

MarketStorm



COPY IS KING

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How You Can Use Your Best Skills To Make The Most Money On The Internet



Internet marketing efforts are meant to acquire visitors and to encourage them to buy your product and at the same time get their contact info. Everybody believes that internet marketing is a fast and simple way to make income but is it truly that quick to witness results?

Be Real

Alas, you have to work on anything and work at it hard to generate the results that you desire either for the goals that you determine or the finances that you would like to get.

It calls for time and patience and did I mention you truly do need to be as knowing and committed as you possibly can about it to make it work out for you.

Those individuals that descend into the internet marketing domain do so without being realistic.

You had better realize that this is a business and that like all existing businesses it requires particular services or products and revenue along with the buyers.

Surely, Internet Marketing holds some distinguished rewards you do not require a lot of revenue initially to build your riches. Take

into consideration that the biggest companies on the web nowadays are in actuality merely mass internet marketers. However in viewing these internet giants you begin to acquire the idea of however great the potentiality is in internet marketing. One merely has to undergo the right steps and be prepared to take chances.

A really popular internet marketing scheme is social marketing. It is promoting with social media to rein in the web traffic to bring forth and guide web traffic to your website. You have to remember that the search engines love social websites. In that fashion you'll move up the ranks by utilizing them.

An individual actually doesn't need any knowledge of a one specific lingo to say what internet marketing truly is. It's more or less seizing a large share as conceivable for your wares on the online marketplace.

Successful internet marketing programs insure that you will attract free hits from search engines for any of the keywords and so you'll be able to produce a following of targeted visitors for your merchandise on the net.

How To Develop The Mindset Of A Businessman Even If You Have No Business Skills



Establishing your mindset to comprehend that this is what you wish to do is crucial.

We all have learned how many individuals have become successful in their business endeavors. Maybe, you have as well attempted getting into the entrepreneurial field yourself but regrettably, you were not able to come through unlike the other people.

What's the difference?

Beginning a business as an entrepreneur online is simply like beginning a tangible business, except that you'll have to accomplish all your transactions online and you're able to reach a global market and this can be a benefit.

However, the same troubles may likewise be experienced when beginning an online business although you don't have to fret about renting out buildings or renting kiosks.

All the same, one matter is the same for all different types of businesses so that they may become successful - the correct mentality. When you do your initial startup with the correct approach then you'll be able to gain ground in the race.

What are the characters that you ought to possess in order to win in business?

Before you set about starting your business, it is crucial that you have the correct knowledge when it comes to executing a business. You can't simply take it all on without making the correct plans.

The deficiency of planning when it comes to taking actions when it comes to your business is crucial, without that you're likely to fail.

Embarking on any business, whether on the net or in the tangible world, would likewise call for a lot of doggedness.

Although individuals might say that fate ascertains how your business

would go, you are able to actually alter the fate of your company, particularly if you're determined in making it successful. It's really crucial that you take away all the damaging vibes that you have and feel positive about what you're about to experience.

Discipline is likewise required to become successful in your business. In a tangible business, you'll have to get up each morning to travel to your establishment and see how matters are going. If you have it online, you are able to check into any transactions anytime of the day presenting you more freedom when it comes to handling your time.

All the same, this would occasionally make one lazy and complacent on the comings and goings of the business. As you are able to have the luxury of time, you're likely to postpone the things you'd have to do for the day and rather get them accomplished tomorrow.

Transactions are likewise made online and assorted tools may be utilized to make managing of the business a bit simpler. This enables you to manage the whole business on your own and without the need of help from any

other individual. Regrettably, you may not have anyone else with which to entrust the dealings of your business and you can't get help in case you're not able to live up to your role.

While the correct mentality in having a business would make you more likely to succeed in the project, you have to still remember that it isn't a walk in the park. You'd need to exert effort to see to it that you succeed in your business.

How Far Can You Go

Open your eyes to how far your business may take you. Now that you've already decided on arranging a business, you might be asking where it may take you.

It's common place to feel a little hesitant during this stage, particularly if it's your first time to try out this type of venture. You might feel a bit stressed out about the whole thing but don't fret, you'll be able to manage everything.

Any sort of business may bring you success, whether it's a net set-up or a tangible store, if it's managed the correct way. Remember that it doesn't only take time to glean great

advantages; it would likewise require a little effort from you. Running around like a chicken with your head cut off does not increase your chances in having a successful business.

When you have gotten to be triumphant in your business venture, where does it take you? Most individuals would agree that it will give you the most freedom when it comes to finagling your time.

If you're the sort of individual who would love to stay at home and be with the children and loved ones, this is absolutely the best choice for you. In addition to that, you'll already have the luxury of time to do all the things you wish to do but neither had the time nor the cash to do so if you are the boss.

Not only is it advantageous for you in terms of your time, you'll also begin to experience financial freedom.

Naturally, this is what everyone wants. Reaping lots of money without having to work too much for it is absolutely a tempting offer and the closest way to accomplishing this goal is through a successful business.

Individuals Who Have Made A Go Of It

While most of us are hesitant about having our own business, a lot of individuals have courageously taken the risk and reaped a lot of awesome advantages because of it. All their efforts have paid off as they begin to experience having financial freedom and the luxury of time to do the things they wish.

What's The Secret?

These individuals didn't have lots of experience in promotion or handling a business. All the same, they bravely took the risk and the uncompromising determination that they had proved the decision correct as they became successful in their business venture and carry on enjoying the benefits of it.

For this reason, there's no place for you to have misgivings because it is likely that you as well will accomplish the same thing as they did. If you're equipped with bravery and determination to experience this seemingly daunting (but not truly) task of taking on a business.



Balancing Your Life With Work And Happiness

The most beneficial way that you are able to enjoy work is to think that you're not doing work at all.

If you feel like you're having fun with what you do, it doesn't become a burden any longer and it would simply seem like you're doing a pastime and begin pulling in something from it.

When it comes to your business, the same rationale is likewise applied.

But, you need to know that there are a lot of different things you can do. There are places on the net that offer a broad range of opportunities so that it's possible for you to choose something that you like to do.

We all understand that aptitude and disposition is crucial when you take on a business.

But, it's more crucial to have the disposition because knowledge may still be worked on. If you're not interested with a particular opportunity, it's likely that you'll get tired of doing things repeatedly and you'll want to throw in the towel later on, leading you to failure in your business.

Sites like GAF and ScriptLance provide you the opportunity to select from a lot of categories.

Naturally, your expertise would likewise include those that you're

interested in doing (which you ought to also have particular knowledge).

After which, you are able to begin bidding on projects related to the category and then take on work that you like to do.

You are able to judge the level of knowledge and interest you have based on the project and if you feel that you're not up for it, you are able to not take on that work.

But, if you do like it, it's likely that you would also be able to produce great quality without having to exert too much effort.

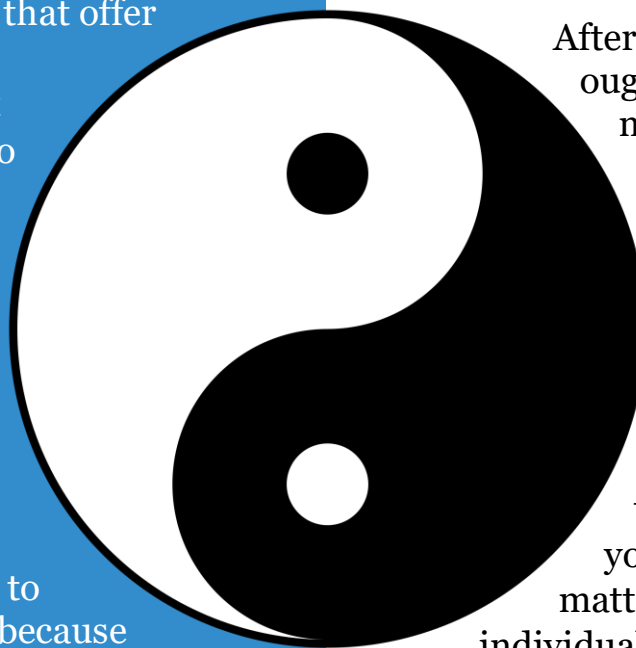
After which, your employer ought to be satisfied, acquire more of your work and then you succeed in your business.

The correct balance is required for forward motion.

Work may often get in the way of the matters you wish to do in life. As a matter of fact, it is only when individuals retire that they're able to do what they've always wanted to do, but never had the luxury of time and cash.

If you're working a, it's unlikely that you've adequate time to spend with your children, your mate, and yourself.

But, everything will shift when you go into business. If you choose to do your work through the Net, you are able to easily work from home without having to wake so early to prepare, eat, dress, and go to the office.



You don't have to fret about being caught in heavy traffic if you remain at home.

Therefore, if you choose to do business on the net you will have more time to take care of yourself, get a great night's rest and take your time. You are able to even manage your time whichever way you wish it to.

Just so long as you're able to commit to deadlines and submit your work on time, you will be able to have the luxury of time to spend for other more significant things like self and loved ones.

While you may believe that your business won't be able to generate as much money as your 9-5 job would, think again.

You are able to still earn as much depending upon how much time you put in.

You might likewise be able to get a provider that provides higher rates for your services particularly if they find you reliable and are a provider of great quality services.

Now, your mate doesn't have to nag you so much or quarrel with you about not being able to spend time with him or her.

Your children will never have to get angry at you for not playing with them.

If you're single, you are able to spend more time with your partner, your acquaintances, or yourself and do anything you wish to do.



Skyrocket Your Internet Marketing Profits



The ezine will create the perception of expertise in the particular field thus enabling the traffic that drives the leads, sales, revenue by selling the potential business endeavor.



Providing the links to encourage the viewer to subscribe to the ezine is one of its basic features. This should ideally be easily located on the ezine on every page to ensure those who don't start at the very first page still have access to via the ezine.

Providing this at any interval would facilitate the access almost immediately thus keeping the interest alive.

Well designed formats are also another feature that should be considered and included in the ezine. Often people are turned off when the design is poorly put together and appears rather disorganized.

Elements such as interesting quotes, personal getting and other attractive content that grab the viewer's attention should be capitalized upon.

Avoid featuring too many advertisements on the ezine to keep the balance in check. Including links that allows readers to ensure the easy access to the site so that the ezine can be well promoted should also be considered.

The recommendation from known sources is something that is rather invaluable and should be facilitated as easily as possible.

In order to avoid being categorized as being spam, the email newsletter request should have a confirmation to the request so that the whole process can be validated in some way. Also subscribers that would like to be struck off the list should be able to do so without hassle.

Searching and understanding why a particular topic is very interesting to the masses will allow the individual to make informed base designed content that is both relevant and current.

Getting feedback from loyal participants can also assist in the topic sourcing list. These sources will appreciate the intention behind the exercise which is ideally to try and cater to their needs with information that is perceived to be what they would like to have access to.

Commenting on news or events at a “real time” occurrences is also another element that should be considered to be included in the list for topic ideas. This would mean that the individual using the ezine is both competent and also concerned about staying current.

Use PLR And Re-write In Your Own Informal Voice



PRL or otherwise known as private label rights has contents that can be used as a guide or outline for one’s own content make up. This is especially useful if the individual does not have the time to actually research and write up material to be posted at the site.

Therefore using this method of acquiring reliable information and then designing it to seem more personal and one’s own effort will garner the similar amount of traffic flow.

Wherever there are articles, reviews, reports, e-books, recipes and how to manuals there is always the possibility of having PRL content that can be improvised and re written to seem like an original piece of material.

The flexibility the platform presents is most advantageous and time saving.

Also as the material sourced should ideally be from notably reliable sites the individual gets the opportunity to tap into other ideas and present these ideals in an innovative fashion that would make the whole

exercise seem original and thus be able to draw even the same traffic that visited other site with the previously un-tweaked material.

A lot of people purchase the PLR articles from reliable and reputable membership sites and then proceed to rewrite or reword the contents to ensure the uniqueness of the content material being eventually presented or posted at the sites.

Besides this the PLR available can also be used as references instead of simply redoing the entire piece along similar lines. Here the idea would be to use the material only as a guideline and yet still come up with ideas that are mostly original.

This is useful when trying to design material to specifically suit the target audience intended with the intention of garnering more participative traffic.



Build Your Mailing List

Building a mailing list that is both participative and practical is not an easy task, thus getting as much help as possible would definitely make the task not only less stressful but also definitely more effective.

One way of doing this which most say have proven to be able to garner a suitable amount of traffic, is to write material and get them posted in directories where ezine publishers and readers are known to look for such material.

This platform of sourcing material will eventually lead to those who were looking for the material to perhaps sign on as more participative viewers and this of course will create the hoped desired traffic to the site where the owner of the article features other works.

Leveraging the viral marketing efforts on article writing is also another way of getting the intended traffic through other posting the gist of the original article thus creating the interest in viewing the articles churned out periodically.

This will ensure visits to the site for viewing and perhaps even participative exercises.

This will eventually demonstrate the individual expertise in the area if the content is reliable and informative as the mailing list built through this platform can be quite impressive depending on the response the material is able to attract.

Using the resource box as a tool to give viewers details about the individual and the business endeavor together with its URL will facilitate more contacts.

The resource box URL should be linked to the mailing lists landing page so that the visitor's name and email address can be gathered, thus growing the mailing list further.

Ensuring the material posted on the ezine publishers directories are attractive, interesting and attention grabbing will create the high possibility of getting them to republish the material with the individual's resource box clearly visible for their own readers and subscribers and this will effectively and successfully grow the mailing list through viral marketing strategies.

The Art of Copywriting:

The No.11 Skill You Need to Master to Sell Effectively Online

COPYWRITING



Have you heard of the term:

“Copywriting”? Wikipedia defined it as:

“Copywriting is the use of words and ideas to promote a person, business, opinion or idea. Although the word copy may be applied to any content intended for printing (as in the body of a newspaper article or book), the term copywriter is generally limited to promotional situations, regardless of the medium (as in advertisements for print, television, radio or other media). The purpose of marketing copy, or promotional text, is to persuade the reader, listener or viewer to act—for example, to buy a product or subscribe to a certain viewpoint”.

In the online marketing world, copywriting is used extensively to promote blog readership, get opt-ins for list building and to monetize your prospects.

If you truly wish to be successful in your online business, you’ll have to learn the ropes of effective copywriting so that your readers will love you.

Thankfully, good copy writing practices is a learnable skill.

The ability to turn words into gold is probably the most important aspect of any marketer. If you can do this, it does

not matter where you are in the world, you can make money from anywhere, anytime just from your words.

This whole copywriting thing came later on. Back in the day, the best “copywriters” were the great businesspersons of the olden days who knew how to sell anything to anybody.

While people possessed powerful weapons, their most powerful weapon was their pen (or tongue).

Today, modern entrepreneurs are making a killing using copywriting techniques in their businesses. Bear in mind, selling things online is a lot harder than selling things offline because you lack the sincerity of voice and body language.

However, if you know how to tap into the power of copywriting to excite the emotions of your customers, you’ll be laughing your way to the bank.

In the next few chapters, I’m going to reveal to you these secrets.

Chapter 1:

Basics of Copywriting

Copywriting is used in many places throughout your online business funnel.

Here are some examples of common used places:

- Website content
- Blog posts
- Landing Pages
- Email Marketing
- Sales Pages

Remember, the ultimate goal of copywriting is to get your readers to perform your most desired outcome. E.g. making a purchase or signing up into your mailing list.

Therefore, it's very important that you determine what your desired result is before you embark on your copywriting crusade.

Clarity is power so it's important to know what you are after so that when you write, things will go the direction you want it to go.

Okay, let's look at some basics. Bearing in mind that we want our readers to

perform our most desired result, we also can't be too forceful.

Rule #1: Keep it casual.

You want to be seen as a friendly person who is also an authority figure in your field and not like a blatant salesman.

The latter will cause people to dislike you can treat you as spam. The next thing you must know is that some rules are pretty illogical.

But one thing that makes sense is this, good practices have been tested and proven (split-tested) by top online marketers for years, so rather than trying to re-invent the wheel, follow what works and reap the rewards!

However, I strongly encourage you do a little split testing of your own as well.

Eliminate things that don't work and duplicate or multiply things that do – that is the surefire way to success!

Next up, we'll look into one of the most important components of a good copy – **headlines**.

Chapter 3:

Headline Essentials

The headline is the most important part of any copy. If your headlines fail to grab the attention of your readers, it doesn't matter how good your offer is or how good the rest of your copy is.

You only have 5 seconds to make an impact on your readers before they move on, so make it count.

Here's an example of a good headline:



The headline has to be eye-catching and bolded to immediately get your reader's attention. The sub headline will reinforce the message of the headline.

In this case, the writer used font face "Impact" and red fonts to grab the reader's attention.

The black words in the header are to break the monotony of the headline. It's also used to exemplify the important points (Free Of Charge).

Here's an important thing to note: You should never use FULL caps for your headline. Only use it when necessary.

"IMAGINE WHAT THIS WOULD LOOK LIKE IF THIS WAS ON THE TOP OF YOUR WEBPAGE!!!"

It looks like someone screaming at you – Who would like that? Also, full caps looks spammy and nobody nor Google would like that.

Also, headlines has to use eye-catching words which can **instantly excite** the emotions. Have you ever seen magazines at a newsstand? The headlines usually sound catchy and uses words which excite curiosity and emotions with topics like sex, money and drama.

Ask yourself, what niche are you in? What words can you use to excite emotions and create drama in your niche?

Unique Selling Point



Chapter 4:

USP vs. ESP

We talked a lot about emotions in the previous chapter. Back in the days, many businesses use something called “Unique Selling Point” or “Unique Selling Propositions” to differentiate themselves from their competitors to rake in more sales.

While that is very important, in the online world, we have something additional called “Emotional Selling Point” – Which is the ability use tap into the emotions of your readers so that you can make them carry out your most desired action.

Here’s an example of an emotional selling point:

“I knew what it was like struggling as a new marketer, learning how to draw traffic to my website. Sometimes, I even had a slice of bread a day because I wasn’t making much money from my online business...”

This classic example relates the hardship faced by the marketer to the person reading the sales copy, who is probably facing the same problems he once faced.

Emotional selling points also deal a lot with powerful emotion stimulating words.

For example, in the make money online niche you would use words like: “time and financial freedom, free from the shackles of 9-5, quit the rat face”.

These terms are emotional terms related to the niche that people can easily relate to and connect with.

In short, if you wish to use ESPs effectively to market your business, ask yourself these two questions:

- 1) What niche are you in?
- 2) What kind of words/ stories/ situations that people in your niche can identify with?

Once you have determined the answer to these two questions, you can try and brainstorm as many ESPs as possible that you can use in your sales copies or marketing content.

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Chapter 5:

Call To Action

The call to action is probably one of the most crucial components of any piece of content.

The first thing you must do is determine what is your most desired outcome that you wish for your customers/prospects to carry out.

Different components of your business would usually require a different sort of desired outcome.

Blog – Comments

Facebook page – Likes

Landing page – opt ins

Emails – Click through

Sales pages – Purchases

These are the common types of results you would typically want.

So once you have determined that, your call to action must be worded or shaped to facilitate that kind of action. For example: For a blog setting, a good call to action would be – “If you liked

this post of have any ideas of your own, please comment down below!”

As silly as it may sound to literally tell a reader what to do, split test studies have shown this to be really effective. So the best way to achieve results fast is to model what others have been doing which works and eliminate things that don't work!

To give another example, if you wish for prospects to make a purchase, you might ask them to “Snap up your copy before it runs out!”

Note that I've added a simple scarcity factor (one of the extra marketing nuggets often used) by claiming that it will run out if you don't act now.

Adding scarcity factors or time sensitivity to your call to actions often result in high conversions, so don't forget to include it in whatever you do! Finally, you must bear in mind that the success rate of the call to action is not solely the result of the words of use in the calling, but how you put together different components of your sales copy such as ESPs, handling objections and showing the benefits.

Chapter 6:

Handling Objections

Whenever a person reads a piece of sales copy, many questions would pop

Handling objections is an integral skill of good sales copywriting.

up in his mind in attempt to “protect” him from “losing his money”. This is a natural behavior, and if you know how to handle these objections effectively in your copy as they emerge, you will be reaping in massive rewards.

Here’s a couple of commonly used techniques for handling objections:

1) Testimonials

Social proof is something almost everyone looks for when they wish to buy a product. The more convincing and authentic the testimonial seems, the more they will believe the product is good. Try to include testimonials with snapshots of the buyer, or use video testimonials if even better.

2) FAQs

Having a frequently asked questions section helps greatly in overcoming any objections that appear. Here you can address all the common misconceptions that may sprout up such as how to use the product, for whom is the product right for and price concerns.

3) Post scripts (P.S)

P.S or Post scripts have been used extensively in sales letters to boost conversions. Before clicking the “Add to cart” button people will usually have a final line of defense which prevents them from making the purchase. If you have a couple of post scripts ready, you can give them that final nudge to make the purchase.

4) Good reasons to buy

A personal favorite of mine, this section gives your readers a couple of good reasons to help them rationalize their purchase and greatly boost your profits.

Incorporate these great tools for handling objections in your sales copy and you’ll soon see a soar in your sales!

Chapter 7:

Copywriting Mistakes To Avoid

Everyone makes mistakes in their marketing career.

This section aims to help you bypass the whole “experimental phase” and avoid the biggest mistakes ever made in copywriting.

Mistake #1 Selling before first demonstrating value

-Before you blast your subscribers with offers, you must always give them tons of free value and establish a genuine relationship with them.

Mistake #2 Wrong text alignment

-As a general rule of thumb, words should always be aligned to the left, indented inside slightly and not have too long a word line. This is to prevent a break in the continuity of your visitor’s reading flow. (from left to right) Also, images should be used sparingly, only if its directly relevant to your sales copy and should be aligned to the center.

Mistake #3 Sounding too formal

-Let’s face it, if your pitch sounds too formal, you’ll come off as sounding like a sales robot.

For goodness sake, throw in some human factor and speak with a casual tone. No one likes to be hard sold, so if you can connect with your readers in a more informal tone so that they can identify with you, you’ll be more likely to make that sale.³

Mistake #4 Wasting your reader’s time

Basically, to write a good copy, you should only be adding things which contribute to the sale and removing things which do not.

Your reader’s attention is very precious so if you manage to catch their attention, make it count. Don’t bore them with useless stuff.

In short, if you avoid these mistakes and diligently practice copywriting methods as shown above, you’ll get better and better in no time and make more sales.

The ability to sell from your words and make huge profits is an art. Thankfully, It is also a skill that can be learned and honed.

Your job as a marketer is to diligently practice these methods on a daily basis. The more copy you write, the better you will get and soon you'll be able to churn out high quality sales copies with ease.

Don't be discouraged if your sales copy doesn't not convert well the first time. Keep tweaking your copy and remove out the things that don't work and replace them with things that do. Split testing is the key to mastering the art of copywriting.

The better you get, the faster you get too. With more spare time at hand, you can focus on other parts of your business to bring in more profits to yourself.