

The Quick Converting Content Writing System

By Steve Hines

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The Quick Converting Content Writing System

If you've been doing Internet marketing, or any kind of marketing for any length of time, you know that copywriting is an important skill to master.

Unfortunately, many freelance article and report writers either overlook the importance of persuasive copywriting techniques or are intimidated by the prospect of learning these techniques.

You see, many people read about copywriting and assume that the techniques used only apply to long sales pages and direct mailers.

They don't think that sales copywriting applies to everyday content, like articles, blog posts or product reviews.

The truth is: If you're writing content with the intended end result being your readers taking some kind of action, you need to understand how to apply basic, yet powerful copywriting techniques to these pieces of writing.

Don't worry though. You don't have to spend years developing your chops or invest in high priced copywriting training guides. Not that there's anything wrong with learning and practicing your craft. But you need sales NOW. And with the techniques you'll learn in this guide you'll be on the fast track to profitable content creation.

And you don't have to be the next Shakespeare to write effectively for conversions. Yes grammar, structure, voice and all that jazz is very important. But, to be honest, some of the most effective sales copy I've ever seen has been the kind of stuff that your 8th grade English teacher would have a conniption fit over. So don't think

that you have to be perfect or a visionary genius to write the kind of content that results in skyrocketing sales for your business.

Whether you want someone to opt into your mailing list, email your link to a friend, to click on an affiliate link or make a direct purchase of a product or service that you are offering, your writing had better be persuasive or you can count on no action being taken by your audience.

Look. I'm not here to "sell" you on the importance of making your content the kind of stuff that drives action. You know that you need your content to convert, or you never would have purchased this guide in the first place.

And it's not my goal to go on and on about the subject at hand. It's my goal to see you succeed. To that end, I'll stop pontificating and telling you what you already know, and jump right into the tips and techniques that I've found helpful in transforming my writing from the kind of stuff that bores people to tears into powerful, engaging content that ultimately leads to profitable conversions for your online business.

So, without further ado, let's get moving and get your content converting at a level that will drastically improve your online marketing ventures.

Off With Your Head(lines) – Terrible Headlines & Titles Are Killing Your Conversion Rates – Here’s How to Fix Them Fast

You can’t read a copywriting book, course module or blog without hearing about the importance of headlines. And while I agree with the master copywriters and marketers about the supreme importance of a great headline, I’m not going to lecture you about this subject.

You’re smart enough to know the importance of a great headline when it comes to getting people to read your stuff. But it seems that many freelance writers seem to forget that their article titles are headlines. It’s really just semantics; for all practical purposes, an article title is a headline. Yes, there is a difference between advertisements and articles, but just assume that title and headline are interchangeable in this writing guide.

Enough of the talk, though. I promised you an action-driven content writing guide, and I aim to deliver.

Here are some examples of the kind of terrible titles that you’ll see plastered all over niche websites and review articles.

“Sharp Aquos Quattron LC-40LE830U” – I put quotes around that one because it is an actual title from a review website. Now, I know that people are going to these types of websites specifically to read reviews, but come on. We can do better than that can’t we?

Consider the fact that your review articles are competing against hundreds, possibly thousands of other reviews online. And even if your page ranks highest in the SERPs, wouldn’t you rather go a bit further, and really give web searchers a great title that they just can’t resist reading?

The title that I listed above is for an LCD TV review. Let's take a look at how we could improve that title to make it grab peoples' attention and get them to choose your review over the hundreds of others that they might stumble upon.

Try Stirring up controversy:

Sharp Aquos Quattron LC-40LE830U Reviewed – Is This LCD Really Worth Your Money?

Or Create Some Vivid Imagery in Your Reader's Mind:

Crystal Clear HD Picture – Does the Sharp Aquos Quattron LC-40LE830U Deliver?

The Straightforward Approach:

My Sharp Aquos Quattron LC-40LE830U Review – My 2 Cents

Start a Conversation:

Thinking About Buying the Sharp Aquos Quattron LC-40LE830U?

Arouse Some Curiosity:

What You Need to Know About the Sharp Aquos Quattron LC-40LE830U LCD TV

Give a Command:

Don't Buy the Sharp Aquos Quattron LC-40LE830U LCD TV Until You Read This Review

A Little Linkbait Perhaps:

Why the Sharp Aquos Quattron LC-40LE830U LCD TV Drives
Me Crazy!

As you can see from these examples, the main keyword is used in every one, which is good for the search engines. But, at the same time, we've added a little spice and made the titles conversational and inviting to readers.

Hopefully by now you are getting the picture. You have to offer people more than just "Product Name Review" as your title. And while this section has been focused on product reviews, the same principle applies to topical articles, ebook chapter titles and report headers.

Regardless of the individual technique used, the main idea is to get the attention of web surfers and get them engaged in a conversation. People remember warm conversations with real human beings. They do not remember cold, lifeless, obvious sales pitches.

Think about it. Have you ever had a friend recommend a product to you? If so, the recommendation probably occurred as part of a natural dialogue between the two of you. I'm sure one of your friends or family members wouldn't call you and say something like this:

"Jim,

The Sharp Aquos Quattron LC-40LE830U LCD TV

The Sharp Aquos Quattron LC-40LE830U LCD TV is the best LCD TV you can buy. This TV has a sharp picture and is a smart purchase for everyone. You should buy the Sharp Aquos Quattron LC-40LE830U because it is such a popular LCD TV.

Go to Amazon right now and buy the Sharp Aquos Quattron LC-40LE830U LCD TV.”

But that’s just what so many writers do when writing articles and product reviews.

If you don’t want your friends talking to you like that, why would you ever try to communicate with your readers like that, and expect them to reward your robotic content with any type of action short of clicking off of your web page as soon as possible?

If you do have friends that talk to you like that, you may want to get out more often and make some new friends.

Do you get the gist of what I’m saying here? Your headlines can include your main, targeted keywords, but you can frame them in such a way as to get attention and to engage your readers in a conversation.

We could fill several warehouses with all the books and articles written about headlines, and still not know everything about the art of creating better ones.

One thing's for sure though, if you take the time to use some of the techniques listed above, you’ll attract more people to read your articles, product reviews and web pages.

Here's the bottom line concept that you have to burn into your brain and take action on every time you write a title:

Your titles are the front door to your content. The sale is made via another door entirely. But if you don't get people in the front door, they'll never be able to open the internal door that leads to opt ins for your list, clicks on your affiliate links and "Buy Now" clicks for your products and services.

You have to make the front door visible, attention grabbing and relevant.

Time to get to work:

Here's your assignment. Oh, you didn't know I was going to require you to do some work? Sorry. I know that if you're going to get any benefit from the information in this guide that you've got to put the concepts and techniques into practice. Otherwise this guide will just collect virtual dust on your hard drive.

So to prevent that from happening and to get your writing on the fast-track to more conversions, here's your assignment.

1. Think about an item that you are going to purchase in the near future. Preferably one that costs at least \$100.
2. Do a Google search for the product by typing – Product Name Review – in the search box.
3. Take a gander at the results. Pull up the first web pages on the SERP and take a look at the titles. Chances are you'll find that they are pretty boring, and close to what I listed above for the LCD TV review that I found on the review website.
4. Try changing the headline using each of the examples that I gave you. And if any inspiration hits you, try to incorporate those too.

5. Choose the three best titles and save them to a file on your computer.

OK. Did you do your assignment? Good. Now I want to give you a little mental exercise:

Think about someone that you really care about. Maybe it's your mother, your best friend or your spouse. Now imagine that this person has been saving money religiously for 6 months to buy the product that you used in your assignment. Picture this person working extra hours, cutting things from the budget and socking away pennies for this purchase.

Still have that vision in mind? Now imagine that it's your job to recommend the product to your friend using only your headline. Which of the three that you picked would you use?

Why did you choose them?

And if you think that it would be offensive or boring to use the headline you picked on your friend or loved one, why the heck do you think it would be acceptable to pass off on the general public.

Remember, even if you don't know a lot about your target audience, you do know that they are people. And they have the same challenges, emotions and sensibilities that the people in your life have.

They also have the same short attention spans that we've all been cursed with these days. And if your headline doesn't get them excited or interested enough to read the rest of your article, why would it be any different for the rest of the people out there?

I know that this is starting to tread on theory and philosophy a bit, but it needs to be addressed.

Going through these kinds of mental exercises as you write will make your headlines interesting, inviting and will usher your readers in that all-important front door to reading the rest of your content.

Master Copywriter Joe Sugarman said that the goal of your headline is to get people to read the opening sentence. In other words, you have to get people in the front door of your home before you can lead them to that valuable treasure that you want to sell to them.

And with better title writing skills, you'll be able to attract, invite and welcome people into the front door to show them what you have to offer them.

Avoid This Kind of Writing Like the Plague...

Let's change things up for a minute, and talk about things that you should never, ever do when you're writing to make sales.

While I could certainly fill up hundreds of pages with the mistakes that I've made (and occasionally still make), I want to focus on some of the worst writing habits that I see on affiliate web pages and review websites all the time.

As writers, we're always learning to refine our technique and to improve. It takes practice to learn what works best and what to avoid. You better face up to it now, you'll never be perfect.

But I have some good news for you – Perfection is not required. You can write good enough to generate more conversions. And the best way to start is to avoid these nasty writing mistakes:

Insulting Your Reader's Intelligence

This can happen in a million little ways, but you must always be on guard against it. Even if you are the world's leading expert on the topic that you are writing on – if you insult someone's intelligence, you cannot expect them to take the action you want them to.

The biggest step you can take now to avoid insulting the intelligence of your readers is to stop talking down to them. Remember our earlier example of the robotic product recommendation?

That was bad.

But what's worse is talking to people like they are idiots.

Here's an example of making your readers feel stupid:

“Obviously, the XYZ product is far superior to other widgets. If you've ever used a brand other than XYZ, you know that these widgets are of extremely low quality.”

I know. That sounds terrible. But you'd be surprised to see how often this kind of “talking down” occurs in the average article on an affiliate website or product review article.

Let's try to rephrase it without insulting the reader...

“You've probably heard quite a few people saying that the XYZ Widget is one of the best widgets that money can buy. And, like me, you've probably used a widget or two in the past. After reading quite a few XYZ widget reviews, I have to say that I am pretty darned impressed with XYZ widget, and, quite frankly, I agree that these just may be the best widgets on the market today.”

Is it a bit folksy? Yes.

Is it conversational? Yes.

Is this approach friendly? Yes.

Perhaps it's a bit too wordy? I guess...

But it's not condescending. There are lots of approaches you can take with your writing. But if you intend to get more conversions, you cannot afford to make your audience feel stupid.

Listing Features Without Benefits

If there's one change that most Internet marketers need to change, when it comes to product reviews and other articles that are geared towards making sales, it's listing feature after feature, but never getting to the benefits.

I'm not going to go into the psychology of selling. But if you list tons of features, but never get around to telling people why they need these features, you're wasting your time.

It's especially tempting to list dozens of features when you're talking about a very expensive or technical product. And listing features is not a bad thing at all. What's bad is not tying those features into real benefits.

We've all heard it a million times before, but here we go again:

“Sell the sizzle, not the steak.”

And while I agree with that old one-liner, it's not 100% true. You do still need to sell the steak (product features), but you absolutely have to tie them into the sizzle (the benefits.)

Here's an example of some features taken from an Amazon product review page:

- 4 HP Motor
- Comes with a blade brake and wrap-around handle
- 18 inch guide bar
- 1 year warranty

Yawn... Whoops, sorry didn't mean to fall asleep, but come on. Do you think people will want to click on your affiliate link to buy this chainsaw if you use those kinds of boring bullet points?

Let's make those bullets sizzle...

- Built with a powerful 4 horsepower motor so you can rip through the toughest lumber with ease
- Stay safe while cutting with the integrated blade brake and sturdy wrap-around handle
- The 18 inch steel guide bar allows you to cut with precision, so you have total control over every cut
- Backed by a full 1 year warranty to protect your purchase

Do you see what we did there? We added some real benefits that chainsaw shoppers want and tied them into the standard features of the saw.

The first bullet point promises them “power” that “rips through” lumber. These words paint a picture in the reader's mind. And when that picture is there, they are more likely to be persuaded to actually buy this chainsaw.

The other bullet points keep adding details to the mental picture:

Safe operation from the “integrated” brake and “sturdy” handle...

The “precision” cutting from the guide bar that gives the person “total control”, while they use this saw.

The “Full” warranty provides peace of mind, as it “protects” the purchase.

These little words are very powerful. And by tying them into the technical features, you are forcing mental synopsis to fire off in your reader's brain. This is almost like the mouthwatering effect that some food advertisements can have.

When you tie product features into descriptive benefits, you're creating the perfect environment to get people to take action.

Boring features or vivid, realistic, coveted benefits tied into those features?

I think you know which option is better...

Not Telling Readers What to Do

This is the simplest writing problem to fix, if you're really trying to get readers to take action.

If you want something you have to ask, or tell the person what you want.

I've seen so many articles and product reviews that hit all the most important selling points, but never once tell the reader what to do when they've finished reading the article.

Do you want opt ins for your list?

Then tell people that they need to sign up to your list to get the important report that you made reference to in your article.

Do you want people to click through to Amazon from your product reviews?

If so, you've got to tell them that they can find more information about the product by "Clicking Here to Get More Information..."

Do you want people to use the Facebook "Like" button on your page?

Then tell them that it's down there and ask them to click it if they liked the blog post.

As difficult as some of us human beings can be, most of us are pretty easy to influence. And if you ask someone to do something, especially if you just entertained or informed them with your content, they are pretty likely to do just what you tell them to do.

This isn't a hard and fast rule, but if you don't ask for people to do something and then tell them precisely how to do it, you'll never get the conversions that you need.

If you're selling your ebook, don't just put in a hyperlink with the title as the hyperlink text. Be explicit. Tell those people to buy and tell them to click the button that says buy now to do so.

While we don't want anyone to feel stupid (remember that from earlier?) we do want to direct them with a basic call to action and description of how to take that action.

Simple enough, right? Then give it a try. Don't be afraid to put in a strong call to action. It's simple.

Your Next Assignment:

Don't worry. This assignment is pretty easy. What I'd like you to do is to go through some of your writing that is intended to get your readers to take action. Look for the big three mistakes listed in this section.

Does this content talk down to readers and make them feel dumb?

Does it list features without tying them directly to the benefits that people want?

And finally, does your writing explicitly tell people what to do next? And remember a simple hyperlink that says "Product Name" is not enough. Yes, people will see the formatting of the link and know that they can click on it, but if you don't give them a reason to, and go a step further by telling them how to do it, then you're not doing your job.

If you find any of these no-no's, revise the content by using the tips that you learned in this section.

Case Study: Transforming an Average Review into an Engaging, High Converting Review

We're going to jump right into this one folks. I am going to walk you through a total revision of a blah product review, and make it into one that would be a sales-generator on a real niche affiliate marketing site.

The review that I'll be using was kindly provided to me by a client, and was one that I rewrote to make it more inviting, appealing and sales-generating.

First I'll give you the review, as it was when I received it. And then we'll dissect it, rewrite it and talk about the steps that we use along the way. You'll notice the various tips and techniques that you've already learned being applied to a real-life example. And the tremendous changes that take place by simply applying these easy to use techniques.

Ready? Here we go...

Schwinn Southport Women's Cruiser Bike (26-Inch Wheel)

Outfitted with a durable steel frame, cruiser-style handlebars, and a rigid fork, the Schwinn Southport Women's Cruiser bike is an ideal choice for beach towns and riverside bike paths. This cruiser bike also features seven-speed SRAM grip shifters, which makes it a breeze to change gears, along with sure-stopping alloy linear pull brakes.

The bike also features seven-speed SRAM grip shifters, 26-inch wheels, lightweight yet strong aluminum alloy rims, a padded saddle, a chain guard, and platform pedals. Cruise around your neighborhood with the stylish Schwinn Southport Women's Cruiser which boasts a five year warranty

This Comfort bike is available on Amazon at over 48% off retail price!

This bike is perfect for someone re-entering the bicycle world. The placement of the handle bars allow you to sit up straight. The gears shift with a slight turn of the right hand.

Schwinn Southport Women's Cruiser Bike Features:

- Women's cruiser bike with durable steel frame
- Cruiser-style handlebars and rigid fork
- 7-speed SRAM grip shifters; 26-inch wheels
- Front and rear alloy linear pull brakes
- Padded saddle for comfort; weighs 26 pounds

The Schwinn Southport Women's Cruiser is a very classic looking beach cruiser, which rides well and is a breeze to assemble. For the price, plus free shipping, you can't go wrong with this bike.

Here's what one of the owners had to say about the Schwinn Southport Women's Cruiser Bike (26-Inch Wheel):

“It's a cruiser bike with mountain bike like aspects (7 speeds and tires), Pretty easy to put together without instructions. The seat is super comfortable, doesn't even feel like I'm riding a bike.. I highly recommend this bike to anyone who wants a very comfortable bike to ride and get around on, whether its for fun, fitness or transportation. I give this bike high marks!!!!” Wendy -Ponchatoula, Louisiana, USA

Let's start with the title. This title is nothing more than the product name, as it's listed on a retail website. Certainly we can do better than that, while still keeping the main keyword intact.

Let's change:

Schwinn Southport Women's Cruiser Bike (26-Inch Wheel)

to

My Schwinn Southport Women's Cruiser Bike Review – Is it the Cruiser Bike for you?

The simple addition of “My” to the beginning makes me become a real person to the reader – much more inviting. I kept the main keyword phrase in place, but removed the excessive (26 inch wheels.) Then I popped in a question to arouse some curiosity, while also doubling up and adding the keyword phrase “Cruiser Bike.”

Now, on to the opening paragraph. Here's the original:

Outfitted with a durable steel frame, cruiser-style handlebars, and a rigid fork, the Schwinn Southport Women's Cruiser bike is an ideal choice for beach towns and riverside bike paths. This cruiser bike also features seven-speed SRAM grip shifters, which makes it a breeze to change gears, along with sure-stopping alloy linear pull brakes.

Uggh! That is one, run-on paragraph that is nothing but a bunch of features listed with very few benefits. I don't know about you, but even if I read past the boring title, I never would have read that paragraph all the way through.

Let's make it better:

If you enjoy taking nice, leisurely bike rides around town, it's time you heard about the Schwinn Southport Women's Cruiser Bike. As you already know, Schwinn has been making high quality bikes for decades. With the release of this cruiser bike, they've outdone even their own, stellar reputation. From its sturdy frame that will last for years to its integrated alloy linear pull brakes for safe, sure stopping, the Schwinn Southport Women's Cruiser Bike is the ideal ride for beach-side cruising or venturing out onto the local bike path for some exercise.

What just happened?

OK. We took that run on, feature-laden paragraph that sounds like it was spewed out from a Commodore 64 and made it come alive. Yes, it's pushing the product a bit, but all

the techniques are very natural, and they flow well. No one wants to read an opening paragraph that simply stuffs every feature in, all at once.

I used a conversational tone in my rewrite. I also avoided making the reader feel stupid, by acknowledging how smart they are, “As you already know...” I tied a benefit to the two features mentioned – the sturdy frame will “last for years” implies value, and the brakes are for the customer's safety.

Throw in a little pleasant images, like beach-side cruising and getting some exercise on the local bike path, and we've got a winning opening paragraph that is painting a picture in the reader's mind. A picture that will help lead to an affiliate link getting clicked.

On to the next paragraph:

The bike also features seven-speed SRAM grip shifters, 26-inch wheels, lightweight yet strong aluminum-alloy rims, a padded saddle, a chain guard, and platform pedals. Cruise around your neighborhood with the stylish Schwinn Southport Women's Cruiser which boasts a five year warranty.

More of the same. Just like the first paragraph.

We can rebuild it. We have the technology:

Smooth Riding Ahead

When you're thinking about buying a cruiser bike, you really want it to cruise, right? Well the Schwinn Southport Women's Cruiser Bike, has you covered. With its 26 inch wheels and strong aluminum-alloy rims, every ride is a smooth ride. And since the Schwinn Southport Women's Cruiser Bike also features a comfortable, padded seat, you don't have to worry about pain or discomfort while you cruise along in style.

See how easy it was to change another run-on, feature paragraph into something engaging, easy to read and informative. I hit on another two features and tied in benefits. 26 inch wheels and the nice rims for comfortable riding. The padded seat to diminish pain and discomfort.

You see, we don't have to, and in fact shouldn't, list every single feature in a paragraph. One or two is plenty, and make sure that you keep the tone relaxing, informative and directed at the reader's wants and needs. I started off the paragraph with the addition of a sub-heading to break the review up into readable chunks. I made the first sentence a question, to keep the reader mentally engaged. And I closed out with them cruising along in style, to add more details to the mental picture we've been painting.

On to the next part:

This Comfort bike is available on Amazon at over 48% off retail price!

That's an attempt at a call to action, but it could be a lot better. Let's flip it a bit:

While I was researching for this cruiser bike review, I found it at Amazon for 48% off the regular retail price. If you're looking to save money, [Click Here](#) to find it on Amazon.

Simple. All I did was make the mini call of action a bit more personable, and less in your face. In the original review, that sentence was a hyperlink to the product. There was no indicator for the person to click on the link to go to Amazon. My rewrite tells them that it's on sale at Amazon, and that they can click on the link to check it out for themselves. Remember, you have to tell readers what to do if you want them to do it.

Next?

This bike is perfect for someone re-entering the bicycle world. The placement of the handle bars allow you to sit up straight. The gears shift with a slight turn of the right hand.

My fix for this is simple. I'd cut it out completely. I have the whole next section of bullet points to describe features & benefits.

Let's move on to the next section now:

- Schwinn Southport Women's Cruiser Bike Features:
- Women's cruiser bike with durable steel frame
- Cruiser-style handlebars and rigid fork
- 7-speed SRAM grip shifters; 26-inch wheels
- Front and rear alloy linear pull brakes
- Padded saddle for comfort; weighs 26 pounds

All I have to say is “What's this bike going to do for me?”

Let's make some easy fixes to remedy this horrible situation:

Schwinn Southport Women's Cruiser Bike Features:

- A cute, retro style cruiser bike that looks great – wherever you ride it
- It's built to last, with a durable steel frame

- Easy steering with the attractive, cruiser-style handlebars and rigid fork
- 7 Speed SRAM Grip Shifters for high performance cruising and easy shifting
- Large, 26 inch wheels for a smooth ride on any surface
- Cruise in safety with the front and rear alloy linear pull brakes that allow for quick stopping
- Enjoy a comfortable ride with the soft, foam-padded saddle
- Lightweight at only 26 pounds, so it's easy to transport

Now, I won't go into details on every change there, but you get the idea, right? I took the same features and linked them together with pleasant benefits for the potential buyer. This solidifies the picture that we've been painting, while satisfying the need for technical details to justify the purchase.

Easy enough, right?

And finally, let's wrap this review up:

The Schwinn Southport Women's Cruiser is a very classic looking beach cruiser, which rides well and is a breeze to assemble. For the price, plus free shipping, you can't go wrong with this bike.

Here's what one of the owners had to say about the Schwinn Southport Women's Cruiser Bike (26-Inch Wheel):

“It's a cruiser bike with mountain bike like aspects (7 speeds and tires), Pretty easy to put together without instructions. The seat is super comfortable, doesn't even feel like I'm riding a bike.. I highly recommend this bike to anyone who wants a very comfortable bike to ride and get around on, whether its for fun, fitness or transportation. I give this bike high marks!!!!” Wendy -Ponchatoula, Louisiana, USA

Here's what I would change:

The end of this review isn't terrible, but it is a bit out of order. I would move the customer reviews ahead of the wrap-up paragraph. Here's my take on this section..

As you can see, the Schwinn Southport Women's Cruiser delivers everything you'd expect from the best cruiser bikes. From its classic, retro style to its integrated, high tech safety features, this is a cruiser bike that people really seem to enjoy.

In fact, I wanted to share one particularly nice customer review that I found online, while researching for this cruiser bike review:

“It's a cruiser bike with mountain bike like aspects (7 speeds and tires), Pretty easy to put together without instructions. The seat is super comfortable, doesn't even feel like I'm

riding a bike.. I highly recommend this bike to anyone who wants a very comfortable bike to ride and get around on, whether its for fun, fitness or transportation. I give this bike high marks!!!!” Wendy -Ponchatoula, Louisiana, USA

If you've been searching high and low for the best cruiser bike, it's easy to see why so many people consider the Schwinn Southport Women's Cruiser Bike to be one of the best buys on the market today.

I highly recommend this cruiser bike to anyone who wants a cute, reliable cruiser bike that's built to last for years of enjoyable riding. In fact, I noticed that you can even get free shipping on this bike when you order it from Amazon.

Click here to get yours, while the free shipping deal is still on!

Done! We switched the order, putting the wrap-up at the end, after the customer review. We kept the original, quoted customer review for social proof from a real life customer. And, finally, the entire review article was wrapped up with a call to action and specific instructions for the reader to follow

Conclusion

Now that you've read through all the down 'n dirty writing tips to make your content bring in more sales. And having seen the plan in action on a real life review from a niche affiliate website – it's now your turn.

Aren't you ready to make more money from your writing efforts?

If so, put these tips to work for yourself. Do the assignments at the end of each chapter several times in the upcoming weeks. This practice will make you a pro in no time.

And here's a closing assignment for you, that's wrapped together with a nice little bonus.

Pick out a product that you want to sell on one of your websites. Write the review using the tips and techniques you've learned here. Refer to the case study to make sure everything's in place, and then email it to me at stevehines@fuse.net.

I'll review what you've done. Critique your copy and send your review back to you with some personalized coaching tips and recommendations. I value my time very highly, but I want to see you succeed. And as my way of showing you the appreciation you deserve for working so hard to write better content, I want to offer you this one-time coaching session as a bonus.

To take advantage of this bonus, email me your document to the email address above. For the Subject Line, copy and paste the Transaction ID that you got when you purchased this course, and I'll get to work on offering my experience to help get your writing into tip-top, high converting shape.

Thanks and here's to your success as a writer who will be bringing
in a lot more sales in the very near future.