

# The Fundamentals Of Writing Great Copy

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We're going to talk a LOT about fundamentals because more than anything else writing great copy is a mindset and if you focus in on the key fundamentals of selling and writing your copy will be far more powerful than if you get caught up in a pile of technical details.

Before we even talk about copywriting fundamentals there are a couple of key business fundamentals you want to focus on that effect every part of your copy.

1. Your business strategy (or your client's business strategy if you're writing copy for someone else).
2. Your personal income strategy.
  - a. How much money do you want to make in every week.
  - b. How many hours do you want to work every week to make it.
  - c. How many weeks vacation do you want to take every year.

Why is this so vital when you write copy?

Your strategy (or your client's strategy) effects the sales strategies you use in your copy.

For example if you only want to work an hour a day then you won't be taking calls personally off your sales page even though that might get the best results.

You need to find another way of getting great results (like hiring a call in center or getting someone to answer calls on commission.)

Your overall business strategy can also have a profound effect on the kinds of offers you make to your prospects.

If your major strategy is to pull in long term clients because you know over 2 years you'll make, say, \$10,000 from every new client on average then you might create an offer that's really enticing to get your clients in the front door – to get them to do business with you.

You know you can afford to break even or lose money getting that client because of the HUGE profits you make on the back end over the next 2 years.

So it's vital to work out what your overall business strategy is and what your personal strategy is so that every line of copy you write is consistent with these strategies.

Now let's move on to the **11 Insider Secrets To Finding A Hungry Market...**

## **Copywriting Fundamental # 1 Find A Hungry Market That's Easy To Get To...**

Most copy fails, most businesses fail because they're not selling something the market wants or they're not selling it in a way that makes the market want it.

### **# 1. How Gary Halbert Found A Hungry Market That Was Easy To Get To With The Most Mailed Sales Letter In History (FREE \$197 Gary Halbert Gift Below)...**

Gary Halbert's *Coat Of Arms Letter* is probably the most mailed sales letter in history with over 400 million copies mailed.

The great genius in the coat of arms letter (in my humble opinion) was that Gary found a hungry market that was easy to get to.

He found a way to use the phone book to get a list – found the sweet spot in the names in the phone book.

You can listen in to Gary Halbert talk about the amazing Coat Of Arms letter and how he had 40 full time employees just banking the cheques from this promotion!

The price of entry Gary's charging is two referrals – a bargain!

Download the FREE audio and a copy of the letter at...  
<http://www.thegaryhalbertletter.com/MarkJoyner/hp1.htm>

### **# 2. Super Hungry Niches Are Hungry Markets That Are Easy To Get To (And You Can Adapt And Sell Your Product To Multiple Niches And CASH In)...**

Often a niche market can be hungry and willing to pay for information that's very basic outside of that niche.

Andrew Cavanagh's talk at the American Viniyoga Teacher training - that market was HUNGRY for the most basic online marketing information.

To them an autoresponder is something magical!

Where are the hungry niches for your product or service?

Can you niche into a hungrier market?

Quentin Brown who sells the excellent MP3 Sound Stream software has 50+ niched sites.

He's making a fantastic income selling his software to over fifty different, very tight niches.

He's turned just one product into 50 different sales letters.

As a copywriter YOU can do that easily. With just one good product you can make fantastic money on auto pilot.

### **# 3. How To Find A Hungry Market You Can Get To Easily With Search Engine Traffic...**

Using the Overture inventory tool to find low hanging fruit – free traffic from the search engines that's easy to optimize for.

Go to...

<http://inventory.overture.com/d/searchinventory/suggestion/>

1. Enter a key word related to your product or service (or a subject you have some knowledge of).

You'll get a long list of search terms and how many searches people have done on overture.com in the last month for that term.

2. Start from the bottom of the list and look for search terms that suggest someone is wanting to buy something or pay for a service.

3. Once you have a search term like that do a search for that term on [www.google.com](http://www.google.com)

Check to see what the Google page rank of the first 4 sites that come up for that term are.

You can check Google page rank for every site you visit by downloading the Google Toolbar to your computer at <http://toolbar.google.com>

You're looking for pages that have very low page ranks. 0 or 1. (It can also pay to check the parent site. If the parent sites page rank is 5 or more that will make things difficult).

If you find a search term where at least 3 of the top 4 results on Google have a page rank of 0 or 1 then you have a term that should be easy to get free search engine traffic for.

Move on to the last qualifying step.

4. Go to [www.overture.com](http://www.overture.com) and search for your term there then click on the link "View Advertisers' Max Bids".

You want a search term people are willing to pay real money for.

So you're looking for the top bid to be above a minimum of 20 cents, preferably a lot more.

If you find a term that has 3 or more bidders paying a maximum of 50 cents or more then you've struck online gold.

What you've got is a search term that real businesses are willing to pay serious money for.

A search term that should be easy to get FREE traffic for by applying good search engine optimization principles (which we'll cover later in this course).

#### 5. Special Bonus FREE Software...

Here's some software that makes the process of checking out google page rank and overture bids much easier.

With this software you do a Google search (while you're in your firefox internet browser) and in a few seconds you'll get Google page ranks right there with the search results.

You can also find out easily exactly which pages link to the top ranking sites in yahoo and other search engines and a whole pile of other useful information.

You can download the software free at...

<http://tools.seobook.com/firefox/seo-for-firefox.html>

If you don't have a Firefox Internet Browser you can get one free at...

<http://www.mozilla.com/firefox/>

#### **# 4. How To Find A Hungry Market You Can Get To Easily With Pay Per Click Traffic...**

If a tightly niched search term that suggests someone is ready to buy someone has a whole pile of pages ranked with high Google page ranks there might still be low hanging fruit there in pay per click traffic.

Once you have a \$20 account with Google adwords you can see how much you need to bid to get traffic for that search term for google...

<https://adwords.google.com/select/>

Often there are niched, profitable keywords with very few bidders where you can make a generous profit with people automatically sent from your Google Adwords ad to your sales page or preferably your optin page online.

Getting traffic from a Google adwords campaign is a sophisticated art which we'll cover in another lesson.

Bidding for pay per click on neglected or underpriced niched keywords is a great example of a hungry market that's easy to get to.

## **# 5. Get To Your Hungry Market Easily With Joint Ventures...**

If the traffic's not cheap on pay per click and you can't search engine optimize for it easily there's another strategy that's enormously powerful and usually very fast.

Joint ventures with people and businesses who already have lists and/or traffic in the hungry market you've found.

1. Search for the top ranking websites in your niche on Google.
2. Check their Alexa ranking at [www.Alexa.com](http://www.Alexa.com) The lower the number the more traffic they're getting. You can offer to pay for any leads that don't convert from their sales pages. Or offer a percentage of any sale made if they send those leads to your sales page.
3. See if they're capturing email addresses on their site.  
The most powerful, no-cost, no-risk way to make money online is to joint venture with someone who has a large, responsive email list in your niche and get them to send an email to them in exchange for a percentage of the profits.

You write the email, you write the sales letter, you supply the product (or you joint venture with someone else to supply the product). And you both share the profits.

You can also pay for a solo emailing – an email that goes out to their whole list.

If you find someone with a really huge kick arse list and you really want to nail a joint venture with them then the biggest secret is to niche your product or service to their list or site. Make it unique for them.

Make sure it fills a need they don't already fill with another one of their products or services and make it tailored 100% to fit their paying clients and subscribers.

## **# 6. Paypal.com Is Filled With Hungry Markets You Can Find In Minutes...**

Search in paypal stores in your niche category for vendors with a lot of verified buyers (they have all their email addresses and often they're not selling back end to them).

1. Go to [www.Paypal.com](http://www.Paypal.com)
2. Click on the “shops” link at the bottom of the page.
3. You'll see “shops categories” on the left hand side of the page.
4. If you click on one of those categories you'll see a big long list of vendors and each vendor has a number in brackets next to the description of what they sell. That's they're number of verified buyers.

They have an email address of all those buyers and their list will be much larger because most paypal buyers haven't verified their email address yet.

You'll find very few of those vendors will be selling backend products or services to that list of clients who've bought off them.

If you have a product or service tailored to that list (or you find or create on) all you need is a sales page and an email to offer it to them.

You can joint venture with the vendor or offer him payment for mailing to his list of clients.

## **How To Research Your Market And Find The Truly Hungry Markets...**

### **# 7. Keyword Location Tools Reveal What Your Hungry Market Is Thinking...**

You can download a free software program called “good keywords” available from <http://www.goodkeywords.com> to find what keywords your prospects are searching for.

You can also use the “overture” search term inventory tool mentioned before...  
<http://inventory.overture.com/d/searchinventory/suggestion/>

The google adwords “sand box” search tool (now called the Google Keyword Tool to locate popular keywords...

<https://adwords.google.com/select/KeywordToolExternal>

The keywords your prospects are searching for online can give you an insight into the way they think and the kinds of problems they're actively searching for solutions to.

### **# 8. The Discussion Forum Technique Allows You To Speak To Your Hungry Market Free...**

This is where you visit discussion forums that your prospects frequently visit.

You can locate these forums by going to [www.groups.google.com](http://www.groups.google.com) and [www.groups.yahoo.com](http://www.groups.yahoo.com) and typing in the name of your target market (like “fly fishing” or “cage fighting”).

Once you've found the forums, start reading all of the posts. Pay attention to the questions being asked. If you can't find any, then post on the forum and straight out ask what problems are they having.

### **# 9. The Book Research Technique:**

Go to [www.amazon.com](http://www.amazon.com) and search for books associated with your target market. Once you've discovered some books, find out which ones are the most popular.

You want to find out why these books are so popular. What topics are they covering, that your prospects want to know about? And you can do all of this without buying the book. Amazon will let you view the front and back cover, and sometimes read the table of contents and even the first few pages.

You can also read what other people, your prospects, have said about the book, in the review section. Read these reviews and pay attention to what each person liked and didn't like about each book.



## **# 10. Flycatcher Technique To Survey Your Hungry Market:**

This is where you use google adwords (mentioned above) to drive traffic to a simple one page website that you've set up.

Your headline on that page reads: "Free ebook for XYZ enthusiasts" and the body copy says, "I'm putting together the finishing touches on an ebook that's all about XYZ, and I want to make sure I that haven't left anything out. So will you tell me the biggest question you have about XYZ, even if you think it's silly? If you do, then I'll send you a free copy of the ebook when it's done."

Then you have a box where people can write in their questions, and two other, for their first name and email address.

This technique gives you a great list of hot questions you can base any ebook or information product on.

It also gives you a list of prospects.

You can also send your prospects to a flycatcher page like this from discussion forms or any email lists you have access to.

## **# 11. The Most powerful Method Of All For Uncovering Hot Hungry Markets...**

Talk to real live prospects and clients in person or on the phone.

The questions you can ask your past clients...

1. Why did you end up choosing my product (or service)?
2. What did you like about the approach I made? What finally persuaded you to make that decision to come on board. At what point did you decide you were going to actually give me your money in return for my product.
3. What did you dislike about the approach and the sales process I used?
4. How do you think I could have improved it?

You can also call real live prospects.

Here's how to do it. Email all your friends and contacts and explain what you're doing and that you just want to interview people.

You won't be making any attempt to sell.

Here's some questions you can ask prospects...

1. What have you bought recently in the \$XX price range. (Use the price of your product or service).
2. Why did you end up choosing that product (or service)?
3. What did you like about the approach they made? What finally persuaded you to make that decision to come on board. At what point did you decide you were going to actually give them your money in return for their product.
4. What did you dislike about the approach and the sales process they used?
5. How do you think they could have improved it?

Just 3 calls like this will completely change your view of how to write your copy and in particular what kind of offer you should be making...

Even more important you can delve further into questions about the problems they're having now and uncover hot, hungry markets this way.

You're looking for buying triggers and problems that are not being solved that you can provide an answer for.

Problems your real live prospects are willing to put money in their pockets to fix.

That's a hungry market.

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