

Online Copywriting Pro (with Rights)

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"Online Copywriting Pro" is a 9-part video tutorial series (where you can download after purchasing and watch them offline) that will guide you by the hand and teach you how you can crank out profit pulling salesletters that will bring in twice, or even three times as many sales (as your old salesletter), increase your salesletters conversion rates (where prospects, after reading your salesletter, proceeds to purchase your product/service) by as much as 50 to up to 300 (or more)... The following is a preview of what you'll discover in each of the 9 videos:

Video #1: Introduction to Becoming an Online Copywriting Pro and Tools You'll Need In this video, you will learn the required skills you need to write high converting sales copy. You will also be shown free and low-cost tools that can get the job done.

Video #2: Identifying your Prospect In this video, you will learn how to address your prospects in your sales letters and how to make your sales letter be exciting to read.

Video #3: Sales letter Format: Layout, Fonts, Width of Letter, Coloring In this video, you'll learn how to create a compelling layout, how to use certain type of fonts to make your sales letter easily read, the ideal width of letter, and the coloring.

Video #4: Sales Letter Format: Long Letter vs. Short Letter Which is Better? Using Links Correctly In this video, you will discover expert case studies of actual sales letters to show you why a certain sales letter type will help you not only convert well, but have future backend conversions. On top of that, you'll also learn how to use links correctly on your sales page.

Video #5: Writing Your Sales letter Top Area: Headline, Sub-headline, Addressing the Prospect, Introduction In this video, you'll learn about the top area (which includes the headline, sub-headline, addressing the prospect, as well as introduction), which is the first thing your prospect will see. You will discover methods that expert copywriters use to jump start their sales letter (and how you can make use of these methods as well).

Video #6: Writing Your Sales letter Middle Area: Announcing Your Product Or Service Solution, Benefits and Features In this video, you'll learn the importance of how to announce your product/service solution, along with its benefits and features, as well as how to go about actually listing your benefits and some of the most common benefits that will strike your prospects wants and needs.

Video #7: Writing Your Sales Letter Bottom Area: Endorsements / Testimonials, Proof, Bonus, Guarantee, Call to Action, P.S Areas In this video, you will learn how

you can fully make use of endorsements/testimonials, proofs, bonuses, guarantee, as well as Call To Action, and apply them to your own sales copy so that you can increase your conversions. Video #8: Real Life Example Well Take What We Learned Above and Apply It To A Real Life Sales Letter What better way than to take what you learned above, and actually go to real life sales letters to begin to understand how they all piece together. Video #9: How to Use Googles Website Optimizer FeatureFor Split Testing Your Conversions Whats the point of learning how to write sales copy, without testing your actual conversions? In this video, you will learn how you can make use of Googles free website optimizer in your sales copy to get tracking reports that will reveal your sales copys conversions. For a very limited time only, I am going to let you have the full Master Resell Rights license to the entire video course - Complete with all the video files, along with the complete product salesletter and download page. For more Internet Marketing products, please visit us @ InternetProfitMachines.com

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