

## How to Write Great Website Copy

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This is Emotional Direct Response Marketing (EDRM). Tactics

1. **Talk first person as though in front of you**
2. **Identify the problem, compassion, know, feel**

Some customer service would often say "I know how you feel" and oftentimes it's just upfront but as a business, we got to be careful that we don't slam them our customers. Show compassion.



3. **Aggravate the problem— provoke action**
4. **Provide solution—this will fix problem**

This is where we're talking about branding yourself as an authority and you provide solution.



5. **Answer every doubt, concern, fear**
6. **Be the logical choice/solution to problem**
7. **Relevant proof – back up every claim**

This is where the testimonies and the evidence come in.



8. **One CTA per page—above the fold**

Have a clear call to action because they want to be taken by the hand because nothing is more frustrating when you're looking around and you can't find what you want.

Customers have a problem and they're coming to your website for a solution.



9. **No Brainer Offer— remove risk to buyer**

## How to Write Great Web Site Copy

- 1. Benefit headline**
- 2. Stand out from crowd**
- 3. Relevant proof –for every claim**
- 4. One CTA per page–above the fold**
- 5. No Brainer Offer—even for Opt In**

The opt-in is a form for capturing visitor information. It could be "get your free report" or whatever you want to offer in exchange for their personal information (e.g. name and email address).

GET YOUR  
FREE REPORT!

- 6. Be enthusiastic–without hype**

Sit down and talk to your client with enthusiasm. Imagine he is in front of you and your passion flows out.

- 7. Write the way you speak**

- 8. Avoid jargon—"inner circle" wording**

Don't use the terminology that's within your industry. You got to talk as though they've never heard of your business ever before, talking simple language.

- 9. Double Readership Path–for skim readers**

- Headline
- Sub Heading
- Captions under videos
- Bullet Points

### #5: Sell Your Products

In addition to educational and entertainment content for your audience, **share YouTube videos with cards that directly promote your products.**

One way to do this is to **create and publish a series of short videos** that give your viewers a **sample** of who you are. You can also **create videos that explain** what you are selling, whether it's snippets of a book, how to use your product (infomercial-style) videos or portions of a training program. Then, **include a YouTube card that promotes the full product, as well as the link and call to action to buy it.**



Directly promote your products with YouTube cards.

All of the points discussed above is about the road to a sale.