

• Writing for the Web

- 1) Identify ideal customer – know personality
 - 2) Identify what your ideal customer wants
 - 3) Isolate your product's features
 - 4) Turn features into benefits
 - 5) Write scanner friendly copy
 - 6) Write an opening heading that sells
 - 7) Fast moving stimulating introduction
 - 8) Identify yourself
 - 9) Use lots of sub-headings
 - 10) Write in chunks
 - 11) Start each paragraph with a bang (benefit)
 - 12) Keep sentences short
 - 13) Write in simple language
 - 14) Saturate your copy with benefits
 - 15) No negative words Negative Tone = No Sales
 - 16) Use lots of white space
 - 17) Graphics must enhance your message
 - 18) Use a reader friendly font
 - 19) Use bullets
 - 20) Use a p.s.
 - 21) Weave testimonials into sales message
 - 22) Give reasons for clicking links
 - 23) Sell the benefit of owning your freebies
 - 24) Make your guarantee sell
 - 25) You must ask for the order
 - 26) Reassure, reassure, reassure
 - 27) Write for the big picture
 - a. Write to your ideal client
 - b. Avoid offending everyone else
- 3 Big Considerations:
1. Personality
 2. Sex
 3. National traits

Web readers look at web pages for an average of 3 seconds! Make your pages easy to scan.

Consider specific keywords and phrases when writing your page content. Limit the number of words you use.

Consider enough blank or white space on the page. Use lists of short phrases.

Make your content relevant and interesting. Make it clear what you do and what you want the reader to do.

Address your readers directly using the word you or referring to their Specific Audience or Egoic Label – what they call themselves.

Source: Make Your Words Sell by Joe Robson and Ken Evoy M.D. Check you inbox for the Week 4 email with the link to course & the e-book.