

**Sales Copy that Converts in ClickBank**

# **4 Secrets for Writing Renegade Sales Copy that Converts in ClickBank**

**By Dennis Becker and Rachel Rofo**

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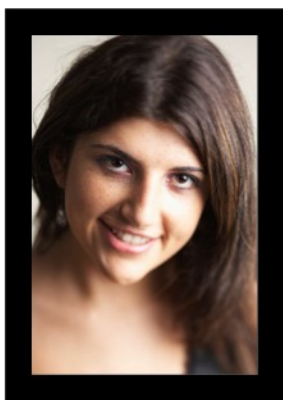
## About Us:



**Dennis Becker** began his Internet marketing career in 1998 by selling on eBay while still running a full time retail business. Beginning in 2002, he became interested in Internet marketing, and spent 3 years trying virtually everything with dismal results.

One day, frustrated and beat, but unwilling to quit, he devised a new strategy to simplify the entire process, starting with a mindset makeover. That strategy changed his life, and he wrote about it in the classic "5 Bucks a Day" book, available at Amazon, or through a link in the resources section.

He also opened an "Insiders Club" in 2007 to help more experienced Internet marketers achieve their first \$1000/day of profits by following proven, sometimes little-appreciated, business models to receive amazing results.



**Rachel Rofo** has been a full time Internet Marketer since June 2006, and has been on the Internet for over a decade.

Although she's dabbled in many fields, she's mostly known as a membership site expert, copywriter to the "Internet Stars", and offline business expert.

She dedicates her time to learning as much as possible, both in Internet Marketing and in life. She joined the staff of Earn1KaDay in 2010.

You can read more about her on her blog at <http://www.RachelRofo.com>.

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## **Introduction**

Many ClickBank users complain about a decline in sales, but you don't have to fall victim to the to their stagnation. I am going to tell you 4 secrets for writing killer sales copy that converts ClickBank browsers into buyers.

In this report, learn the secrets to maintaining sales momentum in ClickBank through expert sales copy, even when your competitive neighbor has taken on a second job as a grocery clerk.

Get ahead of the rest. These quick and dirty copywriting secrets allow you to make money year round regardless of who's complaining.

## **Secret #1: Do Your Homework**

Whether you are promoting your own product or someone else's, punchy, powerful sales copy is the key to getting ahead. The better your copy, the great your conversion rate. This equals higher, more consistent sales.

Killer sales copy that converts will have affiliate marketers knocking each other down to bid on your products. A misstep in copywriting will leave your products in a stagnant pool of slush while others surpass you in the market.

So, how do you create this so-called killer copy? Above all, get to know your market. Don't just shuffle around some Internet articles and try to pass yourself off as an expert. Dig deep; get your hands dirty. Know your buyers, their needs, their wants, and know what they are already purchasing.

Once you get to know your buyers and your competitors, fill in the gaps. Stalk around forums and read the latest buzz. Find out what's frustrating buyers and affiliate marketers, what they want as a solution, and what they are willing to pay for it.

Get to know what your competitors are writing, sign up for their email lists, and figure out what is missing in their products and services. Then turn

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around and give your audience *exactly* what it is missing. If you are able to do this, you are well on your way to converting browsers into buyers.

### **Secret #2: Follow Your Successors**

Okay, so all of this talk about copywriting leads you to think about your own skills. If you are new to copywriting, or haven't the faintest clue what it entails, find a mentor.

This doesn't necessarily mean you jump in forums searching for the Yoda of sales copy. But, jump in forums and seek out the greats. Find those who have a successful career in copywriting and get to know their handle. Compile a good database of tried and true sales copy to help you format your own style.

Note that there is a huge difference between emulating sales copy and blatantly plagiarizing. Stealing is just plain wrong. You can learn from the best in the business without republishing their work.

The focus would be to adapt their language to fit your own voice. Find compelling words that propel your copy forward, giving it a leading edge over the competition. Focus on what makes it new, what it covers, and how quickly your buyers can see results.

All right, so we have established that you don't need to be an expert copywriter to write expert copy.

### **Secret #3: What's in It for Me?**

People buy products because they want to believe in them. Writing sales copy that boasts loads of benefits is a sure way to become a sales magnet. If you search around ClickBank, you will find the products that sell most often are ones that promise a better way of life for the customer.

For example, you have a product on making money in the REO real estate market. Potential customers have a deeply psychological draw to your product because they perceive the lifestyle that making more money will afford them. It is your job to paint this picture in your sales copy. So, in this

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case, be very specific. If still talking about the REO real estate product, you may write, “get on more bank asset managers’ lists and boost your inventory.” Ah, now they have a specific purpose for buying your product.

Another powerful component when convincing potential customers to believe in your product is the *proof*. Don’t just say something works: prove it.

If you are selling a blogging product, provide concrete examples of how your product has been effective. Provide screenshots of profits, live working examples, and even testimonials of clients who have successfully used your product.

### **Secret #4: Don’t Shy Away from Competition**

Ignoring your competitors in the world of ClickBank is like ignoring a credit card statement. It doesn’t go away, and the longer you ignore it, the more it consumes you. So, get to know your competition, and then outsell them in your copy.

Explain what makes your product unique, more beneficial, and downright better than the others. This means you have to dig into what your competitors offer and really find what gives you an edge over the rest.

Is your product more user-friendly, quicker to implement, or proven more effective? Figure it out, and then use it as a selling point.

### **Bottom Line**

The greatest product in the world won’t sell on ClickBank if you aren’t properly selling. I know, it sounds elementary, but many ClickBank sellers and promoters totally miss this point.

Remember, you don’t have to be a copywriting expert to write expert copy. Just get to know your market. I mean, really get to know it. Not what others perceive it as, but what actually buyers, sellers, promoters, and frustrated potential customers are telling you about it. They are the ones who create the market, and are your closest allies.

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## **Resources**

**[Earn1KaDay](#)** – the Internet marketer's Insiders Club where we share tips, tactics, success strategies, and disseminate cutting edge information about 12 different business models.

**[5 Bucks a Day](#)** – This is how Earn1KADay was born. Learn the techniques that, inspired by a 5-dollar bill, took my Internet marketing income from \$30 a day to \$700 a day in less than a year.

**[Action Enforcer](#)** – This desktop application that will bring you more focus and let you get more done in less time than you ever imagined.

## **Article Marketing**

**[7 Minute Article Secrets](#)** – How to write any article in 7 minutes or less.

**[Article Marketing 365](#)** – Learn techniques that will bring you yearlong article traffic.

**[Article Profit Formula](#)** – Learn the formula that John Taylor uses to make each article he uses worth \$28 (or more).

## **Copywriting**

**[Copy Cheats](#)** – This takes “best of the best” copywriting lessons and puts them all in one page. Your copywriting skills will absolutely get a lot better after going through this report.

**[Ultimate Copywriting Handbook](#)** - How to write irresistible, persuasive and engaging sales copy so that you can make more sales for your products and services.

## **Freelance Work**

**[Freelance Profit Method](#)** – Discover 23 different ways you can earn money as a freelance writer.

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## **List Building**

**List Building Renegade** - How to generate massive email lists of targeted, hungry buyers.

## **Offline Marketing**

**Easy Autoresponder Cash** – Learn how to set up easy autoresponder sequences for offline customers. Rachel knows one guy who has over 1,000 businesses paying him \$250 a month for this type of service.

**Get Them Online** – Learn how to find offline businesses that want to work with you, how to approach them, and the types of services to offer. There are phone scripts and contracts included in this report.

**Make \$10K In A Weekend** – Learn how to give weekend seminars to offline businesses (which can be outsourced to others) and charge \$997 per attendee. We teach you how to get clients (can be outsourced for free), the exact scripts to use at the seminars (written verbatim for you), and a lot more.

## **Outsourcing**

**Craigslist Outsourcing Secrets** - How to Expand Your Business Growth by Outsourcing Your Tedious Tasks to Freelancers From Craigslist

## **Product Creation**

**Conversion Profits** – How to make the most profits from any customer that comes to your page. This includes converting your advertisements, sales letter, and any message the customer will see. You get resale and private label rights with this.

**Pricing For Big Profits** – Discover how to price your products to offer the most value and also bring in the most money. Most gurus would NOT tell you this stuff.



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**Thrifty Marketers Product Launch** – How to earn a lot of money, very quickly, without going through the laborious process of doing an entire product launch.

### **Social Media**

**Facebook Fan Page Cash** - Learn how to set up and leverage your own Facebook Fan Pages

### **Becoming Successful**

**Anatomy of a Success: Interview With James Schramko** – James is on target to do 8 figures this year – and he's breaking down all his secrets.

**IM Quick Start Strategy** - Jason Fladlien talks about the mistakes he made that he thinks cost him 150K in 2009. He'll help you avoid those mistakes.

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