

9) GENUINE

The voice your customer hears should be yours – and yours alone. Any sense that your copy doesn't sound like you will quickly turn off the very person you want to reach.

10) CREDIBLE

Does your offer sound too good to be true? Can you back up your claims? Your copy should make it clear that you're professional and trustworthy – without having to say it.



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I'd like to help your next project.

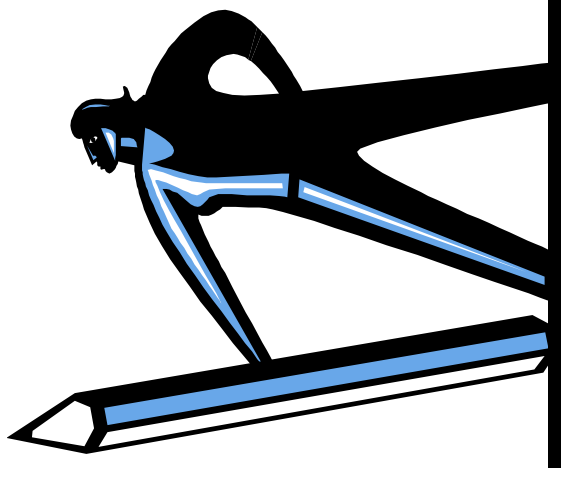
Let's talk and see if we can work together.

Contact me at 908-692-1852 or sean@seanromanoff.com. Check out samples of my work at www.seanromanoff.com.

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It Matters Who Writes Your Copy



THE COPY PROFESSOR

YOUR COPY SHOULD BE MORE THAN CATCHY.

TO DELIVER A MESSAGE WITH RESULTS YOUR COPY NEEDS TO BE...

1) VALUABLE

Let everyone know what makes you or your product unique and special. You can't be all things to all people, so your copy should help you claim your spot in the marketplace.

2) PASSIONATE

Tell a story that appeals to an emotion – nostalgia, fear, greed, desire, pride – because they influence every decision. Connect with people's feelings and they are more likely to buy from you.

3) VISIBLE

Do things that bring attention to you or your business -- don't just conduct business as usual. Then let the world know that your business offers customers a different experience.

4) INVENTIVE

Make a claim first, even if it's not unusual to your business. Everyone in your industry may do the same thing, but telling the world about it first makes that quality or process yours. Even if something really is "old news" saying it from a new point of view gives you a competitive edge.

5) DIFFERENT

Don't just say the same thing your competition is saying. Your copy should tell a story no one else is telling, and it should be told in a way that's different from everyone else.

6) REPETITIVE

Make sure your offer is really connected with your message. Then repeat it – over and over. Just like the chorus to a song. That message should be in the customer's head after reading your copy.

7) DIRECT

Your copy must make your offer simply and clearly. Take your customer through the buying process step by step, and remind that person why to buy from you.

8) URGENT/EXCLUSIVE

A sense that an offer won't last forever or that receiving an offer is something reserved for a select few gives your customer another reason to act quickly.