The Principles to

SUCCESSFUL
COPYWRITING

skyrocket your copywriting skills

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About Saurabh

Saurabh Bhatnagar helps individuals & businesses scale their revenue using online marketing by helping them get more clients/customers.

Saurabh is the founder of multiple SAAS businesses & he is the world's finest online business growth strategist.

He has mentored multiple businesses hit 6-7 figures revenue.

Saurabh has developed his unique proprietary "TFP Formula" that he uses to generate profits & revenue online.

And that same formula is the reason behind him being behind some of Facebook's highest ROI ad campaigns & automated business funnels with highest conversion numbers.

THE PRINCIPLES TO SUCCESSFUL COPYWRITING

In the offline world, you might be able to do sales with the help of connections, but in the online world, your copy speaks on your behalf.

For this, you have to write words that have the ability to influence people to take certain actions that you want. It can be selling a product, getting signups for a webinar, or making people subscribe to your newsletter.

And here is the fact, we have seen noticeable changes in conversions every time we tweak our copies. Just by changing the words on our sales pages, we have even seen our conversions jumping up by even 4 times!

This is how powerful copywriting is, It has the power to make or break your business!

Thus, it becomes important to master this high-income skill which can help you generate a fortune for yourself.

This ebook contains strategies on how you can start your copywriting journey and what are the most crucial factors when it comes to copywriting!

Here are some of the elements to which you need to pay exclusive attention while writing your next copy. All these elements combine together to form a copy that sells-

1. **Compelling Headlines**

   You have to craft compelling headlines that grab attention by creating curiosity, urgency, telling how-to, revealing secrets, telling benefits, or even by adding a testimonial headline.

   You can visit **titlegenerator.com** to gain insights into some of the headlines that you can craft for your landing pages or websites.

   You can also check out my copywriting program's sales page headline and enroll if you're looking forward to learning copywriting in detail:

2. Use of power words.

I remember going to a place where there were two restaurants and one was filled completely while the other one was struggling to sell.

The simple reason was the board outside the first restaurant which said "Premium Vegetarian Restaurant"

Just because of the word "premium" we got attracted towards the restaurant.

Now it's your turn… Here is my [list of 390+ power words](#) that can make your copy look amazing.

Use them and write in a way that you can attract your dream customers.

3. Always keep your language as simple as possible…

Always consider your customer as a layman and provide them with the knowledge of each benefit without thinking if the person knows it or not.

Because you have no idea who can land on your page and if you have written in a super simple way, even they might get interested in what you're offering.

However, if you are using a language that is tough to understand, people will end up leaving the sales page because whatever you wrote is "french" for them!

But even if you are writing simple words, always ensure that at the end of the day, the goal of your copy is to make the conversion happen.

4. Kill the objections

Always prepare a list of objections that your customers might be having and solve them in your copy.

Even 1 objection can lead to loss of sales and therefore working on this part is super important.

I remember we were tracking activities of a prospect on a sales page and he was about to leave the page about spending a good amount of time.

We pinged him and asked him why he didn't make the purchase. His reply was, "The Product is awesome but It's for Mac (just because it was recorded on a MacBook), but I am a windows user so this software won't work for me"

We quickly pinged him and said that it was also for windows too and he bought it!

Now just think about it, how many people would be leaving your page because of such little objections without you even realizing it.

We quickly made the changes and learned a very important lesson.

Therefore, you have to solve all of these queries in the copy as well as in the FAQs section as well. You can easily find these objections by searching on google or quora and reading the doubts that people have in your niche!

5. **Use Lists/Bullets to increase readability**

Most people do not even read your copy, they have a habit of scrolling. Thus, it's your responsibility to provide a lot of information in the pointers and in a digestible format so that people can easily go through and take the action that you want.

You can also use **bold texts,** ==highlighted texts,== *Italics,* or <u>underlined</u> content wherever required to gain your prospect's attention and convert them into a sale.

6. **Emphasis on the CTA**

No matter if you tell a personal story, hit the pain points, or tell them their benefits, if you forget that at the end of the day your goal is to convert the prospect, then you'll lose the entire sales. This, you need to **give multiple call to action** as well as make these buttons bigger

I also recommend you to use green Call to action with a sub-headline that generates Fear of missing out. For example - See the screenshot below
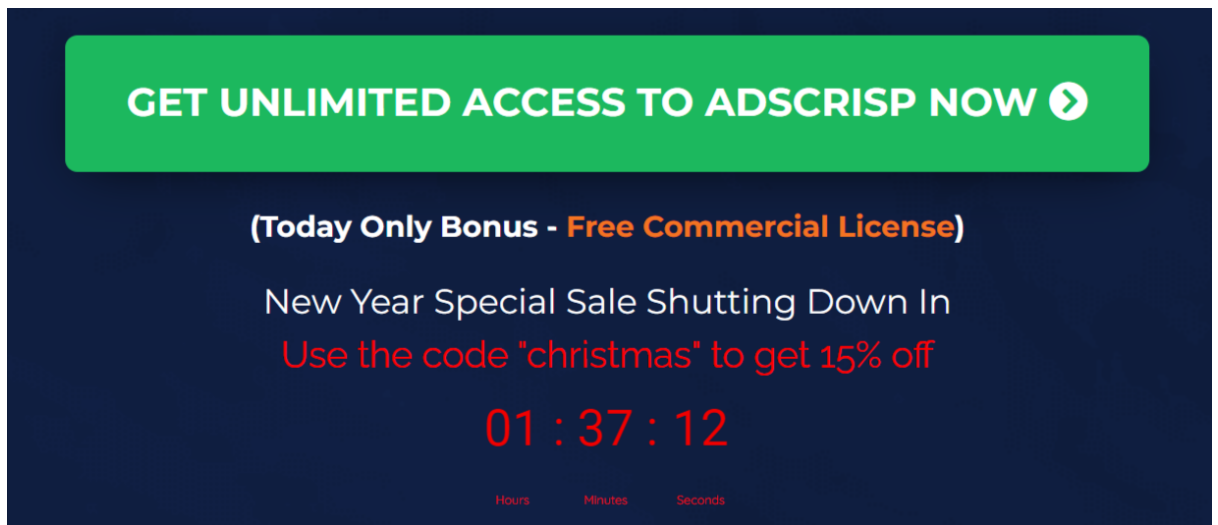
7. Create Urgency

Always win the game by building extreme urgency with a no-brainer offer. People do not take the action until they understand that the offer will not stay forever.

Thus, always write with a sense of urgency so that people can take the action that you want.

Bottom line: Your copy should have the answer to the **"WHY NOW?"** feeling that people have.

8. Take Inspiration

While writing your copy, **you have to do thorough research on google and every single platform** so that you can hit different pain points, target with multiple angles, show them different benefits, and make a compelling pitch.

For all of this, I would suggest you research top sellers of the niche and see their copies. You'll learn a lot while doing this. Also, visit various websites and take out relevant pointers and statistics which can add authenticity to your claim.

9. Make it Personal

Make it feel like you are talking to the friend and convincing him/her to take the action. The more they relate with you, the better your copy will become and the better conversions you'll get!

Other tips-

- Add videos to your pages
- Give them multiple bonuses
- Tell about your biggest USP (what makes you different)
- Don't put any other links or talk about other products
- Don't confuse people by taking the conversation into an entirely different zone
- Use complementary sub-headlines
- Create an ideal customer avatar before writing the copy and mention the problems that they had been facing.
- Collect all the resources before you start writing
- Do copywriting without distractions and if possible, do it with a notebook and pen

Always remember: **People buy emotionally and back it up with logic!**

Ps- If you want to learn copywriting in detail, you can click here and enroll in our exclusive copywriting program as well.

Some sample sales pages for you to read and learn:

https://adscrisp.com/live/
https://marketpresso.com/jv/
https://sb.flexifunnels.com/copywriting-mastery

The best way to learn any skill is to learn it by being on the ground and not by being a spectator. So, I'm attaching a task for you with this ebook-

1. Analyze your target audience
2. Find a product every day for the next 30 days from different niches
3. Do the research
4. Look at the top 5 competitor's sales pages and observe the structures
5. Write the copies

If you are looking forward to getting started in the online world and want to start and scale your first online business even as a complete beginner, you can get in touch with our experts by booking a meeting with them and join our exclusive programs today.

[Click here to book a free consultation call today!](#)

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