

# Writing Basic Sales Copy For Your Website

Here is a printable guide on how to write basic sales copy for your website. The most important thing to keep in mind when writing sales copy is conciseness. Make sure you are efficient with your writing!

The more efficient and the more digestible the writing is, the more effective it will be.

## Now, here are the tips:

- ★ Know who you are trying to reach, and write to them; they are the audience
- ★ Know what your focal point is; what is the specific action you are looking to drive the reader to take?
- ★ Use engaging storytelling, but keep it simple. The most effective copy engages the reader, but is still easy to read and process. Tell a story!
- ★ Make sure it is conversational. This will disarm the reader, and make them not only more engaged and interested, but more receptive to the content itself.
- ★ What are the benefits of your company/organization? Don't delve into the details and nuances, they can engage with those later. Why should they pick you?
- ★ Do NOT be wordy. Not only will some readers fail to understand your words, but they may feel stupid, uninterested, and annoyed it is hard to understand.
- ★ Include a call-to-action (CTA) — a specific action that you want the visitor to take to convert into a lead or prospect — at the end; consider this the conclusion of a paper. Yes you did all the hard work, but the CTA ties it all together. Why did they just read what they read? Where should they go now?

Good luck! We know you will excel at copywriting when using this guide, and the results will be there for all to see.