

85 COPYWRITING SECRETS FOR SUCCESSFUL ENTREPRENEURS

I've met a lot of business owners over the years who have no clue what they want to say to their prospects or their current clients. One day while sitting with a friend I realized she had no idea how to market herself and that her words had power. She was desperate to move her business along and felt that failure was imminent. She asked how I was getting my clients. I didn't think it was a big deal. I was simply applying what I had learned many years before when I was helping as a consultant for healthcare practices.

It was in this moment I realized I'd been taking for granted skills and tools that were teachable and others desperately needed to know. In this economy we can't afford not to know how to market our business through our words.

Our words give us power. Not to mislead or misguide but to help others by showing them what we have to offer that can give them solutions to their problems. Learning basic good copywriting skills is not about manipulation. It is about communicating effectively in today's marketplace. Your reader or listener is hit with solicitations through the Internet, mobile devices, social media, e-mail, and even direct mail perhaps 10 to 30 times an hour. How do you get them to take notice of what you have to offer?

The answer is writing effective copy. Below is a list of 85 copywriting secrets for successful entrepreneurs. These are my secrets and the secrets of all the great copywriters. Some I've had the privilege to study with and I'm honored to be here sharing what I know with you to help you move your new business, or existing business, forward. These tools, these words of wisdom, are from the greats such as Gary Halbert, Michael Fortin, Dan Kennedy, Jay Abraham, Clayton Makepeace, and John Carlton just to name a few.

In this PDF you'll be introduced to 85 ideas to make your copy special. If you are about to do a newsletter to mail out to your clients pull this PDF out and use it. If you're about to write a new blog article open up this PDF and use it as a checklist to make an exciting post! If you're spending time building an audience with social media have this PDF on hand, and if you want to inspire others go the next step and look at our 101 copywriting secrets for successful entrepreneurs e-book that is coming out on Amazon. Right now you have your hands on this free PDF you can get this eBook the second it's released for free if you sign up [HERE](#). It will go on sell but you will get a free copy offer. Here's the link to get advance notice for your copy. It's our goal to offer this e-book to our advanced notice readers at no cost and we hope that's attractive enough to help you make the decision to commit to your success with copywriting secrets.

[Here Is Our List Of 85 Copywriting Secrets For Successful Entrepreneurs](#)

Starting with Mark Joyner's book, "The Irresistible Offer" we must look at these four questions that every post, e-mail, or written interaction should answer.

1. What are you trying to sell me?
2. How much?
3. Why should I trust you?
4. What's in it for me?

All writers recommend the first one and many of the others are what only a handful of the best of the best know to do when writing and you do too.

5. Write a killer or stellar headline
6. Describe the benefits they will get
7. Always give a call action –tell them what you want them to do next.
8. Answer objections – don't wait for them to say their objections be straight forward.
9. Give a guarantee – if you sell them something what is your return policy and so forth.
10. The hook – this is in the headline and should be in what you write in the body.

AIDA is a well-known acronym in the writers world ([*more in eBook](#))

11. A is for grab their attention
12. I is for keep their interest and keep it building
13. D is for stroke their desire to own the product
14. A is for give them a reason were many reasons why they want to take action
15. Writing copy for the Internet is different- think in sound bites (how to think in sound bites – [eBook](#))
16. What do you want them to do – tell them right away
17. Break each step into bite-size easily digestible chunk's – (sentence [chunks Ebook](#))
18. Don't write copy as if it's an as an essay or school article- write for a six grader
19. Encourage your reader to take one step at a time
20. Find the questions that your market is asking (*where to find these)
21. Compile a list of answers to your markets questions and answer them!
22. Use bullet points for emphasis-* use Deb's the secret formula
23. Use scarcity and urgency – nothing is forever – learn how to put a deadline on anything
24. Write as much as you need and no more – write for today's attention span
25. Mimic other businesses whose copy is working –how not to copy but replicate
26. Remember there's power in words- learn my formula for confidence with words (*in [eBook](#))
27. People make decisions based on emotion rather than logic – use the rights decision making triggers.
28. Use forums to help you test important messages
29. Find a coach or mentor
30. Overcome writers block by writing out a list of features and benefits first

31. Start writing and don't stop even when you think you have writers block write about something
32. Get yourself organized
33. Have your research done first (*How to research any topic)
34. Repurpose your material into other media such as audio video or pdfs
35. Don't be boring
36. Start with a draft copy edit later
37. Build rapport with your prospect - *Ideas the build trust
38. Always be sincere and genuine
39. Once it's written always ask someone else to review it for you
40. Write like a real person because you are real
41. Use a genuinely conversational voice like a trusted friend that they can rely on
42. Provide testimonials written is good video is better
43. Write naturally not like a report or like your writing
44. Don't neglect the headline(yes this is the same as above it's also the most important and most often the collected part of copywriting)
45. Don't waste time overanalyzing
46. Write stellar blog posts just as if you were writing a headline
47. Write a great blog post
48. Format your blog posts
49. Vary the types of blog posts that you write. Do abstracts, commentary, articles and features
50. Always be searching for new ideas
51. Website copywriting is not linear
52. Copywriting must inform the reader
53. Copywriting must inspire the reader ([learn how](#))
54. Your writing should persuade the reader
55. Your writing should have SEO value
56. Whenever possible hyperlink to another post on your blog or on another blog that you respect
57. Use multi media – think videos and podcasts
58. Vary the length of each sentence
59. Split long sentences into two if they'll survive on their own
60. Avoid words such as so, and, or, because
61. Use brevity is the sister of talent
62. Make every sentence means something to the reader
63. Make every sentence add to your position without overstating it
64. Limit your thoughts to a single thought for each article, blog post, or social media post.
65. Fancy writing is it sells writing
66. If you own a business all your copy or writing is sales-writing
67. Use positive inspiring language – “can achieve”, “will achieve”
68. Break up your page with subheads - learn how to make these SEO perfect
69. Remember the most powerful words – ‘revealed’, ‘proven’, ‘scientific’, and ‘breakthrough’
70. Right in the reader's language – their personal jargon
71. Tell a story about how your product or service will solve their problem

72. Use facts and give credit where credit is due
73. Add a bit of your personal history show the reader that you understand their pain
74. Ask the reader a simple question early on that they can say yes to
75. Selling writing or good copywriting is like a conversation at the hair salon or the bar
76. Once again only include sentences that will move your reader forward
77. Remember your rule – your client or prospect is not interested in you that are interested in themselves and their problem
78. Be consistent with your body font
79. Don't write in colors stay true to black
80. Your reader reads from left to right, top to bottom be smart in your layout of your blog posts
81. Have subheads that are larger than body font
82. Just as with sentences alternate paragraph length
83. Use images that relate to your topic
84. Images should always have captions
85. Write for real people

If you enjoyed our PDF we know you'll find greater value from our upcoming e-book. This e-book will take you on a wonderful journey through these 85 principles helping you learn how to write quick and effective copy for any instance. Not only will your writing for business and sales improve so will your closing ratio of your services that you offer and your product sales because your language will also be more persuasive and help your clients make decisions.

While this list of 85 secrets seems long when you add them all together in my copywriting blueprint method that I share in the e-book you'll be writing stellar blog posts, social media posts, and articles in a short time.

[Get the eBook Free!](#)

I'm happy to reveal the secrets to you here and I look forward to helping you discover your potential and your success. Your questions comments and feedback is always welcome please e-mail us at: moreinfo@arkosuccessacademy.com

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