3 of 6



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Secrets of Copy That Really Closes Sales – Special Report 3 of 6:

“How to increase your sales by increasing the number of ways you deliver copy to your customers”

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By now, you have clearly seen that "copy" that works is not limited to the written word. I could tell you only about tricks and tips to use the written word to close sales, and I will share a lot of those later on in the next two reports after this one.

But for me to pretend that only written words matter in 2006 would be singing the same old song – and, would be doing you a disservice.

The hard truth is, your smartest competitors are going to be using beyond-the-written-word techniques and the first thing you have to do to close a sale is to wrestle, or entice (or seduce) your prospects away from your competitors.

Here's a simple example you can verify right away. **amazon.com** has quietly, stealthily innovated way beyond the text-only model. If you poke around the site you'll see they have graphic images of book covers and pages inside books. They have samples of songs you can play from your computer before you buy a CD. They have interactivity - where customers can leave comments about products.

The point is, they've made the Web site a living, pulsating experience for customers. When you go to Amazon, you can get pretty much what you can get from your neighborhood bookstore, but with Amazon, you get it with greater convenience and more relevant information for buying.

And they are steadily crushing a lot of competition.

Now you may not want to compete with Amazon, and I don't blame you. It took millions of investment dollars and years of losing money before the company showed its first profit. How many of us want to play that game?

But the overall lesson is that creating a living, pulsating experience for customers, even on a small scale, and even only with a small portion of your site, will make your business

immensely more profitable.

And you can do this (and should do this) with your copy.

How?

A Way To Quadruple Sales That's Almost Too Easy

Million-dollar copywriter **Michel Fortin** reported a test where half the visitors to a Web site were sent to an order page (the page after the sales page, with a summary of the offer, and ordering instructions) that had text only. The other half of the visitors went to an order page that had an audio version of the words on the page playing automatically as soon as the page loaded.

The same words, in audio as well as written form.

The difference?

4 times the closing rate on the page with the audio.

That's quite a difference. Because 4 times the closing rate means more than 4 times the profit, since you're not taking the full cost of getting customers to the page out of the profit for sales 2, 3 and 4.

So here is a simple technique that can increase your sales by a factor of 4.

But what about "the good stuff" – you know, the fancy, ultra hip stuff?

Let's be very clear about one thing. That's not what I'm recommending.

Stay away from things like:

- clever advertising jingles on Web sites
- breathtaking Flash intro's that take you around the world in 80 milliseconds
- wild radio-style "bumpers," with weird sound effects and dramatically distorted voices, like you hear on talk shows before and after the host is talking
- animated cartoon characters imitating those on **South Park** or **The Simpsons**
- elaborate radio-commercial-style skits with professional actors doing voice-overs

Hey. I'm not saying definitively that those never work. I just don't know of any cases where they do, in terms of increasing sales. And, based on my experience of fixing advertising that doesn't work, I doubt any of these five tactics (that I see Web sites that don't sell use all the time), I doubt that any of them would work at all for your business.

In this series of reports, I'm only sharing things that, based on my and others' experience, are known to have the potential to make you a lot more money.

A Million-Dollar Idea You Can Easily Use Yourself

Here's an idea that has made one of my clients in excess of 1 million dollars. He's very secretive about his business (because he's in a highly competitive industry) so I'll just give you the exact formula for what we did, without any identifying details, in order to preserve his privacy.

My client uses the Internet to gather all his prospects for a business-service business (he provides an ongoing support service almost every business needs). I suggested that instead of putting audio online that sounded like a radio commercial, he create a 25-minute downloadable audio mp3, or podcast, that sounds like a radio talk show.

Complete with real content – facts, stories about his own experiences, stories about customers, reasons, things people were happy and unhappy about – instead of the mindless crap or silly nonsense you hear on your typical radio commercial.

You know, instead of goofy stupidity, talk about the kind of stuff people are actually interested in.

So that's what we did. Here's how we did it:

We hired a professional on-air radio guy to interview him. I helped a little with the scripting, and then let them have their conversation.

The main content of the show (and you can use these bullet points yourself as a checklist for creating your own show/podcast) was:

- An intro that explains how he got into the business and what his commitment to his customers is
- Stories about his experience in the business early on -- what prospects told him his competitors were doing to them that was unfair; how this outraged him; and what he decided to do differently. All told authentically, emotionally and in specific detail
- An explanation of how he put his business together, along with specific details about what steps he was taking, and what features he was building into his business, to

counter each of the injustices he encountered that his competitors were doing by doing things differently in his own business

- Information about how customers could contact his business

It sounds simple. It was. But simple doesn't mean ineffective. Because the results were awesome!

They Called With The Intention Of Becoming Customers

What happened was prospects would download the podcast, listen to it, and then call my client's business. The customers were in a state of shock when they called! Because what he offered sounded so much better than what they were getting from his competitors, the only thing they wanted to do was to check out whether or not what he said was true. They wanted to find out if he was for real.

Once they were reassured he was for real, the sale was a slam-dunk, almost every time, he told me.

He also told me his closing rate was 3 times the industry average. Not just by using this application of the strategy, but also by finding other ways to present the same information (what others do and what he was doing differently, and how this would benefit the customer).

He presented the information in a variety of formats - as text on Web pages, and as a special report in Adobe Acrobat PDF format, for example.

So, bottom line:

A radio-interview-style podcast with detailed information in a dramatic format can skyrocket your business.

Can You Apply The Same Idea To Customer Testimonials?

Absolutely!

Testimonials in audio form will vastly improve your sales. A written testimonial works well, but an audio testimonial from a customer works even better. Still better is a written and audio testimonial with a picture of the customer. And a video testimonial works best of all.

There are a lot of services you can use to easily put audio and video testimonials up on the Web: audiogenerator.com and instantvideogenerator.com are my favorites, because they're so reliable and they're easy to use, once you get past the initial learning curve.

★And this is your third lesson in copywriting that really sells: Put some of your copy in audio and video formats in the proven, simple, powerful ways that increase conversions by as much as four times.

You can invest in high-tech pro audio and video equipment as I have, but you don't have to. You can phone in audio messages and testimonials and use a Web cam for the video. Of course, the better you get at this and the higher quality your audio and video messages are, the better your sales results will be. But you'll see improvements even at the most basic level.

You know, there are some gurus out there who have been grumbling for years that the Internet doesn't really exist as a unique sales medium. They have all but said that it's just an electronic bulletin board to post typed sales letters, and nothing more than that.

They were so right in 1999. But... and this is important... it's 2006!

If I had stock in Starbucks, I would send each of them a gift card and invite them to wake up and smell the coffee!

Coming in **Special Report 4**, tomorrow: If you are having trouble closing sales with copy, there are five common mistakes you could be making that most people don't even talk about (or know, for that matter) that can permanently stall your business, until you identify them and get rid of them. They're not hard to fix once you find them. Also, three deadly mistakes people make in copy, and how to turn them around so you start closing sales the way you hoped you would!

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