
HOW TO

WRITE

**E-MAILS, ARTICLES, REPORTS,
AND BLOG POSTS**

THAT SELL!

You Want To Sell...

You want your clients, patients or customers to read whatever you put out there, then pick up their cell phone and e-mail or call your office, right?

Sorry for being blunt, but unless you have copywriting super-powers, that is not going to happen. Period.

The good news is that by the end of this article, you WILL have such super-powers.

You will learn how to sell with your content. Regardless if it is a simple email or a 10 page report.

But for that to happen, your content must be read. Actually, more than that.

Your content must be ...

Devoured by Your Readers!

And you are going to learn how to do that...Right now!

Check out this page for example.

Ignore the actual content for a minute and notice how it “feels” to your eyes.

As you can see, it’s easy to read.

It’s punchy. It has short sentences. And best of all ...

It Has Short Paragraphs!

And that’s really important because when your eye first “scans” the page, it calls up your brain and says, **“Hey! this is easy to read!”**

And your brain, in turn, decides to check it out.

Another very cool thing about this article is that it's telling two stories at once.

How?

Simple.

These “Sub-Heads” Tell A Story Of Their Own!

Try it.

Scroll up to the top for a second and just read the sub-headlines (the bold lines).

See how you can get the complete “picture” of what this is all about just by scanning the sub-headlines ...without actually reading the text?!

It's a technique called “dual readership path” that I've learned it from a marketer and copy-writer called Dan Kennedy.

Now, do you know why this is important? Because...

Everybody Scans The Page Before Their Brain Commits To Reading It!

That's totally normal.

And what is the main thing that jumps out at the “scanning brain”?

That's right. It's the headline and the sub headlines. So...

These Sub-Heads Are “Selling” The Brain On The Idea Of Reading The Whole Page!

Amazing, isn't it?

See how easy it is to read this page?

And if you're just scanning the page, you'll still get an idea of what it's about.

And here's another thing about this article.

See the article isn't really about "writing articles".

Instead,

This Article Is Really About YOU!

And more specifically, it's about *how you can influence more people by creating content that's easy to consume.*

After all, if they don't actually read what you're putting out there, how can they learn about all the benefits your products or services have to offer?

So by using the "dual readership path" and formatting the page the way I've just shown you, you will have your prospects reading your material.

But it doesn't end there...

Let me now show you

5 Ways To Influence Your Readers So You Can Make More Sales

WARNING: Don't get fooled by the simplicity of what you are about to read. Most of it may sound obvious and "common sense" to you, but the reality is that your competition is totally oblivious to it.

As the saying goes "Common sense does not mean common practice!"

So let's dive in:

1. First, make sure everything is about ...THE READER!

As harsh as it may sound, the saying "no one is interested in you until they know what you can do for them" is absolutely true.

So, people don't care about our story, or our stuff.

They care about THEMSELVES. So everything you write *must always connect to how your products or services can help THEM.*

2. Focus on the RESULTS they want to achieve.

For example, if this article was all about ME and what a great marketer or copywriter I am, you'd probably have clicked away, right?

And if I had made it all about YOU and how YOU need to write good articles, you'd might read some of it ...but you'd ultimately leave because you've heard or read that already.

*But you're still reading for one reason, and one reason only:
We're talking about the RESULTS YOU WANT.*

In this case, we're talking about how to influence people with content.

Doing that, leads to more customers, clients or patients, which leads to MONEY.

And that's probably why you're here, right?

Because you want to grow. You want to be more, help more people and consequently earn more.

3. Use the magic words, "so you can".

Everybody's going to tell you that when it comes to talking about your products or services, you need to make it all about features and benefits.

Don't listen to them.

If you want to influence people and sell, you need to explain how the benefit directly relates to the results your readers want to get.

And the "so you can" language pattern is just perfect for this.

Here's an example.

Let's say you're selling a course on vegan cooking, and you're including a recipe book.

(I know you are probably not selling that, but I am using a plain vanilla example, so you can

really see how it works to ANY business. Even if you are selling cooking courses. So bear with me here...)

Now, the novice would say something like this:

“The Vegan Chef 2.0 comes with a recipe book of winning recipes! (Feature).

These are the most delicious recipes ever written in a vegan book. I’ve painstakingly gone through each one, tried them myself and highlighted and photographed all the major steps in great detail. This makes it easy for you not to miss anything! (Benefit.)”

Now. That’s FAIR ...but let’s use the magic words. Let’s re-write the last sentence.

We’ll appeal to two of the prospect’s desired results:

Great tasting vegan food and easier cooking:

*“This makes it easy for you to follow the recipes, **so you can** pick any recipe you want knowing you can easily and quickly cook a delicious vegan meal. <--RESULT DRIVEN BENEFIT*

And this makes the whole process of cooking your own vegan meal just that much easier and more enjoyable.

*I have personally cooked each and every recipe in the book, to make sure it was easy to cook and that it tasted good...**so you can** easily and almost instantly sort through the book and pick a recipe you and your family are in the mood for, knowing you will be able to cook something easy and that everyone will like, in a fraction of the time.” <--RESULT DRIVEN BENEFIT*

See?

Simple.

4. Address skepticism head on.

Most people try to gloss over this or simply avoid it altogether. Big Mistake!

That’s a surefire way to decrease both response and trust because it’s like trying to ignore the proverbial elephant in the room.

Everybody knows it's there and if you pretend it's invisible, you'd look like a fool.

The best way is the *psychic approach* where you use the language "you might be wondering". It works like this:

First, you identify the main area of skepticism.

As another example, let's say you're selling a personal accounting software, and the prospect's main area of skepticism is that he thinks it will be too hard to import the data he already has.

The next step is to address this objection by framing it as a question he might be having (which will make him wonder if you can read his mind, hence the term psychic)...

So you could write something like this:

"You might be wondering how you're going to survive having to figure out how to import all your transactions without risking losing them."

Now it's time to answer that question using the classic "Feel, Felt, Found Pattern."

Here is how it looks like:

*"I know exactly how you **feel**.*

*In fact, **I felt** the same way when I switched mine!*

And up until recently, there was really no easy way of doing it.

In fact, it was worse than most people realize!

*But a few months ago, **I found** a simple way to get all data transferred that's 100% tech-free.*

I was able to safely and accurately transfer years of transactions in a few minutes, and it was so easy ...I didn't even have to read the directions!

In fact, there was no software to install, didn't have to call anyone, and when I think about it ...it was actually fun!"

Two important points:

1. Regardless of how sophisticated you think your customers are, or how “hi-tech” your product or service is, use simple, easy-to-understand vocabulary.
2. Never lie or make anything up. Ever!

5. Tell them what to do next.

Everything you write or publish should have a desired end result that benefits both you and the reader.

It could be to generate a phone call. It could be to make a sale. It could be to get them to go to your website and download a report.

Or maybe you just want them to leave a comment, “Like” something on Facebook, or refer a friend.

Whatever it is, you need to **clearly** tell them what to do, and why.

However, only ask the reader to do ONE thing.

Why?

Because asking for multiple actions may confuse the reader, which may lead him to doing nothing at all.

For example,

There’s A Sneaky “Hidden Reason” I Wrote This For You.

The first (and primary) reason was to show you how you can easily create content that’s engaging and profitable at the same time.

By following the steps I have just outlined for you, you can crank out really great articles, reports, facebook posts...you name it...all designed to genuinely help your reader while simultaneously creating goodwill, building your personal brand, and making you sales.

The second purpose of the article was to get you to say: “Holly Molly! This makes sense! I can see how this would work. Tell me more!”

And if that sounds like you,

Here’s Something You’ll REALLY Like!

I’ve created an [Advanced Workshop](#) for you and I’d like you to attend, for **FREE**.

You can get the access [here](#), but here’s the “big picture” of what it’s covered:

- ▶ A new way to market that causes your audience to like you, respect you, and view you as a trusted authority....almost from the very first day...so you can get a higher response, make more sales and enjoy repeat business and referrals
- ▶ The 3 main components that are the foundation of ANY marketing system, and without them your results will be dismal. (If you are not satisfied with your marketing results, you will know why!)
- ▶ How to get crystal clear on who you want to attract that will completely change your perspective on who your customers really are.
- ▶ How to create a compelling message that attracts QUALIFIED leads and eliminate the tire-kickers. All of that without sounding pushy or “salesy”...so you can increase conversions while maintaining a great relationship with your prospects.
- ▶ How to determine the best vehicle to deliver your newly crafted (and finally correct) message so you can reach your ideal target market.
- ▶ The common mistakes that even marketing agencies make, which you should avoid like the plague.

And much, much more.

The workshop itself is about 45 minutes of pure actionable content and it is 100% complimentary.

I had people launch a successful business based on this workshop alone. So I can guarantee it is worth your time!

So pick up your cup of tea, coffee or glass of water, close the office door and click [HERE](#) to access the workshop.

Thanks for reading this and I look forward to “seeing” you on the workshop!

Fernando

Dr Fernando Lamounier



P.S. You should always include a P.S. ...Even when you’re writing a report or an article.

Here’s why:

The P.S. is the second most read part of any article (the headline is the first).

So most people scroll down to the end of the article before reading it.

...For that reason the P.S. is a great place to deliver your message. Short and sweet. Like this: In case you're one of the people (like me) who skim to the P.S. before you read the whole text, here's what this is about:

1. A very interesting way to make sure people read your articles, ads and reports.
2. Five ways to influence your readers (and make more sales) while helping them out.
3. A free workshop that shows you advanced marketing strategies for creating a marketing system that works (If you want to skip the article and check out the free workshop, you can do that here.)



To Attend The **FREE** Workshop,
Click On The Link Below:

[TAKE ME TO THE WORKSHOP](#)

