

# **5 Copywriting Secrets to Help You Sell More Products and Services!**



**By Tim Piccirillo**



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# INTRODUCTION

All of your marketing, from your website copy to your social media posts, video scripts, email sequences and even blog articles, have one thing in common: the words you use and how you use them. Your copy can literally make or break your marketing campaigns. Using the right words in your marketing can mean the difference between your business making thousands of dollars or millions.

Writing copy can be done by just about anyone but you only need to use a few tools and techniques to really get your content noticed and make people want what you have to offer.

In this mini-ebook I've given 5 "secrets" to make your copy sizzle and, more importantly, get it read by your target audience in any ads or marketing you do.

# TIP #1

**“The Headline is the most important part of your advertisement. “**

Whether it's your website, landing page, Facebook Ad, advertorial or any other marketing piece, your headline will determine whether the reader will read any further. It's "the ad for the ad" and should be written to get attention and explain the benefit to the reader right off the bat. The main reason for the headline is to get the reader to keep reading!

Here's a sample headline that I've used in the past for my speaking website:

**“Discover the Secrets To Making Your Next Teacher In-Service Program, Powerful, Unforgettable and FUN!”**

This headline is by no means original. It's adapted from a headline that has been used probably thousands of times. The reason it's been used thousands of times is that it

works. Let's break down this headline. The key phrase here is "Discover the Secrets To..." First, the word "Discover" is a key psychological word in marketing. People always like to discover things. It's part of our curious nature as humans. The second marketing word to take note of is "Secret". Again, everyone wants to be let in on a secret. It's our curiosity combined with wanting to be let in on something that no one else knows. I even used this word in the title of this mini-ebook. :)

The words "Powerful" and "Unforgettable" are strong words that are benefit driven as well. Everybody who books a speaker wants a speaker who will deliver a powerful and unforgettable presentation.

## TIP #2

### “Use Bullet Points”

- blah
- blah
- blah

This is an important concept in writing any web content or ad. It's easier for the reader to get the key points you're trying to get across. We're always fighting for people's attention online so you need to give them the information they need—and that will sell them—in as brief and concise a way as you can. Using bullet points allows you to lump your benefits into a list of sorts that the reader can easily consume and understand.

You can also have multiple bullet point lists depending on the purpose of your ad. For example, you can make a list of bullet point of all the benefits of your product/service

and then further down the page another list of things that will happen or disadvantages if they *don't* use your product/service.

## TIP # 3

### “BOLD and Italicize Key Words”



**be bold**  
*be italic*  
never regular

**Bolding** and *italicizing* key words in the text of your copy focuses your readers attention on benefits— and/or things they *don't* want. Using bolding and italics is a great way to emphasize the points you're making for your reader. It's also a subconscious sales technique by guiding the readers attention to what you want to stress and want them to remember.

Use bolding and italicizing liberally but don't overuse them. Overuse dilutes their effectiveness. Using these strategically will allow you to guide your reader to the words you feel are the most important for them to get onboard with your product or service.

# TIP #4

## “Break Your Text Up With Subheadings”

So saying, he stopped his horse and let the reins fall on its neck: then, slowly bearing time with one hand, and with a faint smile lighting up his gentle foolish face, as if he enjoyed the music of his song, he began.

### Subhead

Of all the strange things that Alice saw in her journey, through the Looking-Glass, this was the one that she always remembered most clearly. Years afterwards she could bring the whole scene back again, as if it had been only yesterday—the mild blue eyes and kindly smile of the Knight—the setting sun gleaming through his hair, and shining on his armour in a blaze of light that quite dazzled her—the horse daintily moving about, with the reins hanging loose on his neck, cropping the grass at her feet—and the black shadows of the forest behind—all this she took in like a picture, as, with one hand shading her eyes, she leaned against a tree, watching the strange pair, and listening, in a half-dream, to the melancholy music of the song.

Direct response copywriters write sales letters and landing pages for two “readership paths”—those who skim and those who read every word. This is crucial in writing any ad or website content today. It’s even suggested for blog posts. With all the content online, it’s more difficult than ever to cut through the clutter and get your readers at-

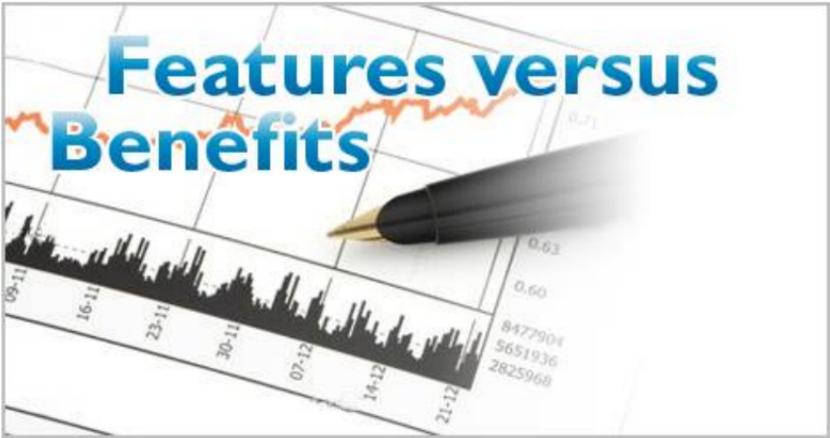
tention, even with the best content on your topic. Breaking the copy up so that people can either skim or read everything makes it easier to get more people interested in what you're selling.

Paragraphs and sentences should be short and easy to read. Being concise and brief goes a long way today in most writing.

- \* *The debate of long copy vs. short copy continues as of this writing. Things change online from one year to the next and LinkedIn is currently giving preference to— as well boosting visibility for— original articles of at least 2500 words within its platform. Bear in mind this is for an article that takes a “deep dive” into a particular subject.*

# TIP # 5

## “Stress Benefits Over Features”



Benefits are what will sell your product or service more than anything. A feature is something your product/service does. The benefit is what your product does for the buyer. For example, a friend of mine made his living as a professional magician. At the end of his birthday party show for children he would produce a rabbit—the proverbial “rabbit out of the hat.” The “feature” he would explain to the prospective Mom was that he produced a live rabbit at the end of his show. He explained the benefit this way: “Imagine the kids delight when they all can

come up and pet the rabbit after the show.” People buy things for what the product does for them, how it makes them feel or solves a problem. Your copy needs to convey the benefits to your readers in order to sell them what you’re offering. The better you can do this, the more you’ll sell.

Studying the copy of websites of successful companies online, along with sales pages that sell products or services that you know are popular is a great way to see how good copy is written. Using the 5 tips above will help you to get the attention of your audience, hold that attention and get them to buy.

# ABOUT TIM PICCIRILLO....



**TIM PICCIRILLO**  
SPEAKING WORDS OF BIZDOM!

Tim Piccirillo is a copywriter and marketing consultant who lives in Florida in the U. S. He has consulted and coached on online and offline marketing for small business owners and entrepreneurs as well as written copy for hundreds of clients in dozens of industries for almost 20 years. He can be reached at [tim@timpic.com](mailto:tim@timpic.com) or you can visit his website at [www.TimPiccirillo.com](http://www.TimPiccirillo.com).

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