



Why Every Business Will Benefit from a Good Copywriter.

“When it is obvious that the goals cannot be reached, don't adjust the goals, adjust the action steps.”-Confucius

How Successful Businesses Increase Sales 10 Fold plus...

What is it?

Before you grab this explosive marketing action and run away with it, I should point out a few things you need to know first. Bear with me as I explain...

Generally speaking, as business people, we tend to have a website designed by us or had a web designer build for us. Now that's great and I understand why you may be protective with it.

I don't want to offend you here, *but your website could be better, it could do with improvement.*

Yeah I know, you're thinking ***“how the hell would he know what my website looks like?”***

Well almost every website could be improved...

“How?”



By employing an ***experienced trained direct response copywriter.***

That's it, you have the secret. Super-efficient businesses employ well trained direct response copywriters who continually increase leads and sales at a faster rate than their competition. A great direct response copywriter will turn your website into a money making machine. Your website will explode with this super content...

- Making it more persuasive.
- More engaging.
- And adding a stronger call to action.

In the long run creating...

- More leads.
- And more money coming in (sales).

“But can’t I do this myself?” Maybe...if you’re a jack of all trades, you can do this. But a ‘jack of all trade’s is usually a ‘master of none’.

For this reason, great copywriters can make your business profit shoot through the roof just by tweaking the copy on your sales materials. They are trained to do this; this is what they do.

“But I can’t afford a full time copywriter?” A freelance copywriter is what you want. He or she will quote your every job. If you use a good one you will get your money back 10 fold...at least. You will only pay by the project.

So what is an “AWAI trained direct response copywriter”, and what do they do?

An AWAI trained direct response copywriter has been trained by the world’s number one training centre for copywriters. They are a valuable asset for any business as they know how to attract prospects and quickly convert them to buyers.

These copywriters achieve brilliant results by using direct response marketing which is designed to evoke an immediate response and compel prospects to take some specific action, such as...

- opting in to your email list,
- picking up the phone and calling for more information,
- placing an order
- or being directed to a web page.

Direct response advertising has an urgent ‘call to action’, it demands a response.

“Thinking will not overcome fear but action will”. -W. Clement Stone

Great copywriters take prisoners...

Have you ever been in a hurry to go somewhere, or do something, and then something grabbed your attention? You know, you have to take off in a few minutes, but your attention is taken by an article on a website, or maybe an email. You try and quickly scan through it but you find yourself glued to every word?

Suddenly you are back in the present, ***“oops I’m late,”*** where did the time go?

Chances are you were hooked by a very good copywriter...that’s what they do. They are taught to grab you by the eyeballs and hold on until they are finished with you (they take you prisoner☺)

For example, a great direct response copywriter will have you happily sign up to a newsletter, product or service. He will easily get your attention and have you focus on taking some sort of action.

Wouldn’t you love some of this action on your marketing material?

Of course you would.

Achieving results...putting much more money in *your* bank...

Let’s get one thing clear right now, if you want results, real results, you are going to need an expert looking over your shoulder. You are going to need a copywriter to write great compelling and engaging copy to attract prospects.

At the same time, a copywriter who can convince your prospect to become a client or customer. Someone who can convince your prospect by using proof you can fix their pain, solve their problem. *And fix it now.*

A copywriter’s job is to create copy that sells...

- Copy laced with truth.
- Backed with testimonials from happy clients and customers.
- Written in a friendly manner.
- Written the way we speak.
- Caring for the reader.
- Solving people’s problems and pains.
- Written in a way that speaks to the individual.
- Can show your prospect why you are the best to buy from. Why you are better than the competition.
- And finally leading the reader to the sales page with a strong call to action.

What to look for in a copywriter...

1. He or she needs to be very passionate in what they do.
2. Understand your market.
3. Be friendly and easy to work with.
4. Be able to meet your deadlines.
5. And of course be able to write good persuasive and engaging content.

What you need from your copywriter...

- A sample or samples of their writing.
- Commitment to a time table.
- Cost per article. Most professional freelance copywriters will give you a quote for each article rather than an hourly rate.
- Reassurance they can write good copy for your niche.

How to treat your copywriter...

1. Treat him with respect...the way you would be treated.
2. Listen to what he has to say...if he is experienced he will have some very good ideas for new content.
3. Be firm but fair...give your opinion but listen also.
4. Try and build a friendly relationship...this will create a pleasant environment to work in.
5. Pay him on time...no one likes to work for free.

So there you have it.

You now need a plan of action. Do you see the value here...using a direct response copywriter to put your business on steroids?

Taking action now is what will improve your results tomorrow.

If you enjoyed this article, please share it so someone will benefit from it.

“Want more tips, or are you making too much money already?”

Need more information? Give me a call on 0415 193 694 or flick me an email at [-john@b2bwriter.com.au](mailto:john@b2bwriter.com.au)

Want more...go to my website at B2Bwriter.com.au

“The path to success is to take massive, determined action.”

-Tony Robbins