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Foreword By Khai

I truly feel proud to be able to share my knowledge with everyone through this book. It is a compilation of my life experiences, forged by the flames of persistence and constant education.

The world of copywriting is definitely one of the most lucrative yet challenging industries in the world and it is my pleasure to share the secrets that retired me from being a corporate drone as much as it is a pleasure for me to write this book.

This compilation would not have been possible without the support of the following individuals:

Firstly, I would like to thank my business partner – Jaz Lai for the hard work and the dedication he has put into our projects. Your vision, passion and optimistic attitude have turned every ‘impossible’ factor into ‘I-M-Possible’. It has been a great joy working with you for these past couple of months and I truly look forward to many new projects in the future.

I would also like to thank my Internet marketing friends like Melvin Ng, Vince Tan, Gobala Krishnan, Alfred Ko, Peng Joon and many others, whose company I have greatly benefited from and the support you have given me for everything that I’m doing. Thanks for your friendship and guidance.

I would also like to single out my good friend – Edmund Loh, who has been there for me since the beginning. I shudder to imagine what my life would be like today if you hadn’t introduced me to Internet marketing in all its splendor and fortune.

Last but not least, I would like to thank my family members, especially my wife Yuenn, for putting so much faith in me, to the point of lending me \$30 when I was short on cash to buy a book on a ‘business’ of which, at that time seemed like a ‘scam’. Thanks for believing in me throughout all these years, especially when I first started out.

Introduction To ‘Recruit With Words’



Do you believe in MAGIC?

If I perform a magic trick before your very eyes, Would you believe in magic?

Well, I must admit. Even though I'm not able to pull a rabbit out of a hat, I'm placing my bet on the fact that I can turn **words into GOLD!** All that is left for me to do, is to wait for my **commission checks** to arrive!

Welcome to ‘Recruit With Words’ where the skill of copywriting is dubbed as the modern day alchemy.

Mastering the art of copywriting is essential if you want to become the ‘*Nouveau riche*’ (French for New Rich) of this generation – especially where 21st century home based businesses are concerned.

There hasn't really been a generation before the YouTube generation, where younger people are able to achieve considerable wealth at a fraction of the time. Comparing to those who are still in traditional businesses throughout corporate America, it's completely worlds apart.

The purpose of this book is to serve as a rough guide or an introduction to the world of copywriting, as far as any home business owner is concerned.

We will be covering topics such as:

- Examples Of Powerful Copywriting At Work
- The Key To Effective Copywriting
- The Easiest Way To Capture Leads For Your Home Business
- The Easiest Way To Write Copy For Promo Emails
- The Easiest Way To Write Powerful Blog Posts
- The Fastest Way To Drive Traffic From Social Bookmarks
- The Art Of Writing A Good Press Release
- The Art Of Writing A Good Affiliate Promo Page
- The Art Of Writing A Good Sales Letter
- Maximizing Every Dollar

Do bear in mind however, that the topic of copywriting is extremely broad and I do not attempt to cover every single topic in copywriting... it would take hundreds of pages and samples to share everything about copywriting (let alone, home business copywriting...)

As a matter of fact, I would be the first one to admit that I am not the best copywriter in the world. I didn't finish college and I don't even have any formal education as far as writing or any form of "special" training, concerning the English Language.

Yet, despite my obvious disadvantage, I'm still able to write professional sales copy for high profile clients and for myself, often getting a sales conversion rate of 3% to 12% (which is very high as far as the direct response copywriting industry is concerned).

One thing that I CAN guarantee you is that if you apply the principles of this book as well as the hundreds of headlines you 'copy and pasted', you WILL be able to make money easily, even if you have no experience in writing at all... (just like me).

So let the magic begin!



Khai

The 'Copywriter On Steroids'

<http://www.aboutkhai.com>

<http://www.mlmrecruitingonline.com>

<http://www.webfusionology.com>

Chapter 1: Why Copywriting?

Summary



The Internet has changed the way we do business. Although marketing principles have not changed much, the SPEED at which information is processed and acquired has drastically changed the SPEED at which people collect (and pay) money. This chapter talks about the application of copywriting for the home business industry.

The Internet Revolution

The home business industry has been completely revolutionized since the Internet came into play.

There are many facets of the home business industry:

- Internet marketing
- Network marketing
- Freelancing services
- Paid surveys
- Working as a virtual assistant
- Drop shipping
- Counseling
- Translation
- And Many More!

Can you guess what the one thing these home businesses markets have in common?

Yes... the answer is none other than copywriting!

You have to 'sell' your services or 'sell' yourself. That's a given.

If you don't prove to others that you are a cut above the rest, that you have ample strength to get the job done and you have the credibility to back your claims, then you will most probably have difficulty at getting your first client.

People are good at shopping around the Internet – especially when they expect top quality work, products or services from you.

The point is, you must make the Internet your ALLY otherwise it will work AGAINST you!

Here is a good example of a network marketer who loses his edge because he didn't want to adapt:

John (not his real name) is a network marketing leader. He has made lots of money during the early 90's where he has a downline network of over 10,000 downlines.

He did everything according to the book – making 50-100 calls a day, running weekly hotel meetings, sharing his products with his friends and relatives and attending monthly and quarterly rah-rah seminars to motivate and support his team.

Making 5-6 figures a month doesn't seem like a problem for John, until one day...

His downline asked him if he could publish information about the company on the Internet – he thought it would be a great idea to market his opportunity online because it would give him great exposure and attract prospects through web copy.

However, John was worried that the playing field wouldn't be leveled (it would leave those who didn't know online marketing at a disadvantage) and that it would clash with 'company policies' so he told his downline to abandon the online idea and get back to cold calling.

As you probably already guessed, the downline left his network and joined another company that approved of his method.

After a couple of years, the 21st century rolled around and more and more of his downlines were getting on Facebook and MySpace.

It didn't catch his attention until one day, he started seeing ads about 'other' opportunities popping up on Google for his company's keyword.

Very soon, more and more of his downlines were dropping out. They complained to John that they were sick and tired of cold calling strangers and driving to hotel meetings every week.

John turned a deaf ear to their complaints and told them not to ‘change or upset the proven system’.

Eventually some of his downline leaders started embracing the whole new online marketing phenomenon and left his network, along with most of his downlines.

All of a sudden, John’s best leaders became his competitors and they were last seen ‘plugging in’ to a whole new system where blogs, lead capture pages, email marketing, social networking and pay-per-click advertising dominating the scene. In fact, some of them were even boasting of generating hundreds of leads a day and they were able to build up a network of thousands in months compared to John who took 10 years.

By the time John realized that the Internet was working against him, it was already too late because half his network left to other companies and even tried to lobby against his company to make changes to embrace online marketing.

At the end of the day, we know succeeding in a home business requires us to make use of the Internet and everything it has to offer.

So make sure you learn this lesson or get swamped by the huge tide.

How Copywriting Will Benefit The Home Business Owner

As a home business owner, the best way to leverage on the Internet is to learn the art of web copy.

It doesn't matter what industry you are in, you have to know how to sell.

Take a work at home mom for example:

- If you want to get writing jobs, you have to convince the service buyer why you are the best person for the job. (hence your profile must SELL)

Or if you are in the position of a service buyer

- Your requirements must attract the right, qualified people to work on your projects, so even as a buyer, you must write good copy to attract the right people to your doorstep

If you are an affiliate marketer

- Your affiliate or review page or promo emails must pre-sell or soft-sell the product that people are interested in buying. Yes, even affiliates need to sell effectively in order to maximize sales

Or if you are a network marketer

- Your profile must prove to others that you are the leader they would want to follow. Gone are the days of people joining just 'any' upline. When someone wants to get involved in a serious business, they are the ones who choose their leaders (after all, if they can join any company they want, why would they join YOU instead of another leader?)

At the end of the day, we realize one thing... we are constantly selling!

We sell since the day we are born. As a baby, we cry for our mothers to hug or carry us and if they are not there for us, we cry louder to get their attention! We talk to our friends all the time, telling them about a great movie and why they should watch this or that movie with us (once again, we are selling but the irony is, the cinemas do not give us any affiliate commissions...)

Therefore, the moment you go online, everything is about your web copy because it is the most prevalent force on the Internet – words sell and mastering the art of choosing your words will serve your home business very well.

Chapter 2: Examples Of Powerful Copywriting At Work

Summary



If copywriting is the magnetic force behind attracting targeted leads and hungry buyers, then the Internet is the medium which accelerates the speed at which this powerful force comes into play.

The pros who harness the power of online copywriting, made million dollar fortunes over and over again.

Learn from the pros, and it will be your turn...

Learning From The Juggernauts

The first rule about learning copywriting is that you learn from the experts.

The second rule about learning copywriting is that YOU LEARN from the experts!

(Quote taken and adapted from the movie – ‘The Fight Club’)

The point is, copywriting psychology doesn’t really change... the same psychological factors are always in play because we are only human. The words used and the language may change (old English to newer slang...), but their HOT buttons will still be there.

The fastest way for a newbie to learn copywriting fast is to **SWIPE** from the experts and learns how they write fantastic headlines.

I’ll talk more about swiping strategies in a moment but the most important thing for you to understand is that certain words trigger certain emotional responses because everyone wants something... the right word at the right time for the right prospect will always immediately solicit a response.

How we deal with that response will be left entirely up to us but as far as web copywriting is concerned, your home business will greatly benefit from understanding the different psychological factors going on inside a prospect’s mind.

I’ve listed many examples on how copywriting experts like Yanik Silver, David Garfinkel, Jo Han Mok demonstrate the power of copywriting.

Yanik Silver's 11 Psychological Factors

Here is the profile of one of the top copywriters in the world:

“Yanik Silver is recognized as the leading expert on creating automatic, moneymaking websites, who leads the ultimate Internet lifestyle of fun, freedom and financial independence. He is the author of several best-selling marketing books including *Moonlighting on the Internet* and *33 Days To Online Profits*.”

But what makes Yanik Silver's methods so powerful is that he understands the way people think and is able to diagnose the problems behind people's copy. In fact, one of his customers said that every time Yanik gives advice, he makes money instantly!

I'm going to share with you one of the best lessons I've learned from Yanik and it is called the 11 psychological factors in copywriting.

1. **Telling stories**

Everyone loves a good story. Young or old, we love stories of triumph and tragedy. That is why the movies are raking in the big bucks month after month. If you can tell a compelling story in the sales letter, people will relate to you just like the way they relate to the 'hero' in a movie – they will fight the battle WITH them and they will empathize with your product.

2. **The reason why**

Everybody needs a reason to buy a product. Men need to buy power tools or the latest gadgets **because** they need to look cool and these same men are the ones who joke about women – they buy hundreds of shoes just

because they are *women*. If you can give your buyer a reason why they should buy your product, they will buy it **because you said so**.

3. **Specificity**

People are more inclined to respond to a headline that states the specific rather than the ambiguous. So if you want to sell someone based on the fact you accomplished something within a time frame (like making money), it is better to let them know that you did it in 29 days rather than one month.

4. **The Truth**

People who are looking for something to buy are always skeptical by nature. It is a form of mechanism that gives them assurance that they are making the right choice. If you address their skepticism, you will disarm their defense mechanism and close the sale.

5. **Curiosity**

We all know how curiosity killed the cat, right? But this same curiosity factor will work for you without harming any animals. Get people curious and they will learn about your product – especially if they are the targeted market.

6. **Authority**

This is very familiar in the home business or the network marketing industry. Basically, if you can prove that you have the authority, people will buy your product.

7. **Scarcity**

This one works like a charm – people are by nature, afraid to lose out. So if you can convince them that there are only ‘so’ many copies left, they will whip out their credit cards.

8. Social proof

Everyone's having it, so you will feel the pinch if you are left out from the 'cool' social circle. Therefore, you must let people know that all the others are in... are YOU?

9. Contrast

People love to compare one thing with another. Use it to your advantage by contrasting your competitor and your product.

10. Reciprocation

Have you heard of the 'down-sell'? Sometimes, people feel bad for all the hard work you have done trying to sell them something and they will buy it out of guilt. Play on this to the MAX because you are not expanding any extra effort when people read your (digital) sales letter.

11. Motivation & Consistency

Do you know why the majority of people would switch on a TV series over and over again? Because it is at the same time slot – that is why the predictability is the key because human beings love the comfort zone. Likewise, it is easier to sell to an existing customer rather than someone new – so if you can consistently sell the same type of product to the same customer who is interested, you will be laughing all the way to the bank.

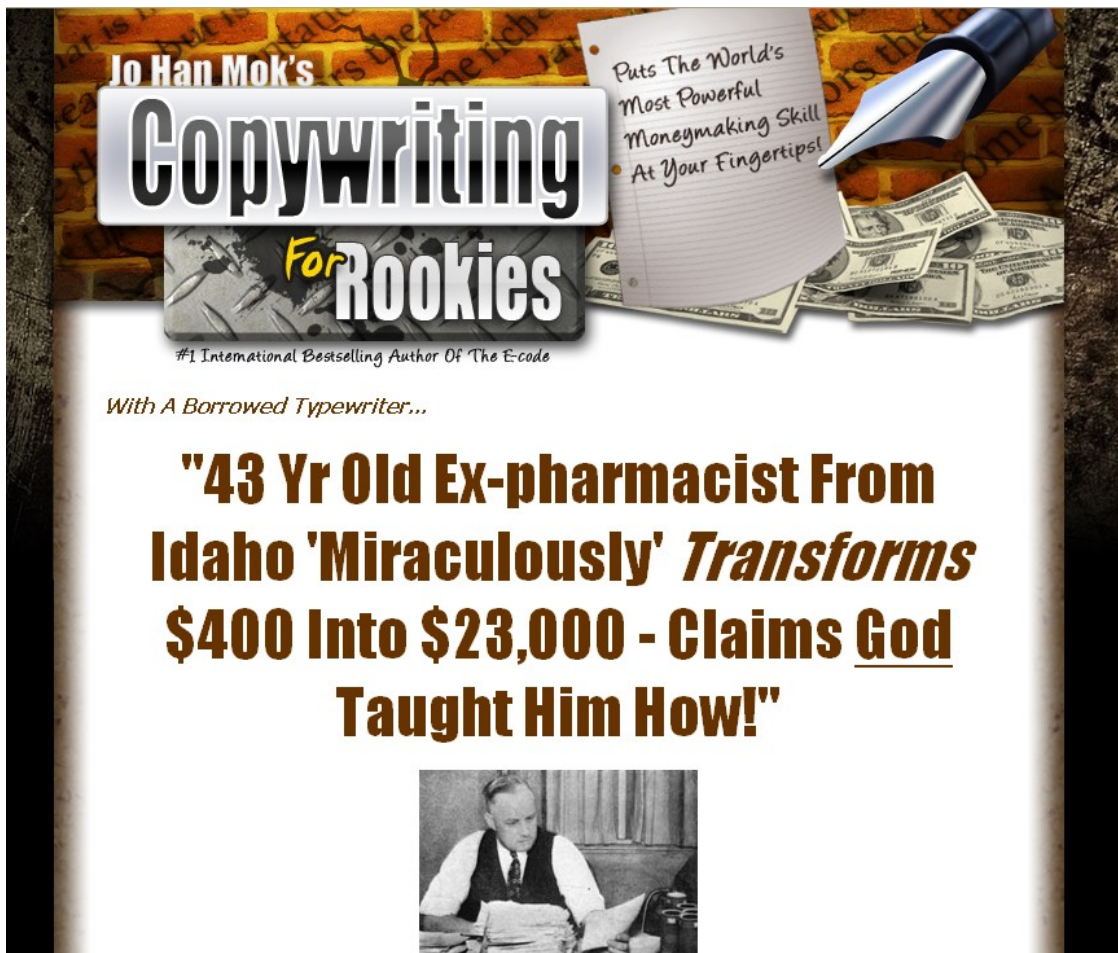
David Garfinkel's Magic Words

Another one of my favorite copywriting heroes is David Garfinkel. He is one of the most renowned copywriting **coaches** in the world.

These words are 'magic' words and they can be seen in most of the descriptive copywriting headlines. He strongly recommends that you add these words in your headlines and you can easily identify with your readers right away.

- **Free**
- **You/Your**
- **Announcing**
- **Introducing**
- **New**
- **Secrets**
- **How To**
- **Guarantee**
- **Magical**
- **Easy**

Jo Han Mok – The Master Storyteller




Jo Han Mok's
Copywriting
For Rookies

#1 International Bestselling Author Of 'The E-code'
With A Borrowed Typewriter...

Puts The World's Most Powerful Money-making Skill At Your Fingertips!

"43 Yr Old Ex-pharmacist From Idaho 'Miraculously' Transforms \$400 Into \$23,000 - Claims God Taught Him How!"



Jo Han Mok is hands down the best copywriter in Asia and most likely one of the best in the world.

He is described as a 'hypnotic' story teller because as I've mentioned before, **STORIES SELL** and he does it well in this example above by relating the story of a 'miraculous' 43 year old copywriter and his copywriting course.

In this story, he told this story that showcases how powerful the skill of copywriting is and why we must learn how to harness that skill.

<http://copywritingrookies.com/>

The story is masterfully woven and he seamlessly shares his own experiences on how copywriting changed his life.

He also teaches a simple and effective trick – adding a ‘-ly’ to the end of any word like easily, quickly, masterfully, etc...

Jaz Lai & Khai's Products

One of the things we managed to pull off successfully in the home business industry is the idea of fusing different markets together. This is also the main theme of our [Fusionology](#) line of products.

We used an existing HOT market that is filled with competition and we brought it into a NEW market with no competition by creating a 'market' fusion between the Internet marketing, network marketing and personal development industry.

Here's what we did and how it worked for us.

Attention: If You Are Sick And Tired Of Getting Nowhere In Your MLM Business, Then I Suggest That You Listen Closely To What I Am Going To Share With You...

"How An Ex-Retail Owner And A College Dropout Discovered A Much Easier And Quicker Way To Generate Endless Leads And Fast Cash On Autopilot Without Lifting A Finger!"

Khai Used It To Generate \$13,783.43 in 10 Months On Autopilot

Jaz Made \$5,835.10 Of Fast Cash In A SINGLE Day

Here's How You Can Plug Into This ONE **Proven** Method That Will Build Your Brand, Triple Your MLM Leads And Give You Instant Cash That Only The Heavy Hitters Know About... With Virtually No Risk, And Best Of All...
Virtually **NO Work Involved!**

From the desk of Jaz Lai And Khai,
Date: Wednesday, December 31, 2008

Dear Network Marketer,

Which of these categories you fall into?

"I am building my MLM Business Over The Internet And I'm looking for ways to get endless leads and cash online!"	<input checked="" type="checkbox"/> Yes
"I am struggling in network marketing and I want to get this home business thing off the ground..."	<input checked="" type="checkbox"/> Yes
"I just want to learn more about the network marketing industry"	<input checked="" type="checkbox"/> Yes
"I am an MLM leader with heaps of downlines and I want to duplicate my success by helping them to succeed in MLM!"	<input checked="" type="checkbox"/> Yes
"I'm NOT Interested in doing MLM but I'm interested in making money from that industry without recruiting anyone!"	<input checked="" type="checkbox"/> Yes

Well, if you fall into any of the categories above, then you are in for a nice, big treat.

One of our earliest products which happened by ‘accident’ was MLM Fire Sale. The sales letter was converting at a whopping 12% and it is one of the highest conversion rates in the industry.

It was also the top selling network marketing product on Pay Dot Com.

“MLM FIRE SALE FRANCHISING”

The Official Lead Generation Tools

“Here’s How You Can Turn **Every
Competing Network Marketers Into
Your Biggest Customer And **Domin**
The MLM Industry!”**

Everyone knows that in order to create a big successful business, you gotta have a system.

A proper system, like most franchises, showcase a proven business plan or blueprint to achieve a guaranteed result – and it is simple enough that virtually anyone can do it.

Take McDonalds, Wendy’s, KFC or any successful franchise:



You see, it’s not about how much they make... its **how much YOU** make if you were a franchisee of any of these franchises.

They will teach you – step-by-step how to setup a successful business from the ground up and give you all the training you will need.

Later on, we followed up with MLM Franchising. It was the first time someone introduced an entire Internet marketing/network marketing/franchising business concept in the home business industry and it was sold out in 48 hours.

These examples show one thing – as long as you have a damn good idea and you can convince others how it plays out, then you will have no problems dominating any competitive market with your copywriting skill.

Chapter 3: The Key To Effective Copywriting

Summary



We all know that the words are the key.

The question is WHICH words seem to work best?

It's time to find out.

It's Always About The CONCEPT!

It doesn't matter how good your copy is, if your concept isn't strong, you will most probably NOT sell anything.

Does ice appeal more to an Eskimo or a desert rider?

Obviously if you are working on selling to an Eskimo, you are going to have a very, very hard time even if you are trying to give it away for FREE!

It is always about the idea of your product and whether it's appeal factor will instantly trigger a response.

Here are a few examples:

Extreme desire...

- How many young boys would kill to go on a date with Paris Hilton?
- How many women would buy stuff just to get a discount on Jimmy Choo's or a Prada bag?

Desperation...

- How to prevent your divorce or win your 'ex' back
- Immediately stop your (bodily) pain

Basically people are more motivated by fear or fear of loss than gain, unless the pain of not gaining the said object far exceeds the pain of doing something (which is in this case, parting with money)

Understanding The Psychology Behind What The Prospect Is Thinking

Crafting a good headline is the key towards getting your prospect's attention.
Remember the headline example I got from Jo Han Mok's Copywriting Rookies?:

**"43 Yr Old Ex-pharmacist From Idaho
'Miraculously' *Transforms* \$400 Into
\$23,000 - Claims God Taught Him How!"**

What does this headline attract?

Is it because it appeals to people around their 40s, who are looking for ways to make money online?

Is it because there are people who are looking for a business that can turn a few hundred dollars into a 5 figure income?

Or maybe, it is because that even religious people praying for a way to get out of their financial rut?

Basically, it is all about attracting the right crowd of people and it is more important to get the first sentences of the headlines correct, otherwise, people will not read the rest (so get the headline right otherwise you will be wasting the rest of the 30,000 words in the rest of the sales letter)

So the point is, you must be able to identify with the prospect's needs through your copy.

Remember the two examples in the previous sub-chapter?

What are you targeting?

If you are targeting the pain of losing something, tune it up to the max. On the other hand, if you are trying to appeal to the prospect's greed, always tune up the 'pain' factor once again because you want them to feel 'not at ease' with themselves when they don't have what they want (which will turn that want into a desperate NEED).

Chapter 4: The Easiest Way To Capture Leads For Your Home Business

Summary



Your leads are your lifeline in this business.

Cut off your supply of fresh leads and it will be like cutting off your oxygen supply.

Learn to harness the power of your words and watch as thousands of leads funnel into your lead capture tunnel (and watch your bank account swell as well!)

Writing An Effective Squeeze Page

"Struggle To Even Sign up 1 New Distributor Per week Or Have 1 New Distributor Join Your Business Everyday With Only 10% Effort"

All Without Cold Calling, Pressuring Family & Friends, Doing One-To-One Presentations, Or Facing Rejection And Negativity Ever Again!

IS THIS WHAT YOU ARE STRUGGLING TO ACHIEVE?

Group Volume - All Members	
Left	Right
967	1379

WHAT ABOUT THIS?

My Commissions

Commission Type:

Your total amount earned to date: **\$18,188.00**

Within the next 30 seconds, you will discover a PROVEN, but little-known system that WILL bring in more **leads**, **sell more products** and **generate more distributors** in your organization **(FREE Download For The Next 24 Hours Only!)**

DUPLICABLE SYSTEM


ATTRACT

Leads Prospects


FORCING

Your Name:

Your E-Mail:

 **Get Instant Access Here!**

Please use an email address you check regularly so you can receive all information. Your details will be strictly protected and safe. It will never be sold or shared.



What is a squeeze page/ landing page?

A squeeze page, also known as a landing page, lead capture page or opt-in page, is a website that will serve as the bread and butter of your home business lead generation tools.

It's sort of like writing a name down on your 'name list' or 'prospect list', except that unlike any random name you pull out from your phone, these people are **TARGETED PROSPECTS** that are genuinely interested in what you have to offer.

This also means that there is a higher chance of him wanting to work with you rather than you trying to hunt down uninterested prospects.

Why is this important?

Look at it this way... let's assume that you are a bible salesman. You want to make money by selling bibles. Who do you want to go to generally speaking?

Christians or Muslims?

Obviously you would rather approach Christians because no matter how hard you try selling bibles to a Muslim, you are just wasting your time.

The lead capture page function's primary purpose is to keep the 'Christians' in your bible selling sales funnel and to keep the uninterested Muslims out.

It's as simple as that.

Vertical Or Horizontal?

Now there is much debate on whether a horizontal lead capture page is better or a vertical one is better.

Attention Internet Entrepreneurs: Tired Of Internet Scams & Hypes...?

"Discover How A *Penniless* 27 Year Old Door-To-Door Salesman TURNED HIS LIFE AROUND And Generated \$1,890.50 Within 24 HOURS... And Later On Quit His Job And Became One Of Internet Marketing's Most Sought After *Secret Weapon*... All Within 287 Days"!

Grab A Copy Of My Special Report Containing My Trade Secrets...
FREE OF CHARGE (Valued At \$37) & Learn How You Or *ANYONE* Can Utilize *THE KHAIFACTOR™* To Make An Internet FORTUNE Using Simple WORDS... It Even Works For Those Who HATE Writing!

*Apply These Strategies And Make \$100 Easily Under 24 Hours...
\$1,000 After A Week...
And More Than \$5,000 A Month By Simply Applying These Simple
Techniques That You Or ANYONE Can Follow!*

(This is my earliest attempt at writing my first squeeze page)

This is a vertical squeeze page and due to space constraints, I'm only printing the headline and the sub-headline. Basically in a vertical squeeze page, you have to

scroll all the way down to the bottom (by reading more and more) until you reach the bottom, before you opt-in.

Unlike a vertical squeeze page, the horizontal squeeze page (the example in the previous sub-chapter) doesn't require you to scroll down in order to opt in. Everything is cramped in a single page.

In my opinion, the horizontal one tends to have a better opt-in rate compared to the vertical one because it is easier for the prospect to opt-in (some people are just too lazy to scroll down).

Headlines And Benefits

Let's talk about writing headlines and benefits for your squeeze page.

Always remember that the headline is the most important component of your entire letter because if people are not attracted to the headlines, they will most likely not to look at everything else – especially when the opt-in box is below the headline.

Here's what you need to do in order to attract home business prospects.

You have to write things that convey what all home business owners want:

- More leads and prospects for their 'name list'
- More cash flow or monetizing methods
- Better branding and exposure on the Internet and offline as well.

So what you need to do is to write in the benefits on how the home business owner can achieve that. You need to convey the fact a killer concept, make use of Yanik Silver's psychological factors and execute them flawlessly using David Garfinkel's magic words.

A good headline for your squeeze page would look something like this:

**“Discover How I Easily Generated 2,409
New Leads For My Home Business Within
76 Hours!”**

Did you recognize the different elements there?

- Powerful concept for any home business owner
- Fantastic results
- Curiosity psychological factor
- Magic words “Discover”
- And using the word easiLY to attract your prospect

Headlines like these work like a charm.

But after you have outlined the headline and the benefits, you must remember to add the following items for your opt-in box:

- A HUGE arrow that will attract the prospect to opt in
- A ‘no spam’ icon like this



And also, include the assurance that their details will be kept safe.

These are the elements you will need and you will be good to go!

Recruit With Words – By Khai
<http://www.webfusionology.com>

Chapter 5: The Easiest Way To Write Copy For Promo Emails

Summary



The pathway to riches is summarized by these two lines:

“If you want to create assets, build a LIST”

“If you want to make lots of money, SEND EMAILS!”

- **Jaz Lai**

Cashing In On Your List

Jaz and I have a mantra:

If you want to acquire assets, build a LIST
*If you want to make money, **SEND EMAILS!***

But bear in mind, we are not talking about spamming or unsolicited advertising. No... we are talking about 100% spam free **PERMISSION MARKETING**.

Remember the squeeze page example above, people who opt-in from the squeeze page are basically giving you permission to send them as many emails as you want (until they unsubscribe that is).

This is what permission marketing is all about.

So how does email marketing apply?

Email marketing is all about the ‘pre-sell’

Don’t try to sell the whole products in 250 words – it is NOT PRACTICAL. Leave that job to the sales letters.

Writing Good Promotional Headlines

I'm sure you get spam in your mail box. But have you ever wondered why people don't open your emails? It is because your own emails look like the spam you always delete!

Here is a guide on how to write good promo email headlines in order to make sure you maximize your 'open rate' as much as possible...

- Never hype up your Email. That means, never using headlines like, "Put an extra \$1,000 in your wallet right away!" or "Discover the ultimate money making machine right away that you must have right now!"
- Always try and write as though you are writing to your best friend. People will instinctively know if they are receiving mail from the autoresponder or their friend so try and **blur the line** as much as you can.
- Don't write 'You ALL', write 'you' because even though you are broadcasting to thousands at the same time, bear in mind that there is only ONE person reading your mail at one time so don't make that mistake of addressing people as a crowd – they want to know that you are talking to them personally; only one person at a time.
- Send emails regularly. When people are constantly expecting your mail, you will have a higher click through rate. Likewise, the more often you send mail to someone else, you 'exercise' their fingers and they will be more likely to open your mails because of the frequency and the habit.

Writing The ‘Body’ To Get Maximum Click Through Rates

Here are more tips on how you can edit the body of your emails and enhance your sales.

- Always shorten your emails to 55 characters per line. You can use an editing software like note tab light to help you to keep your words in line. If you write them too wide (from the left all the way to the right), it strains the prospect’s eyes as they have to go back and forth like a typewriter. Make sure they read everything from top to bottom.
- Give yourself as many excuses to include the link to the sales page. A good example will be:

*Home based business is one of the
best business models in the world.
There are a lot of sites that teaches
you how to start a home based business
like this one below:*

>> <LINK>

*I’ve personally looked through the
contents of this site and I strongly
recommend it to you because it is
really valuable.*

So check it out at:

>> <LINK>

Regards,

Khai

P.S. Oh, by the way, I heard that there is a free report about home businesses available there too. But it is only for a limited time so make sure you grab it before the site owner decides to take it away.

>> <LINK>

Do you see how many times I've inserted the link?

The more places you slot in the link, the better... as long as you do not affect the 'readability' of the email

- Which is better? A short email or a long email? Actually, a short email is more useful for better click through rates, but a long and informative email, while giving you less clicks will probably give you better quality clicks because the purpose of an email is to PRE-sell a product, not to sell it in the email (leave it to the sales letter)
- Remember that you should write the mail as though you are writing to your best buddy. Why would you want to write hyped up emails to your friend? (They will think that you are on drugs...)
- Lastly, always give good value in your emails and don't keep sending sales pitches. When you give good value to others (like providing valuable information), people will reciprocate by buying your recommendations.

Chapter 6: The Easiest Way To Write Powerful Blog Posts

Summary



Wouldn't it be funny if you met someone who doesn't have an email address?

One of these days, not having a blog would be synonymous with not having an email address or a cell phone.

Someone once said – blog stands for:

“Better Listings On Google”

Your home business survival hinges on the effectiveness of your blog.

How To Blog Like A Powerful Copywriter

MLM Leads And Recruiting Tips
Generate Endless Leads & Cash Flow For Any MLM Company Using The Internet

HOME ABOUT THE FOUNDER THE STORY OF AN MLM JUNKIE TURNED MLM MOGUL

APR 26 2009 **MLM Leads And MLM Recruiting Tips Online**

Posted by Khai in MLM Recruiting
0 Comments

[\\$499 Startup MLM Software](#)
Online wizard - 20year Company Start recruiting today

[eXfuze](#)
Health and Wealth Extracts from seven super foods

Ads by Google

Are you afraid to talk about your MLM?

I've had this fear all my life because I didn't want to look like a sleazy sales person holding out a distributor form.

I guess most of my downlines felt the same way.

In spite of huge endorsements on the MLM or network marketing industry by big guns like Robert Kiyosaki or Donald Trump, people are still afraid of the word 'MLM'.

But what if, you knew that the product you had in your hand had the power to SAVE lives?

Type your search here

Get daily updates via RSS

POSTS Get updates in your email:
COMMENTS Your email & hit enter!

Grab Your Free Report!

FREE Report (Worth \$47) - Discover 7 Reasons Why 97% Of Network Marketers Fail And How You Can Avoid Them!

E-mail Address:
First Name:

We Hate Spam As Much As You Do! Your Email Will NEVER Be Rented, Sold Or Misused!

Wanna spice up your blog with readers?

Well, blogging is a very powerful way to build relationships as a home business expert and to recruit new leads as well as make sales through your blog.

Here are some techniques Brian Clark from [Copyblogger](#) who is an expert in teaching bloggers how to write like copywriters. Here is my spin on how it works for home business owners and network marketers.

1. Who Else Wants...

People get sucked in to this headline because they don't want to be left out. It implies that a lot of people are using it so it sucks in readers like crazy.

Remember the 3 most important things all home business owners want:

- Who else wants to generate more leads?
- Who else wants to create more cash flow?
- Who else wants to brand themselves like an expert?

2. The Secret of [Whatever]

People would all love to learn new things, especially when they are hidden away from the public eye. They would want to know more about it when they can't have it so here are some examples...

- The Secret of making money online
- The Secret of getting more traffic to your website
- The Secret of getting other marketers to promote your products

3. Here is a Method That is Helping [target market] to [do something]

You can narrow down your target audience (or your prospects) and entice them with a 'reward'

- Here is a Method That is helping Home Business Owners To Save Hundreds Advertising
- Here is a Method That is Helping Network Marketers To Get More Downlines
- Here is a Method That is Helping MLM Bloggers To Get More Traffic

4. Little Known Ways to [do something]

Similar to the one above

- Little Known Ways to create a home business advertising campaign
- Little Known Ways to get more sales from email marketing
- Little Known Ways to build your brand

5. Get Rid of [persisting problem] Once and For All

Getting rid of a persisting pain always work and for home business owners, you can talk about

- Get Rid of your fear of rejection once and for all
- Get Rid of prospecting rejection once and for all
- Get Rid of downline attrition once and for all

6. Here's a Quick Way to [solve a problem]

Who doesn't want quick solutions to their problems

- Here's a Quick Way to overcome rejection
- Here's a Quick Way to develop a rejection free system
- Here's a Quick Way to automate your business once and for all

7. Now You Can Have [something desirable] [great circumstance]

There is the classic “have your cake and eat it too” headline — and who doesn't like that?

- Now You Can Quit Your Job and Make Money From Your Home
- Now You Can Get More Downlines Without Spending a Dime
- Now You Can Make Tons Of Money Without Spending It First!

8. [Do something] like [world-class example]

Gatorade milked this one fully with the “Be Like Mike” campaign featuring Michael Jordan in the early 1990s.

- Build a huge network like Randy Gage
- Become as popular as <famous MLM leader>
- Blog Like Copyblogger

9. Have a [or] Build a [blank] You Can Be Proud Of

Appeal to vanity, dissatisfaction, or shame. Enough said.

- Build a huge downline network that You Can Be Proud Of
- Have the confidence that You Can Be Proud Of
- Build a Blog Network You Can Be Proud Of

10. What Everybody Ought to Know About [blank]

Big curiosity draw with this type of headline, and it acts almost as a challenge to the reader to go ahead and see if they are missing something.

- What Everybody Ought to Know About magnetically attracting your prospects
- What Everybody Ought to Know About generating leads on the Internet
- What Everybody Ought to Know About Writing Great Email Headlines

The Art Of The Pre-Sell Or The Softsell

Making money with your blog posts is always a very good way to multiply your sources of income with your home business.

But when you are writing blog posts, soft selling requires you NOT to write it like a sales letter (or hard selling as in ‘BUY IT NOW’!)

When people come to your blog, they are not in the frame of mind to buy something or part with their money right away. You need to slowly ease them into the process by sharing your **opinion** or give your two cents worth, as though you are sharing to a friend in a personal sort of way.

The best way you can overcome this problem is to see how other popular bloggers promote their products.

They talk about it in such a way that people do not feel as though they are being sold.

This holds true for review sites because when you give an honest review about a product that people are already thinking about buying, they will easily buy through your affiliate link – and that is why blog reviews are so darn effective because you do not need to hard sell at all.

Chapter 7: The Fastest Way To Drive Traffic From Social Bookmarks

Summary



Search engine optimization is a lot about getting quality links.

That's where social bookmarking comes in.

There is no easier way than to go to a social bookmarking site to submit your blog and watch as traffic beats a path to your virtual doorstep.

Digg Headlines

Web copywriting for home business owners is a gold mine because you do not need to write lots of words in order to drive traffic to your website!

Of all the social networking sites that teaches home business owners about copywriting, www.digg.com stands out from the rest.

Here is a very good example about how Digg headlines can help you:

“How I Learned To Be A Hair Styling Expert From A Bald Barber”

Does this headline catch your attention? For starters, would you even trust a bald barber or a thin chef? Maybe... maybe not! But it sure catches your attention because of the controversy involved.

Here are a few examples on how you can utilize social media to your advantage and write ‘Digg’ headlines to drive traffic from social bookmarking sites. Remember, you have to keep your headlines short and sweet because there are millions of headlines pouring in every minute.

- Increase Your [Heart’s Desire] within [Short Timeframe]

Once again, people want fast results like microwave ‘instant’ noodles so make sure you let them know that.

e.g. Increase Your Home business leads within 329 Days

How-to Improve Your [Heart’s Desire] through [a number of] Easy Steps

Everyone likes a list of steps listed one at a time so it's very important to let them know that it is easy to do so.

e.g. How-to improve your blog rankings through 7 Easy Steps

[Product Name] Scam. Don't be ripped off like me...

This is sort of like 'reverse psychology' to get people to click on it. You portray something controversial or shocking and it works like a charm.

Internet marketing product scam. Don't be ripped off like me...

How-to [do something] - The Ultimate Guide

Positioning yourself with the 'ultimate guide' gets people to learn everything from you so that they don't need to learn from other people.

e.g. How to generate endless leads for your home business – the ultimate guide.

The [expert's name] Approach to [What the expert is good at]

Let the 'expert' lead the way.

e.g. The Jaz Lai approach to generating endless leads in network marketing!

Other factors

Here are additional tips you must watch out for if you want to make full use of your copywriting skill in social bookmarking...

1. **Describe Vividly.** Your headline must convey as much benefits or else no one will be able to grasp what your new fad is all about. Thinking of a good headline takes time. But, always remember this – will you click on something that doesn't catch your attention or describe what you are interested in?
2. **Use Powerful Words.** Top, Free, How, Secret, You. Think about action words that encourage people to do something. Once you can get someone emotional, you have the best traffic tool available.
3. **Be Personal.** The Internet can be a very cold and dark place if you do not add in the personal touch. Let the reader connect with you when you acknowledge them as a person rather than writing for the search engine robot.
4. **Be Bold.** If you don't stand out from among the crowd, you will be lost in the huge sea. You have to be bold and proclaim your worth – let people see your strengths and they will stick with you.
5. **Ask People Questions.** If you ask someone a question, it engages their intuitive faculty and they will be able to respond to you.

Chapter 8: The Art Of Writing A Good Press Release

Summary



“Read all about it, Read all about it!”

Tell the world that you are there and harness the power of powerful press releases.

What Is A Press Release?

A press release is a very good way to get the news out about what you are selling. Basically, it is written in order to highlight an important event, program, or piece of information by an organization that succinctly describes the who, what, where, when, why and how of the story.

The Internet or the media are always looking for a piece of worthy news to publish and if you can position it in such a way that it is spoken of as though it is in the 3rd person then you have a good chance to get the word out. This holds true for the home business industry.

The most important thing about writing a good press release is to be newsworthy, not promotional.

Have you watched the evening news? Have you ever seen a reporter hyped up about a piece of news as though they are trying to SELL it to you?

It would look really weird, right?

And also, emphasis should be on being unique and NOT superior. If you try and outplay another competitor, it will not sound like news but you will fall into the overly promotional trap once again!

You can submit press releases to free or paid press release sites like these:

- 1888PressRelease.com
- 24-7 Press Release
- AddPR.com
- BizEurope.com
- eCommWire.com
- Express-Press-Release.com
- Free-News-Release.com

- Free-Press-Release.com
- Free-Press-Release-Center.info
- FreePressIndex.com
- FreePressRelease.co.cc
- FreePressReleases.co.uk
- i-Newswire.com
- IndiaPRWire.com
- MediaSyndicate.com
- MyFreePR.com
- NewswireToday.com
- PageRelease.com
- PR.com
- PR9.net
- PR-Inside.com
- PRCompass.com
- PRlog.com
- PRurgent.com
- PRzoom.com
- PressAbout.com
- PressBox.co.uk
- PressFlow.co.uk
- PressMethod.com
- PressRelease.com
- PressReleasePoint.com
- TechPRSpider.com
- TheOpenPress.com

Guidelines For Writing A Good Press Release

Here is a very useful guide for writing a good press release by WebWire.

News and Press Releases are more effective and acceptable to the many distribution outlets provided by WebWire when they:

1. Are written in the "third person" and are configured like a news story.
2. Do not convey negative language toward a company, product, person, service, event, socio-economic or ethnic group, among others.
3. Include information that is of value to the reader.
4. Are truthful and do not misrepresent the truth.
5. Do not include "advertising" or "hard sell" language such as "Opportunity of a lifetime ..." or "Call this number to learn more ..."
6. Do not speak to the reader by including phrases such as "By doing this you will get that ..." or "Are you in need of ..."
7. Include at least one quote. In other words, your release will be more effective if it includes this structure: According to Mr. Smith, the Managing Director, "We are looking forward to our new partnership with ...".

8. They are not unilateral statements of opinion or alleged fact. Your message is better received when it's news, including some semblance of balance.
9. Include statements conveying fact that credit the person or organization responsible for determining the fact. Statements of fact should read; "According to the XYZ foundation, eating paper is not a good nutritional option ...".
10. When written in proper English including complete sentences and paragraphs with emphasis on good grammar, punctuation, spelling, capitalization and sentence structure. Be careful of lists and one sentence paragraphs, they will make the release less effective.

Chapter 9: AdWords – The Art Of Short Text

Summary



To succeed in business, you have to buy low and sell high.

That's what Google AdWords is all about, buying cheaper traffic from Google and selling that traffic more profitable products.

But be warned... On the Internet, Google is God... and to appease this God, you need to give the right offerings or face its wrath.

Shorter Is Better

You don't need perfect English in order to bring in endless leads with Google AdWords. The beauty about AdWords is that it forces you to maximize the words in your copy since you only have 3 lines and a very limited number of text per line.

So how does Google AdWords work?

Google AdWords offer top positions among the sponsored listings for particular keywords or phrases you choose. The idea for bidding is you have to buy or bid on keywords/phrases relevant to your business. The highest bidder gets to be on the top of the search result listing and the second highest bidder, of course, gets the next top listing and so on. Every time a visitor clicks on your ad, you will have to pay the same amount that you bid on that particular keyword.

The image is a screenshot of a Google search results page for the keyword "weight loss". At the top, the Google logo is on the left, and the search bar contains "weight loss". To the right of the search bar are links for "Search", "Advanced Search", and "Preferences". Below the search bar, the page shows "Results 1 - 10 of about 76,100,000 for weight loss. (0.08 seconds)".

The search results are divided into two main sections: "Web" and "Sponsored Links". The "Web" section lists organic search results, including "Marie France Bodyline" (Ad 1), "Weight Loss in Singapore" (Ad 2), "Weight Control - WebMD", "Weight Loss" (about.com), and "L A Weight Loss Centers". The "Sponsored Links" section lists paid advertisements, including "Want to Lose Weight & Feel Better?" (Ad 3), "You will lose weight fast" (Ad 4), "Lose 20 lbs in 3 Weeks" (Ad 5), "Wen & Weng Medical" (Ad 6), and "Expressions International" (Ad 7).

Red arrows point from the text "ADWORDS" to the "Sponsored Links" section. Overlaid on the image in large red text is the phrase "THE HIGHER PRICE YOU BID, THE HIGHER YOUR AD WILL BE".

- To set up your AdWords account, click here <http://adwords.google.com>

Let's start off by understanding some of the important terms in Google Adwords:

Campaign - A campaign consists of one or more ad groups. Let's say you have a website that promotes various health products. You might have a campaign set up called "Health Products." Within that campaign you would then set up a number of different ad groups for the various products that you sell, such as acne cures, cold sore treatments, etc.



Campaign Summary

Last month (Oct 1, 2007 to Oct 31, 2007)

☒ Last month
☐ Oct 1, 2007 - Oct 31, 2007

Online Campaigns hide show: all all											
<input type="button" value="Pause"/> <input type="button" value="Resume"/> <input type="button" value="Delete"/> <input type="button" value="Edit Settings"/> Customize columns + Create a new campaign: keyword-targeted 											
<input type="checkbox"/> Campaign Name ▲	Current Status	Current Budget ?	Clicks	Impr.	CTR	Avg. CPC	Avg. CPM	Cost	Conv. Rate		
<input type="checkbox"/> Campaign #1	Deleted	[\$5.00 / day]	0	0	-	-	-	\$0.00	0.00%		
<input type="checkbox"/> Curry Puff	Deleted	[\$10.00 / day]	0	0	-	-	-	\$0.00	0.00%		
<input type="checkbox"/> Jaz Impression	Deleted	[\$5.00 / day]	0	0	-	-	-	\$0.00	0.00%		
<input type="checkbox"/> Jaz PPC	Deleted			0	-	-	-	\$0.00	0.00%		
<input type="checkbox"/> Johnny ppc	Deleted			0	-	-	-	\$0.00	0.00%		
<input type="checkbox"/> Magnetic Sponsoring	Paused	[\$10.00 / day]	0	0	-	-	-	\$0.00	0.00%		
<input type="checkbox"/> Matt Morris	Deleted	[\$10.00 / day]	0	0	-	-	-	\$0.00	0.00%		
<input type="checkbox"/> Quiz 1	Paused	[\$1,000.00 / day]	149	7,982	1.86%	\$0.10	\$1.84	\$14.69	8.05%		
<input type="checkbox"/> Success University	Deleted	[\$10.00 / day]	0	0	-	-	-	\$0.00	0.00%		
<input type="checkbox"/> success university 1	Deleted	[\$10.00 / day]	0	0	-	-	-	\$0.00	0.00%		
Total - all 10		\$0.00 / day (0 active)	149	7,982	1.86%	\$0.10	\$1.84	\$14.69	8.05%		

Ad Groups - An ad group is one or more ads that target a specific keyword. So let's say given the above example that you are selling a cold sore treatment. You may have 3 or 4 different ads that you want to have rotated for that cold sore treatment. The ad group would consist of those 3 or 4 ads.

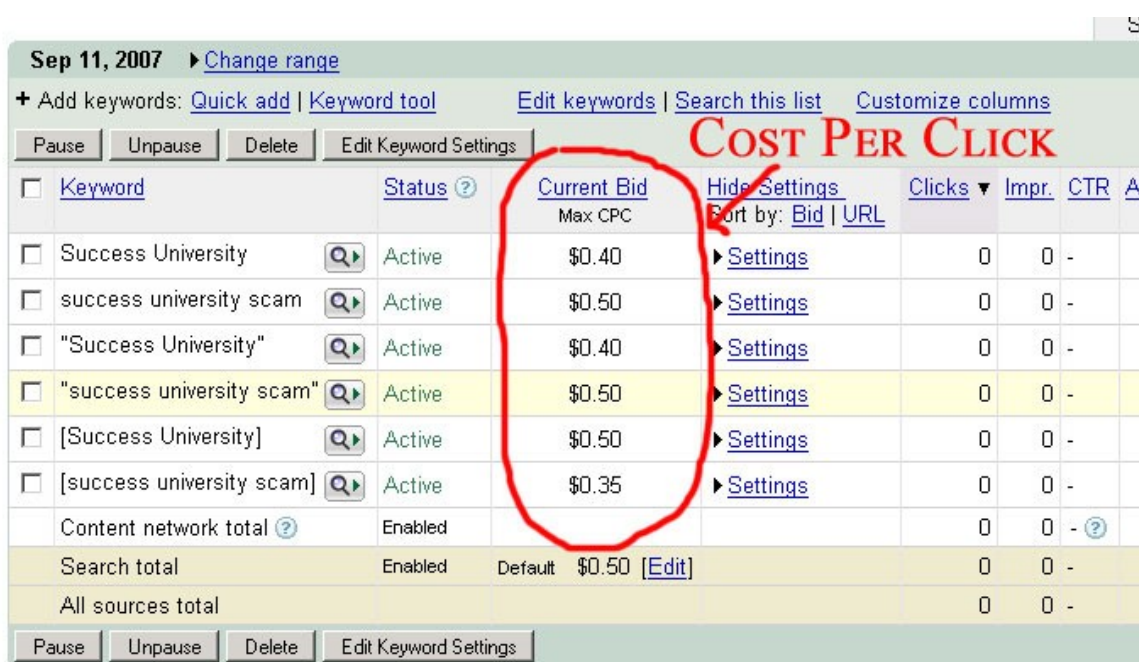



[View all ad groups](#)

<input type="checkbox"/>	Ad Group Name	Status	Default Bid Max CPC	Clicks ▼	Impr.	CTR [?]	Avg. CPC	Cost
<input type="checkbox"/>	Success University Keywords	Campaign Deleted		0	0	-	-	-
<input type="checkbox"/>	Success University misspell keywords	Campaign Deleted	\$0.30	0	0	-	-	-
Total - all 2 ad groups		-	-	0	0	-	-	-

Reporting is not real-time. Clicks and impressions received in the last 3 hours may not be included here.
 There is a 24 hour delay in conversion tracking reporting.
 Time zone for all statistics in this account: (GMT+08:00) Singapore. [Learn more.](#)

CPC - This stands for cost per click. This is one of the most important terms in your Adwords campaign. This is what you will pay each time somebody clicks on one of your ads. The problem with this is that this isn't a fixed cost. You set the max CPC, but depending on a number of factors, this cost per click could actually be less than your max or not enough to cover it and your ads do not get shown. The higher the conversion rate of your ad, the lower you pay for your keywords.



Sep 11, 2007 ▶ [Change range](#)

+ Add keywords: [Quick add](#) | [Keyword tool](#) [Edit keywords](#) | [Search this list](#) [Customize columns](#)

[Pause](#) [Unpause](#) [Delete](#) [Edit Keyword Settings](#)

<input type="checkbox"/> Keyword	Status ?	Current Bid Max CPC	Hide Settings Sort by: Bid URL	Clicks ▼	Impr.	CTR	A
<input type="checkbox"/> Success University Q▶	Active	\$0.40	Settings	0	0	-	
<input type="checkbox"/> success university scam Q▶	Active	\$0.50	Settings	0	0	-	
<input type="checkbox"/> "Success University" Q▶	Active	\$0.40	Settings	0	0	-	
<input type="checkbox"/> "success university scam" Q▶	Active	\$0.50	Settings	0	0	-	
<input type="checkbox"/> [Success University] Q▶	Active	\$0.50	Settings	0	0	-	
<input type="checkbox"/> [success university scam] Q▶	Active	\$0.35	Settings	0	0	-	
Content network total ?	Enabled			0	0	- ?	
Search total	Enabled	Default \$0.50 [Edit]		0	0	-	
All sources total				0	0	-	

[Pause](#) [Unpause](#) [Delete](#) [Edit Keyword Settings](#)

There are a lot more terms that you must be familiar with. If you want to see the whole list, Google actually has a glossary on all their terms. It might require some reading time and can be found here...

<https://adwords.google.com/support/bin/topic.py?topic=29>

-

Now that we've gotten the main terms out of the way, let's move on to some strategies.

Choosing Keywords

Some keywords tend to be more expensive than others, especially popular ones. It is vital to select the right keywords, in order to get your money's worth. This is why it is important to manage your PPC campaigns wisely. Sometimes you are better off opting for the less popular keywords that are not so expensive, especially if you have a limited budget.

The more keywords you have, the more traffic you will drive to your website.

Decide which keyword phrases to opt and bid for. Do some keyword research, either by actually looking at existing search terms or with the use of online keyword suggestion tools, to know which terms are used mostly when searching for items that are relating to your business. Focus on specific long tail keywords, not on general ones.

GENERAL KEYWORDS

HIGH SEARCHES



HIGHLY
COMPETITIVE



HIGH
KEYWORD COSTS



Usually the general keywords will be much more expensive and very competitive.

Examples of general keywords are (network marketing industry):

Internet Business

Home Based Business

Network Marketing

Home Based Business Opportunity

How To Earn Money Online

Affiliate Internet Program

Online Network Marketing

MLM

Although these keywords have high searches, you may want to stay away from it when you are just starting out as they are very costly and are highly competitive. Most people who key in the above keywords in the search engines are mostly still searching for something. They are what I call “**Searching Keywords**”.

Instead of aiming for general keywords, use very specific keywords under the following categories:

Name of the product you are promoting
Website URL address that you are promoting
The name of the guru or product owner
Company name
Symbol
Product title
Author name
Specific terms

I will pick 1 category and show you how to zoom into the specific keywords. Imagine that I am in the network marketing/ MLM industry, under “name of the products that I am promoting” category. I will list all the specific names of the network marketing companies.

So the keywords will be:

Success University
Amway
Nu Skin
Agel
WBG
Avon
FreeLife International
eCosway
Isagenix
Mary Kay
Shaklee

When we use the specific keywords like the one above, we know that our prospects are interested in network marketing. They know what specific interest they are looking for, if they are not, they won't be keying in the company names.

So if you bid on these keywords, you will have a good idea that most of them are almost ready to purchase something.

Think now ... if prospect A keys in "Network Marketing" in Google and prospect B key in "Amway". Who do you think are more targeted?

Of course prospect B is more targeted as he or she has already moved pass the phrase "network marketing" and are now zooming and searching for companies to join or purchase from.

When searching for your Google Adwords keywords, use the categories that I have shown you as a guide to create your own list of keywords.

They definitely have fewer searches compare to general keywords, but they are more targeted, less expensive and less competitive.

There are 3 types of keywords you can use in your Adwords campaign.

- a) keyword = broad match
- b) "keyword" = phrase match
- c) [keyword] = exact match

A) Example of **Broad match** :

Network Marketing

When you bid on the keyword 'Network Marketing' and someone searches for 'Network Marketing' in Google, your ad will appear.

But when someone searches for '**Network** Computer', your ad will also appear. If someone searches for 'Online **Marketing**', your ad will also appear. Anyone that searches for any keywords containing the word 'Network' or 'Marketing', your ad

will appear. Generally, broad match can bring you huge amount of traffic but it is un-targeted. You would need to be careful if you are using broad match.

B) Example of **Phrase match** :

“Network Marketing”

Phrase match keyword is more targeted than broad match.

When someone keys in ‘How **network marketing** works’, your ad will appear.
When someone keys in ‘Internet **network marketing**’, your ad will also appear.
If someone keys in ‘network computer marketing’, your ad will not appear.
If someone keys in ‘**network marketing** is hot’, your ad will appear

In Phrase match, as long as someone keys into Google the exact keyword phrase that you have bid on, your ad will appear. It doesn’t matter if there is any extra word in front of your keyword or after your keyword.

C) Example of **Exact match** :

[Network Marketing]

Exact match keyword is very targeted. Your ad will only appear if someone keys in exactly the keyword that you are bidding on. If your bid on [Network Marketing], your ad will only appear if someone keys in ‘network marketing’ in Google.
If they keys in ‘Network Marketing Companies’, your ad will not show.
If they keys in ‘How network works’, your ad will not show.

They have to key in the exact keywords you are bidding on before your ad will appear.

Now that I have shown you the different ways you can target your keywords, which one should you use?

When you are starting out, I will strongly suggest that you to work on targeted keyword matches for your keywords. That means, I recommend you to use “Phrase Match” and [Exact Match] when starting out your AdWords campaign.

Monitor your ad spending and profitability before you decide if you want to add in Broad Match.

You can use this free keyword research tools to search for more keywords
<https://adwords.google.com/select/KeywordToolExternal>

Guide To Writing Simple And Effective Ads

Writing your ad is one of the important components in your AdWords campaign. This is a bottom line business and the bottom line with ads is that if your ad isn't compelling enough, nobody is going to click on it. Considering that you only have 3 lines to work with, this doesn't give you a lot of words to work with. This is where you have to be very selective and come up with 3 clever lines that are going to work.

The best way to go over ad writing is to take your ad one line at a time.

Headline - This has to capture the attention of the person who sees your ad immediately. Let's say you're selling a book on curing acne naturally. You might use a headline like "Cure Acne Naturally." Remember, you only have 35 characters, so make it short, to the point and powerful. You may also want to make sure that your **main keyword** is in the headline.

First Line - Your first line has to be just as powerful as the headline. There is no room for fluff. You want the first line of your ad to be the **most important benefit** of your product. Let's say you have an acne cure that's natural and will cure acne in 3 days. The 3 days part is the main feature. So your first line might read "Cure Your Acne In 3 Days." This is certain to get people's attention.

Second Line - Your second line has to reinforce the first line. Regarding the first line, you listed the most important benefit – that your acne will be cured in 3 days. In the second line, you would list the **most important feature**. In this case, it would be that it's a natural cure. So you would put something like "All Natural Cure Guaranteed"

So your whole 3 line ad would read as follows:

[Cure Acne Naturally](#)
Cure Your Acne In 3 Days
All Natural Cure Guaranteed
www.CureAcneNaturally.com

This should certainly get a prospect to your website. It's then up to your sales copy to sell them on the product. You're not going to do that in 3 lines, but you can get them excited enough to at least check out the site.

** Another easy way to craft your headline is to model your affiliate sales page. Look through the sales page headlines and bullet points and pick up the benefits and features from there.

If possible, input your keywords into all of the text of your ad. With the above ad example, if someone keys in "Cure Acne Naturally" in Google, the above ad will look like this:

[Cure Acne Naturally](#)
Cure Your **Acne** In 3 Days
All **Natural Cure** Guaranteed
www.CureAcneNaturally.com

Look at the ad above and look at the ad below:

[Cure Acne Naturally](#)
Cure Your Acne In 3 Days
All Natural Cure Guaranteed
www.CureAcneNaturally.com

Do you think the 1st ad stand out more than the 2nd Ad?

So it is very important to put your main keyword into your ad so that you can make your ad stand out from the rest.

Here is a video that will teach you how to setup your AdWords Account

Here's the video that will take you step by step on how to set up your Google AdWords account.

<http://www.7figurecodevideos.com/thankyou/videos/adwordssetup.html>

Calculating Your Maximum Cost Per Click (CPC) For Your Keywords

In order to determine the maximum cost of your keywords, you need to do a bit of calculation first.

Here's how to do it.

On average, my advice is to start your CPC for each keyword at around \$0.20-\$0.30.

If your keywords are less competitive, you can move the price downward, but if it is more competitive, I don't suggest you to increase your price when you are very new to AdWords.

Let's say on average, you bid **\$0.20** for your keywords and your squeeze page converts at **20%**

So what's going to happen is that for every **100 click** from your Adwords, **20 people** will opt in to your autoresponder (**your cost will be \$20 for the 100 clicks, 1 click will be \$0.20**)

Let's say your affiliate sales page is converting at **5%**. You will receive **1 sale** for every 20 people who opt in to your squeeze page ($20 \times 5\% = 1$).

If your affiliate product cost \$67 and you earn 50% from it. Your gross profit will be \$33.50.

Your cost is \$20

Your gross profit is \$33.50

Your final net profit will be **\$13.50**

How to calculate your CPC - \$33.50 (Gross profit divided by number of clicks)

100 = **\$0.33**

It may be a bit confusing when you are still starting out but the picture will become clearer when you take action and start your AdWords campaign.

What you need to take note of are:

- a) The total cost of your keywords
- b) What's the conversion rate of your squeeze page – Traffic to leads (number of opt in in your autoresponder divided by the number of clicks in your Adwords multiple by 100)
- c) What's the conversion rate of your affiliate sales page – Leads to sales (number of sales divided by the number of leads in your autoresponder multiple by 100%)

Once you know the conversion rates of b and c, there are many ways you can do to improve the conversion and profits.

* Note - It is wiser not to bid for the top spot for two reasons:

- 1) It is very expensive
- 2) Searchers usually try different search queries in various search engines before they settle on the right one that fits to what they are looking for. They will also look at the most of the ads before they hit the right one. Try to bid for the fourth or fifth spot instead and work your way up.

Important! You should always remember to check your campaign and your bids. Do not overbid! Check your profit against your spending. If you see no progress then most likely you have to drop your ad campaign.

Split Testing Your Copy

The way you get your CPC lowered is to get ads that perform well. In other words, an ad that gets 10 clicks for 100 impressions is going to have a lower CPC than an ad that only gets 1 click for 100 impressions. Why? Well, it seems that Google likes to reward ads that perform well. They feel that if an ad is getting many clicks that it must be a highly relevant ad. Relevant ads get lower costs. So, the question is, how do we use this knowledge to our benefit?

The simple way is to do what we call split testing. This is where you write 2 different ads for the same product and rotate them. Over time, one of the ads is going to outperform the other. When this happens, the ad that is doing better is going to have a lower CPC. However, the ad that isn't doing as well might actually end up with a higher CPC.

1 of 2 - [view all](#)

Oct 1, 2007 to Oct 31, 2007 Change range									
Pause Unpause Delete + Create New Ad: Text ad Image ad Local business ad Mobile text ad Click-to-play video ad Custom									
<input type="checkbox"/> Variations ▼	Actions	Status	% Served	Clicks	Impr.	CTR	Cost		
<input type="checkbox"/> {Keyword: Daegan Smith} How Did (Keyword: Daegan Smith) Did It. Here's Their Secret www.OnlineMLMSchool.com	Edit	Active	21.4%	28	1,710	1.63%	\$2.57		
<input type="checkbox"/> {Keyword: Daegan Smith} Here's How (Keyword: Daegan Smith) Did It. Take Your Free Quiz Here www.OnlineMLMSchool.com	Edit	Active	16.3%	16	1,298	1.23%	\$1.60		
1 edited or deleted ads			0.0%	0	0	-	\$0.00	0	
Total: Text ads on content network			0.0%	0	0	-	\$0.00	0	
Total: Text ads on search			100.0%	149	7,982	1.86%	\$14.69	8.0	

[CLICK HERE TO SPLIT TEST](#)

[Create an ad variation](#) to test different messages, at no extra cost.

What you want to do is kill the ad that isn't performing well. Then after you have done that, take the ad that is doing better, copy it to a new ad and then take the new ad and make minor changes to it. Then, let the campaign run again. If the new ad does better than the old ad, kill the old ad and copy the new ad to an even newer ad and make changes again.

You'll keep doing this until you reach the CPC that you are looking for. Eventually you will reach a point where both ads are performing exactly the same. When this happens, you can either let both ads run or kill one of them.

This requires a daily watch over your ads. It's a lot of work, but if you keep after it, the results will be more than worth the effort.

Now, how long do you want to do this testing for?

Use the website as a gauge <http://www.splittester.com/index.php>

Key in the number of Clicks and CTR% for both ad and the website will tell which ad will perform better in the long run.

Split testing is something that you absolutely have to do if you're going to have any success with your AdWords campaign.

Another tip I would like to give you in order to increase your ad conversion is the headline of your ad and the headline of your landing page.

They MUST match.

Why? Well, without going into a lot of psychological mumbo jumbo, let's just say that if a person sees a subject that says "Natural Acne Cure" on your Adwords ad, clicks on it and then see... "Natural Acne Cure" as the header of your landing page, they are going to think, and they do this in a split second, that they are in the right place and will most likely read what's there.

If they DON'T match, they will most likely leave on the spot.

Chapter 10: The Art Of Writing A Good Affiliate Promo Page

Summary



Your army of affiliates will serve you well, General.

You have to give them a worthy cause and they will fight for you.

Watch over your men and they will make ‘a killing’ for you.

Why Do We Need To ‘Sell’ To The Affiliates?

Creating your own products for your home based business is one of the fastest ways to brand yourself as an expert and use it to generate leads and cash flow easily.

But why is that so?

For starters, building a product allows you to increase your exposure.

But the more important fact is that you can leverage on affiliates to drive targeted paid traffic to your websites even if they don’t buy anything, at least they will still be in your lead capture funnel.

Therefore your affiliates are like your salesman (or even in some cases, downlines) who are your lifeline. Without them, you won’t get a lot of sales volume.

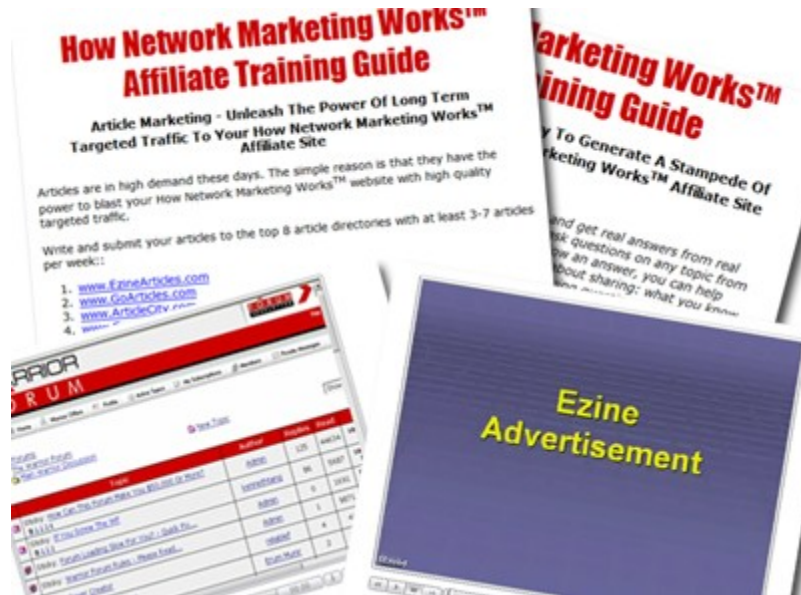
Bad news is, affiliates are busy people and we need to convince them why they must promote our product...

So the first thing you need to do is to ‘sell’ them the idea why your affiliate program is the:

- Most lucrative
- Pays the most frequently
- Has the best conversion rates
- Etc...

Jaz Lai has a very good affiliate signup page that you can sample and it is very complete:

<http://hownetworkmarketingworks.com/affiliate/>



Another very important component you need to 'supply' your army of affiliates with weapons and ammo are promotional content like articles, banner ads, promotional emails, blog posts, etc...

The more the merrier!

How To Ensure That Your Affiliates Keep Selling

Affiliates can be a very fickle bunch, but as far as promoting home business products are concerned, there is only one thing that can keep them in line:

MORE SALES!

People want effortless promotion. They want to make more money by doing less. Your job as a home business product merchant is to ensure that the sales keep coming in and you give them as little support issues as they can.

You have to give your affiliates updates from time to time and use your copywriting skill to convince them to promote your products over and over again.

One of the best ways is to launch a new product and you can add value for your affiliates by letting them promote it.

Affiliates are just like your customers, they will more likely promote a product when they have promoted (and most probably make sales with it) yours before the same way a customer would buy from you again when they have bought from you previously.

Here are 5 copywriting methods that will ensure that your people will stick with you:

- Promise affiliates that they will get their money promptly. Nothing pisses off an affiliate than late or delayed commissions.
- You must let them know that they can promote with minimal effort and they will get maximum results. This will work if you have tons of materials they can cut and paste into their autoresponder, blogs and other marketing

areas. If you do not let affiliates know that you ‘have their back’, they will not even consider promoting your home business products

- You can also bribe them with a cash prize for achieving a number of sales. This holds true especially during a big product launch because that is when the traffic and the buzz is the highest.
- One more good strategy is that you must let the affiliates know that they can make money from their promotional efforts over and over again. In other words, all they need to do is promote your product ONCE and they will be paid over and over again (either through recurring commissions or a ‘cookie’ is placed for a very long time on the customer’s computer – so that the affiliate will still be credited if the customer buys after a very long time)

Chapter 11: The Art Of Writing A Good Sales Letter

Summary



Sales letters – the lifeblood of direct response marketing.

They slave tirelessly day and night to sell products for you.

They neither sleep nor slumber, but they are the most hardworking ‘manpower’ you will ever find on the Internet.

Mastery of this skill will almost guarantee you instant success and turn even the poorest men into home business moguls.

The Proper Sales Funnel

The most effective strategy you can have to achieve success is to focus on this sales funnel below.



Note that while sales letters sell products that make you money, you must always begin with a low ticket, high value **information product** like an E-book.

You see, nobody will join your home business upon first contact – it is like asking a guy or a girl to marry you after the first date.

Unfortunately, most people are so eager to recruit new people that they neglect to build the trust and the rapport between the prospects leading to a decision that is based upon the emotional spur.

What a good front end product does is that it **QUALIFIES** your prospect for you while it allows you to build a relationship with them while establishing your credibility.

So in other words, you are qualifying your potential business partner because you should only be looking for quality people in your network.

So based on the chart above, you can do the following:

1. Start off with a lead capture page (see chapters above on how to create one) and give away a free report. The free leads are where you will generate a pool of paying customers.
2. The next component is where you will bring in lots of paid customers from your free list. You can turn free people into your paying customers if you write a sales letter that markets a generic, valuable information product. This is especially targeted for home business owners who are in different opportunities because they are well versed with the industry.
3. Once you have a list of paid customers, you will be able to share the value of your products with them. The foundation of a solid business rests on the quality of your product. However, you don't want to peddle your products like a sleazy salesperson so it is always better to start from where your generic info product left off.
4. Once they are convinced that your product is good, they will feel confident marketing it and only then, is where you talk about your business opportunity.

In the next part, I will share with you the keys to writing an effective sales letter.

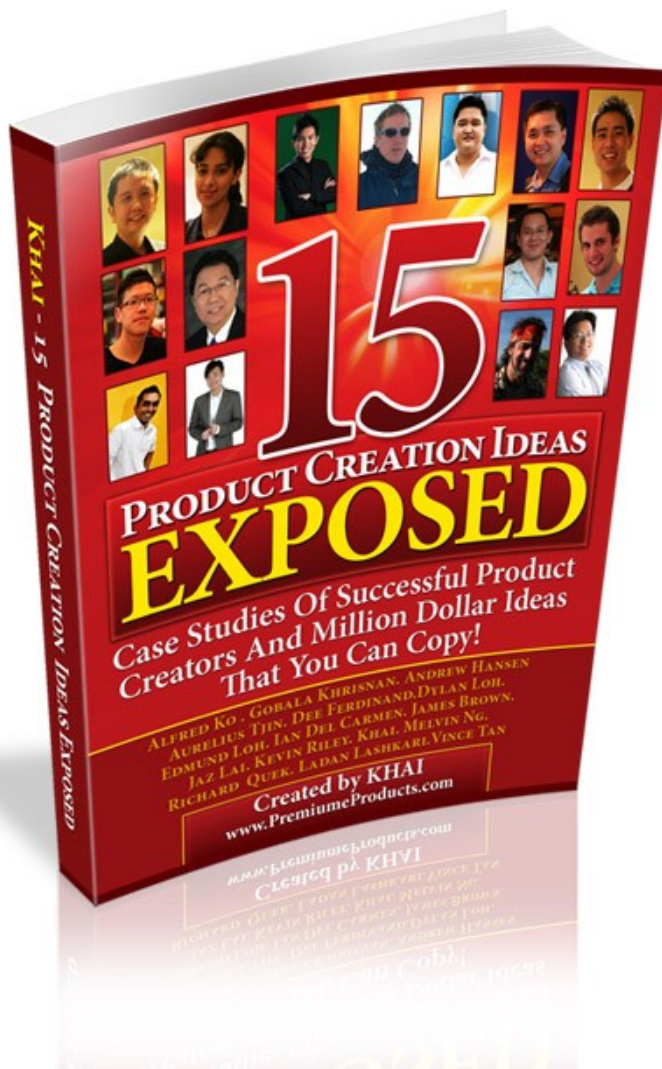
Swiping Your Way To Success

The easiest method you can use to come up with an effective sales letter is to 'swipe' from others.

Here's an example how I did it:

"Discover How You Or **ANYONE Can
Legally Steal Million Dollar Product
Creation Ideas From 15 Successful
Marketers And Literally Copy And
Paste Your Way To Success... Right
This Very Moment!"**

As you can see, this is one of the headlines I used to sell my best selling Internet marketing product – [15 Product Creation Ideas Exposed](#).



Here's how you can swipe it easily and use it for your own headlines:

**"Discover How You Or ANYONE Can <Do
Something> For A <Successful
Product Idea> And Literally**

<Accomplish A Successful Trait> To Success... Right This Very Moment!"

All you need to do is to replace the <boxes> with your own product and you have a good headline already.

This book comes bundled with a huge list of swipe files and you can easily use those headlines there for your own product and sales letter.

When it comes to the body of the sales letter, my best advice is to start with a personal, compelling story about yourself and why you are selling the product. This is the best way to help copywriters who are just starting out because only YOU know your own story best.

And when it comes closer to the end of the letter, always focus on the BENEFITS of the product (what it brings to the customer) rather than focusing on the features.

Chapter 12: Maximizing Every Dollar

Summary



You have learnt the skills, it's time to hone them and become the master.

The Art Of The Upsell

Now that you have a rough idea how sales letters and lead capture pages work for your home business, it's time to understand the concept of an 'upsell'.

Have you ever bought a 'value meal' at McDonalds?

In the past, when people order a burger, the cashier would ask the question, "Would you like Fries with that?"

This simple question help made McDonalds millions of extra dollars every single month!

But today, everything comes in a 'set'. And they will ask you, "Would you like an upsize?" It's like getting an extra more food and drink for the price of a few cents or a dollar. If you are the customer, would you like more bang for your buck?

Affiliates are going to drive you traffic anyway so it is better to be maximizing your every dollar (similar to the McDonalds example... people drive all the way to McDonalds so you might as well sell them more by asking a simple question about the upsize).

When you **upsell** the value your products by offering them another product at a good 'discount' or a value they can identify using a **ONE TIME OFFER** then you can earn more money from the existing traffic you are already getting.

It is not uncommon to find products with at least 3-5 upsells after the customer buys the front end product.

Downsells Work As Well

Sometimes, people would like more value but they feel that it may be too pricey or they just can't identify with it.

This is where the 'downsell' comes in.

A downsell is more like sending the customer on a 'guilt trip'.

Imagine a salesman spending an hour explaining how this latest camera works and you are about to walk away to check out the competitor's wares.

He then pulls the last attempt to get you to buy by saying, "Come on, sir. I've showed you how good this is. Tell you what, why don't I give this to you at an additional discount?"

Would you feel a little 'bad' because he has worked so hard and you didn't buy from him, and now he's giving you a lower and more irresistible offer?

The fact is, downsells work because it gives you one last chance to monetize your customer.

Let's say you are selling a bunch of E-books about making money in home businesses. You are selling 4 books at \$67. The customer can't afford it so maybe you can offer him a downsell by selling 2 books at \$37 or so.

Remember, you have to be selling through your copy every single moment and if you are not selling, you have to find out WHY.

Test And Track Everything!

Here is my last piece of advice before I wrap up this book.

A good copywriter sells well. But a GREAT copywriter test and tracks everything through split testing in order to maximize his results.

You see, once you have completed your lead capture pages, sales letters, promotional emails and your AdWords campaigns, then what next? Start a new one?

You see, it is always easier to test and tweak an existing business model that to start from scratch.

Let's say you are getting an opt-in rate of 25% on your lead capture page. That's one in four signups. Every 4 visitors who come to your site, you are guaranteed to get one more lead.

But what if you can increase that signup to 50%? Wouldn't it give you twice as many leads as compared trying to drive or buying more traffic?

The same can be said for your sales letters as well.

If you can increase the conversion rate for your sales letter by 1%, and if your product is selling at \$97, a 1% increase will guarantee that you will make 10 new sales (or \$970) for every 1,000 visitors.

That's a LOT of money considering that traffic is already heading your way.

The best way to split test something is to compare an existing method (e.g. your current sales letter or lead capture page, etc) and edit a brand new page with minor tweaks like a different headline for example.

Drive half of your traffic to the old page and the other half to the new page.

Which one brings in more leads or more traffic?

When you find it, keep the winner and ELIMINATE the loser!

And all you need to do is to repeat the process over and over again!

Here is an example:

HEADLINE 1

"Discover How You Or **ANYONE Can Legally Steal
Million Dollar Product Creation Ideas From 15
Successful Marketers And Literally Copy And Paste
Your Way To Success... Right This Very Moment!"**

Example conversion rate: 1.5%

HEADLINE 2

**"Learn To Absorb Product Creation Ideas From 15
Successful Marketers And Without Spending A Cent
On Expensive Seminars!"**

Example conversion rate: 2%

So which do you pick? The winner of course!

Then you do the same again...

HEADLINE 1

"Learn To Absorb Product Creation Ideas From 15 Successful Marketers And Without Spending A Cent On Expensive Seminars!"

Example conversion rate: 2%

HEADLINE 2

"How A College Dropout Copied And Pasted His Way To Success Even If He Had No Business Or Marketing Experience... And Learn How You Can Do It Too!"

Example conversion rate: 2.5%

You get the idea?

Just rinse and repeat!

Conclusion:

Final Thoughts

Final Thoughts



Let me conclude with this thought.

At the rate home business markets are changing, it is imperative that you adapt to the right strategies on the Internet or get left behind.

Web copywriting is your best weapon and now that you have a good idea how it works out, it is time to get to work!

Take the swipe file of 100 headlines bundled with this product and make sure you **check out ALL the recommended resources below.**

Take action and watch as your success grow exponentially.

To Your Home Business Success!



Khai

The ‘Copywriter On Steroids’

<http://www.aboutkhai.com>

<http://www.mlmrecruitingonline.com>

<http://www.webfusionology.com>

Recommended Resources

How Network Marketing Works

Your essential home study course for network marketing success. This is truly the world's first and most complete online network marketing home study course. Learn from the experts on every component from A-Z network marketing business building – useful for newbies and pros alike.

Magnetic Sponsoring

Discover how you can become the hunted instead of the hunter. Attract an endless stream of new distributors and customers to you, with credit card in hand ready to join. Say goodbye to chasing people down to join your business and actually make money from all the people who say "no" to your opportunity.

MLM Recruiting Online

MLM Recruiting Online is the definitive source for everything you will need to know about sponsoring new reps through the Internet.

On this blog, you will find everything you need to generate more downlines and more money using powerful online techniques that will skyrocket your MLM business.

Black Belt Recruiting

If you haven't heard of Mark, then you are missing out. He has personally sponsored as many as 254 new reps in one year, consistently sponsors as many as 25 reps in a month, was his companies number 1 recruiter for 15 consecutive months, and has built an organization of over 10,000 reps in less than 2 years.

Watch this free interview where Mark share with you how to dominate the phone with your prospects and sponsor more people than you ever thought imaginable.

Building On A Budget

Free video that teaches you how to build your network marketing business by generating free or low cost leads for any network marketing business. Even works if you are building your business on a shoe-string budget.

Personal Development For Your Network Marketing Business

Your one stop source for all your personal development needs. Gain instant access to over 50 of the world's most famous and successful business minds and learn principles on how to build a 6 figure business by following a step-by-step system.

Is It Possible To Be An Instant Super Network Marketer?



Discover how simple it is to create online wealth!

- › Simple process
- › Earn money from home
- › Full training guide
- › No cold calling
- › Simple process

FREE 14 DAY TRIAL

Success University
www.successuniversity.com
Paving the Road to Prosperity & Freedom

HERE'S HOW TO BECOME AN "INSTANT" SUPER NETWORKER, EVEN IF YOU'RE A COMPLETE BEGINNER IN YOUR NETWORK MARKETING BUSINESS!

[CLICK HERE FOR MORE INFO!](#)

SPECIAL UNANNOUNCED BONUS! (Worth \$197)

ATTENTION: **Network Marketers** Who Want To Take Their Business To The Next Level!

If You Are:

- Sick And Tired Of Cold Calling, Buying Leads Or Hounding Your Friends & Families To Join Your Network Marketing Business...
- Sick Of Watching Your Downlines Drop Out Of Your Network Or Fail To Achieve The Results You Want...
- Tired Of Network Marketing But Desire A Way To Make Money Without Recruiting Anyone *Physically* Or *Making A Single Call*...

Then have a look at these....



Check This
← Out!



Check This
← Out!

UNLIMITED HOSTING PROFIT

Creating unlimited profit online

