



STOP CHASING AWAY CUSTOMERS! BAD COPY IS YOUR WORST ENEMY

Every day, more and more of us begin new online business ventures, hoping to make a better living or just a little extra on the side. And every day, more and more of us fail.

This may seem like a negative attitude, but unfortunately, it's the truth. The Internet is a great place to do business, but finding real success is like finding a needle in a virtual haystack. So what's the problem?

To be honest, the more I surf the Web, the more bad writing I see. I can't tell you how many sites I've visited that feature boring, disorganized, or almost incoherent copy. And let's face it: if your website can't communicate your marketing message in an exciting, informative, and professional way, you're not going to sell much.

If you think the way your website or other marketing materials read just isn't that important, think again. When you're trying to sell online, through the mail, or with email, written words are all you've got.

If you walked into an electronics store to buy a computer and found their salespeople unhelpful, uninterested, and untrustworthy, would you buy? Of course not. The same goes for your website or sales copy. If someone is reading your homepage and finds your writing sloppy, boring, or skimpy, they're not going to buy from you.

First, make sure you have ENOUGH copy to explain your product or service. If there just isn't enough content, people won't have the information they need to make a decision. Skimpy or sparse sales copy will drive people away faster than anything else.

Next, be careful! When writing your sales copy or website, don't just rush through to get it over with. A lot of people hate to write, but we're talking about your only interaction with customers here. Even minor spelling errors, grammatical mistakes, or awkward sentences can add up to a gaping hole in your credibility--and your profits.

Third, get excited about what you're selling! You don't have to hype it up to the rafters, but you do need some enthusiasm. Your writing can be exciting and motivational without losing its credibility. If you don't get excited about your product, why should anyone else?

These are just the basics, but remember: the way your sales copy or website is written can literally make or break your chances for success. If you have a hard time finding the right words, can't spell worth beans, or need a little help in the exciting department, don't be afraid to ask for help from a friend, associate, or professional. When words are all you've got, you need to make them count!

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