

"Copywriting Money Machine"

By Yew Heng, Chiong

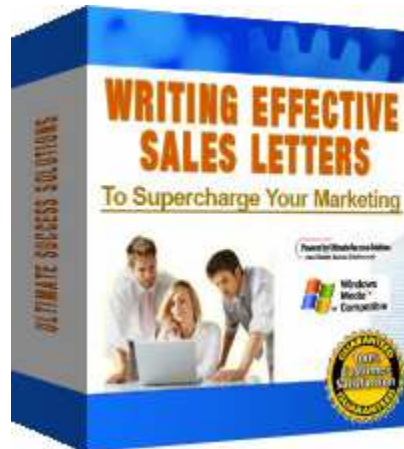
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Before You Continue...

Discover How YOU Can Write Effective & Sizzling Hot Sales Letter that convert Prospects to Customers Like Crazy and MAKE You An Instant Success and PROVIDE You with An Instant Automatic Cash Machine Every Time You Need Cash With 'WBM Way Of Writing Effective Sales Letter'!



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What You're About To Learn...

My name is Yew Heng, Chiong and I want to thank you for downloading this special report.

Here's why this report was written...

I've often received tremendous amount of emails asking for a proven quick way to make Write effective salesletter online, and one of the best ways to start as a complete beginner is through "WBM Writing Effective Sales Letter".

Here's why: simply by learning how to write effective sales letter that convert prospects to customers, you can start making cash online faster than any other Internet Marketers who MISS out this essential component of their business.

Let face it! If your sales letter suck and cannot influence your potential buyers to take action to make a purchase, your business will suffer. Nothing will happen to your business until a sales take place. As simple as it seen, it is your duty to understand this and give yourself an unfair advantage by acquiring this important skill of copywriting, a skill that will bring you many more success and wealth than any other skills that you need to master, guarantee!

Ask some of the top earner in the Internet marketing insider circle like Dan Kennedy, Ted Nicholas, Jo han Mok or even the late Gary Halbert, and I am very sure that they will tell you just that.

There is no better way to start learning how to write effective sales letter than to learn it from a retired Multi-Millionaires Words Become Money or WBM. He has requested to keep his real name anonymous. He is a simple man but a man that have make it BIG in the Internet Marketing and make himself extremely rich as a result.

Just as any successfully Internet Marketers, WBM realized early in his career that the core skill that he need to acquire any success in the Internet marketing arena is to master how to write an effective and sizzling hot sales letter. He becomes obsessed with learning and practicing the art of copywriting early in his Internet marketing venture. And this one skill has given him the success that he is today.

Inside this Manual, you will learn three important principles of Copywriting Money Machine that WBM has revealed to me.

Copywriting Money Machine consists of three lesson parts.

Part 1: Bold And Opinionated Sales Copy: This is the style that WBM writes his sales letter. You will learn how his contradictory way to writing sales copy has open the door for an insurgent of cash to his life.

Part 2: The Three 'Must Have' Components Of A Killer Sales Copy: WBM revealed to you the three 'Must Have' Components of a killer sales copy. Miss out any of this component, and it will drastically reduce the selling power of your sales letter.

Part 3: Seven Ways To Copywriting Successful Order Form: As I have mentioned to you before, nothing happen until a sales take place. Over here, you will learn how to close that sales, the most important part of your sales letter. WBM will reveal all his closing secrets to you here.

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To your copywriting Success!

Yew Heng, Chiong

Copywriting Money Machine Principle Number # 1

Bold And Opinionated Sales Copy

I have observed some very effective and compelling sales letter and discovered that they have a common characteristic.

All of them are written with strong, opinionated words.

This should be the way you write your sales copy.

You want to slap (mentally, not physically) people in the head to capture their attention so that you can present something useful to them.

Some will love you for who you are while other will hate you.

Heck, do you care?

Understand this...

Good marketing is offensive.

As long as you make the money from those that love you again and again, then you can be very very rich indeed.

Let's face it. Not everyone will like you even if you are a Mr Nice guy.

Look at the Rich Jerk.

He is selling his products like crazy by highlighting the fact that most of you are poor and that he is filthy rich.

In order to be rich like him, you should buy his wealth creation product.

And he telegraph the fact that he did not need your money any way, that you are doing yourself a favour by buying his product.

Talk about offensive marketing.... watches this video to see how "Jerky" the rich Jerk is.

Though he talk and market like a real jerk, still many people buy from him.

Why?

People wish they could be as outspoken as the rich jerk, that direct, that blunt. They cry for freshness in their lives.

The world is filled with people who are crying for leadership and direction.

Yew Heng, Chiong's "Copywriting Money Machine" System

They want to be told what to do even though they act as though they are not.

You can be opinionated and controversial in your own way, maybe not the rich jerk way.

People will respect you for being that straightforward, non-sugarcoating approach.

When you write a sales copy, speak what you want from the heart. Be yourself.

This way, your sales copy will contain a personality flavoring, truly yours.

People will sense it.

Remember, you are in a people business, writing to a person via the Internet as a medium.

You need to speak the way your talk and be yourself.

This will help to differentiate you from other copywriters.

Have you read John Kennedy "No Bullshit" series of sales and marketing books?

Here is your "No Bullshit To Copywriting" education.

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Copywriting Money Machine Principle Number # 2

The Three 'Must Have' Components Of A Killer Sales Copy

Everyone knows that writing an effective sales copy is the most important aspect of your marketing campaign.

What is an [effective sales copy](#)?

Let me explain it with an illustration of two examples.

Example #1: 1000 people has read your sales copy and 30 people respond to your 'call-to-action' and buy from you, then you have a conversion rate of 3%.

Example #2: 1000 people has read your sales copy and 300 people buy from you. Essentially, you have a conversion rate of 30%.

The sales copy in example #2 is more effective than the sales copy in example #1.

With the same number of readers reading your sales copy, an effective sales copy will have the power to influence and persuade more people buy from you.

Effective sales letter translate to more sales for your business.

Therefore, if you are marketing online or offline, you must learn to master this essential skill of writing effective sales copy.

Quoting from the late 'Prince of print' Gary Halbert: "The most valuable skill you can have in today's world... if you want to become independently wealthy...is the ability to write a great sales letter." Acquire this valuable skill at <http://www.effectivesalesletter.com>.

As a copywriter myself, I have read through many sales letters. I have discovered that all converting sales letters have these three essential components. They are:

1) Killer Headline

If you are a copywriter, you will probably come across "AIDA". AIDA stands for Attention, Interest, Desire and Action. AIDA is used as a simple formula to guide copywriter to write compelling sales copy.

First in the list of AIDA is to attract 'Attention'. If you do not have a headline that can capture your reader attention and move them to read on to the rest of the sales copy, then you will probably loss a lot of sales.

Let face it. Each of us is bombarded with thousand of advertising messages everyone. No one will care to look at your sales copy if the sales copy cannot capture them in the headline. You do not need me to tell you that the headline is always the first thing that people read in your sales copy most of the time.

Additionally, people are concern with their daily problem and to-do-list. Who cares about your sales copy? If you cannot write a headline that capture attention, you would probably loss more than 80% of sales.

2) Personalization

If you are walking down the street and some yell "Hi there!", will you more likely to respond to them than when he call you by your name?

I am sure the later will probably make you turn around.

Similarly, you should write in a personal way. In other word, write the way you talk with a friend.

When you write the way you talk with a friend, your readers will be more responsive than when you walk in a formalized business way.

Remember the "Hi there" example? When I call you by your name, you will more like to respond than when I yell "Hi there".

If you want your readers to be more responsive to what you want them to do in your sales copy, then learn to write the way you talk.

3) Scarcity & Call To Action

You catch your reader attention in your headline and you get them to be responsive to your call-to-action by writing the way you talk, what next?

It is obvious that at this stage, you should call them to take action (whatever action you craft your sales letter to accomplice, be it to buy from you or to give them your name and email address).

But what can motivate them to take action and more importantly, to do the single thing that you ask them to do in your sales copy?

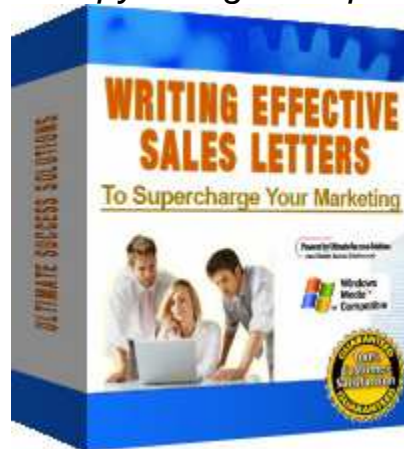
One of the psychological trigger that you can use is 'scarcity'.

Tell them that if they don't act now, the offer will not be available anymore once the 500 copies are sold out or three days later. The condition for the scarcity is up to your creativity as long as you can get them to take action now.

I would coin this simple formula of writing effective sales Letter as KPSC. KPSC stands for "Killer Headline, Personalization, and Scarcity & Call to Action"

Use this simple formula to guide you to write [effective, compelling and sizzling sales copy](#).

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Copywriting Money Machine Principle Number # 3

Seven Ways To Copywriting Successful Order Form

You can write very persuasive sales letter, but if your order form does not get your prospect to take action to buy from you, then every marketing effort of your sales copy failed.

It's simple. Nothing happens until a sale takes place. Learn to make that sale in print at <http://www.effectivesalesletter.com>.

At the core of direct response marketing, you want to track every marketing effort that you do.

In the case of writing a sales copy, you want to track how many readers buy your product, or technically, we call it the conversion rate.

The order form in your sales copy constitutes a very important role in getting you the sales.

You see, it is at the order form in your sales copy that your prospect decides if he/she is to pull out the credit card to make the purchase.

Here are 7 ways to writing successful order form.

- 1) Have a Headline to reassure your prospect that he/she is making a smart buying decision.

This is important. Just like you have a headline at the start of your sales copy, you need to have a headline at the start of your order form.

Why is it so?

Some prospects skip reading the sales copy and scroll right down to the order form to see what the heck you are offering them.

Use a headline to capture their attention and reassure them that they are right to read about it and place an order.

You see, people need assurance to make a purchase. Give them the assurance in the headline and increase your sales.

Here is an example of an order form headline:

"Congratulation! You Are About To Access To A Rare, Hard To Find And Out-Of-Print Century Old Secret That Not One In A Millions Know."

- 2) Have a checkbox to facilitate commitment and consistency psychological influence on your prospect

When people are committed to a cause, they are usually consistent in their action to follow through with what they have committed.

What can you do with a checkbox?

Yes, you simply check on it.

Whether the prospect does it physically (by moving the mouse and click on the checkbox) or he/she does it in his mind, either way, a commitment is made to buy your product.

This way, it makes it easier for him/her to make a consistency purchase.

- 3) Speak in your prospect inner voice to influence buying trance

During this time, at the order form, your prospect is struggling with a conflicting voice (the subconscious mind dialoguing with the conscious mind).

There is an internal dialogue in your prospect mind. You can influence that dialogue in your favor by flashing a message that is spoken in the prospect inner voice just next to the checkbox.

Here is an example: "Yes Yew Heng, Give Me Access To Your Copywriting Empire Right Now!"

This strengthens your buying message from your prospect's subconscious mind to his conscious mind, thus influencing him to a buying trance.

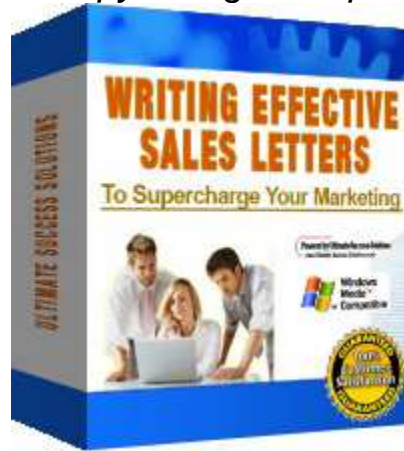
- 4) Summary of what the prospect will stand to benefit from the purchase

Generally, it makes sense to have a summary of what the prospect will get from the purchase in the order form.

This way, the skimmer (those who scan through your sales copy quickly), will get a chance to make a quick buying decision, without scrolling up and down the sales copy to find out what is the deal.

If you make life easy for them, they will place more money in your pocket. Learn how to get your readers to put money in your pocket at <http://www.effectivesalesletter.com>.

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- 5) Display the product pictures on your order form

As the Chinese say "A picture speaks a thousand words."

If you have amazing picture of your products in the order form, it increases the perceived value of what the prospect will get from the purchase.

This increases their appetite to make the purchase now, which is important as this is the job of your order form.

- 6) Highlight the guarantee that is being offer

In this age of uncertainty, especially when you are marketing online, having a guarantee is imperative to you making more sales.

Since a guarantee is so important, why not just highlight it in your order form. This will ease your prospect and make him/her to make a buying decision easier.

- 7) Have a persuasive "call to action" message at the end of the order form

At the end of your order form, you need to kick the ass of your prospect to make a buying decision now.

Some people are simply poor decision maker. They need you to command them to make the purchase you. They need a leader.

Tell them in the face "Make your best ever decision to get your hand on the copywriting system now or the price will soon go up."

Incorporate scarcity and urgency in your message to get them to act.

You should also enclose your order form in a Johnson box. Normally, people are attracted to the information within a Johnson box.

This is what you want. You want your prospect to be attracted and focus on your order form.

You can definitely up your sales if you polish up your order form in your sales copy.

I sincerely hope you've found this special report to invaluable and extremely useful to your Internet marketing ventures...

And if you want to take it *even* further, I urge you to make an investment in "WBM Writing Effective Sales Letter" for continuous education and acquire more proven copywriting information - **[it's just a ONE-TIME \\$9.97 while it's still available!](#)**

To your copywriting Success!



Yew Heng, Chiong

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