

*Read On To Discover The **PROVEN** Insider Secrets Of Increasing The **AVERAGE** Sale From Your Online Business To \$700 Or **MORE...***

**“Are You  
Making These Mistakes  
With Your Online Marketing?”**

**“3 POWERFUL  
Secrets Of Online Copy  
Even The Greatest Marketers Alive  
Are Neglecting...”**

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**You can pass on this report or sell it as long as it is offered in its unaltered form  
with all links live and active.**

You can experiment and split test a thousand different factors to improve the response from your online copy but taking a step back and analyzing a few key, fundamental areas can improve your copy, your business profits and client loyalty.

You know what it's like...

You're constantly busy and it's just so easy to get caught up in the details and the nitty gritty of online marketing and go off on tangents that take you away from critical marketing fundamentals.

If you want to massively increase the bottom line profits of your business in the short and long term you need to constantly keep your eye on the big picture so you always understand where all the small pieces fit in and how important or unimportant they are...

## **Neglected Marketing Fundamental Number One Online Your OFFER Is Everything...**

The first and THE most fundamental key to multiplying your response online is your offer.

Sometimes we need to review all our online copy, all our product offers and all the products we have in development and ask the fundamental question...

### **“What Can I GIVE Online...”**

Your attitude online can either shine online or it can stink.

Either way it really shows to anyone and everyone who visits your website and has any contact with you.

What happens if you really go out of your way to GIVE to your prospects and clients online?

Giving to your prospects and clients way beyond anything you've done before.

Let me tell you a story.

I did a piece of copy for Michael Senoff at [hardtofindseminars.com](http://hardtofindseminars.com).

If you don't know Michael he has a site that gives away literally tens of thousands of dollars worth of high quality audios, transcripts, reports and more completely free.

There's interviews there with Jay Conrad Levinson, Carl Galetti, Brian Keith Voiles and audio from Gary Halbert, Dan Kennedy, Ted Nicholas and John Carlton.

The site is PACKED with high quality stuff you'd pay a FORTUNE for anywhere else.

But on Michael's site it's FREE.

Now the copy I did for Michael was an offer for an hour's worth of marketing consulting PLUS \$700 worth of Jay Abraham tapes or other appropriate marketing materials.

Both for just \$700.

As an introductory offer if you qualify you could get the first 15 minutes of consulting free.

Now Michael and I are friends.

We exchange emails regularly.

But immediately after he launched the copy for this offer the steady stream of emails stopped abruptly.

The phone in his office was ringing off the hook – every man and his dog wanting to take him up on the consulting offer.

Now why did we settle on the figure of \$700 for this offer?

Well I simply asked Michael “What's the average sale from your business?”

The answer: \$700.

Think about that for a minute.

\$700...

**“Would You Like  
An Online Business  
That Has An Average Sale Of \$700?”**

Michael also sells products online with prices in the \$3,900 even \$5,900 range.

Here's the lesson.

Online you can deliver as much digital product as you like FREE or for next to no cost.

You can give your prospects and clients HUGE value.

And if you take the attitude of “What can I give?” then you can have an average sale of \$700 or MORE...

And regularly sell high ticket items worth THOUSANDS of dollars each.

That leads to the first online copy secret and even the greatest marketers online aren't capitalizing to the fullest on this secret.

Your offer is EVERYTHING and online you can deliver almost exponentially more value at minimal cost.

Add value to all the offers you make with a heap of high value targeted, related products delivered online.

This works in the offline world too...

I appear regularly on 40 commercial radio stations across Australia talking about health.

Due to the power of free publicity and a very good press release or two I am considered one of the world's leading diet and lifestyle authorities.

Just as an aside I've also helped other friends get huge radio exposure too.

Not just ten minutes but one or two hours at a time on multiple radio stations.

Back to my story.

In one radio offer I sold an audio CD for \$20 but I gave the buyers over \$140 in free bonuses they could download "If they could get to an internet connection."

Now if you know about radio listeners they are NOT all connected to the internet.

But telling them they could get \$140 worth of bonuses made the offer many times more enticing.

Now you have a massive advantage I don't have when I appear on the radio.

When you're selling online you know your prospect is hooked up to the internet.

And online what does it cost you to give your buyers an extra audio, 10 free ebook downloads, some free software?

A few cents worth of bandwidth. Next to nothing and you only have that cost AFTER you make a sale.

But if your bonuses are highly targeted they make...

1. Your offer many times more valuable and...

2. Your client much more likely to do business with you in the future because you gave them such incredible value.

But there's even more implications to making your offer more powerful with online delivery of a whole range of extra products...

**“A Great Offer  
And Delivery Of That Offer  
Makes Risk Reversal A Breeze...”**

Giving your clients 10-20 times the value of what they pay makes giving a great money back guarantee a real no-brainer.

I'm sure you know the longer the money back guarantee the less refunds you get – assuming you deliver a product of value.

Generally speaking if you offer a one year guarantee your client is less likely to ask for a refund than if you offer a 30 day guarantee.

They don't feel as pressured into making a decision about whether to ask for a refund or not when you give them more time.

And a few months after buying the product they've forgotten about it.

Now think again about increasing the value of your offer – the value of what you deliver to your client.

What if you double that value. Or triple it. Or give ten times or even twenty times the value.

If you're giving \$200 genuine value when your client is spending \$20 you'll slash your refund requests.

With my health products I've NEVER had a refund request on a product I delivered.

How confident can you be with your guarantee if you KNOW your clients won't be asking for a refund?

In the example I mentioned before I went on 40 commercial radio stations across Australia and gave a **50 year** unconditional money back guarantee.

I told them if they weren't thrilled with the quality of the information they didn't even have to

send back the product.

Just let me know and I'd send them back their money.

I got NO refund requests. ZERO.

A powerful offer with massive value to your clients means you can give a fantastic guarantee.

And fantastic risk reversal guarantees can multiply the response from your sales message – sometimes exponentially.

And there's more...

### **A Great Offer Can Also Add Credibility To A Compelling “Reason Why”**

When your prospects are reading your copy they're wondering...

“Is this some kind of scam?”

“Is this guy for real?”

“Is he really going to deliver or am I just gonna get ripped off again with another pile of crap?”

If you tell people WHY you're making them such a great offer it makes it so much more believable.

And a great offer can even give you a reason why your prospect should act NOW.

Even some of the greatest marketers online have copy that makes you want to cringe when you get to the reason you should act now.

It starts okay...

“Act now because...”

And then it kind of falters and peters out...

“...I could end this offer at any second...”

“...because my cat's sick and I'm too busy to take go to the bank and withdraw the money you'll

send me...”

You might as well just put in the real reason why...

“Act now because I read somewhere in some copywriting manual that I have to tell you to act now because that's supposed to increase my sales.”

Stop insulting the intelligence of your prospects.

Your reason why has to be believable.

You've probably heard the story about the furniture retailer whose roof leaked in a storm.

He advertised the furniture with slight water damage at a discount but only on the limited amount of damaged stock and only until it was all sold.

Now this is a true story...

The water damage sale went so well he climbed up on the roof in the middle of the night and punched a few more holes in there so he'd have more water damaged furniture to sell.

Water damage to furniture.

It's believable isn't it.

It also gives you a compelling believable reason to act NOW.

You know there's only so much furniture there that's damaged and you know everyone else will be rushing to that store by plane, train, automobile or even their daughter's tricycle to nab a bargain.

What if your offer was just so outrageous – 5, 10 or 20 times the value of the price you're selling at.

THAT makes a “marketing trial” “limited time offer” believable.

And it gives you a compelling reason why too.

Imagine this reason why in your copy...

“I'm willing to give you \$1,000 worth of my products in this marketing test for just \$50

because I'm in this business for the long haul...

“I truly value you as a long term client and I know you'll be so thrilled with the value in this \$1,000 package that you'll come back to me and buy from me over and over again, year after year.

“But you must act NOW. If this marketing test doesn't create a high enough percentage of long term, highly valuable clients to be profitable I will end this offer forever.

“I'd hate for you to miss out...”

Notice also how this kind of copy builds a personal relationship with your prospect in several different and subtle ways.

This is a huge secret to powerful online copy we'll cover later.

Now think about that statement...

“I know you'll be so thrilled with the value in this \$1,000 package that you'll come back to me and buy from me over and over again, year after year.”

Not only is it a compelling believable “reason why” it also sets up your clients for all those valuable back end sales.

And I know you understand the real profits are in back end sales.

And most important of ALL.

From start to finish every word of this “reason why” is true. That's why it's so believable.

So consider spending a lot more time in the phase of working out “How can I make a really, really enticing offer. What can I give my clients. How can I increase the value of this product? Can I add audio, video, reports, software?”

“Can I interview another expert in the field? Can I interview half a dozen experts in the field?”

“Can I get a dozen of my potential prospects on the phone and let them ask me their most



burning questions...and answer them...all on audio?"

"Can I provide links to the 10 best websites or online resources for my clients?"

"Can I give a free consulting session to anyone who buys?"

As you probably know most free consulting offers are never claimed. This is a high value bonus that usually works out very much in your favour if you offer it.

Really scour the bushes.

Contact your business associates with other similar programs and do a deal.

Come up with a whole pile of high, quality, high value related bonuses.

Keep asking yourself...

"What can I GIVE?"

If you find a whole pile of front end reports, ebooks and audio that could also multiply your chances of creating affiliate incomes from a back end sale.

I challenge you, I double dare you to go back to your online product offers and add bonuses worth two, three, ten even TWENTY times as much as the product you're selling.

In copy your offer is EVERYTHING.

And I'll repeat it because it's just so important.

In online copy you can add value to your offer very easily by adding plenty of high quality downloads.

It's one of Andrew Cavanagh's top ten irrefutable marketing rules...

**"Make An Offer  
Your Prospect Would Be  
CRAZY To Refuse..."**

Since you don't need or want to do business with crazy people this will give you a TON of really great clients.

And they'll be loyal because you've given them 10-20 times the value they'd expect.

So neglected marketing fundamental number one is the offer is everything.

Put together an irresistible offer by adding 5-20 times the value of high quality, targeted, related digital, downloadable products.

## **Neglected Marketing Fundamental Number Two Advertising Is Salesmanship In Print...**

Now for online marketing fundamental number two and a quote I know you've heard...

### **“Advertising Is Salesmanship In Print...”**

Here's a question for you...

When was the last time you physically talked to a potential prospect for one of your products?

Now I don't mean by email and I certainly don't mean in an artificial situation like a seminar.

I don't mean on an online forum either.

What I'm talking about is you talking to someone live, one and one, in person...

Someone who doesn't know your background.

And step by step finding out what their needs and wants are and persuading them to the point where they want to buy your product and they can tell you exactly WHY they want to buy your product...

If you haven't done this recently you really need to and I'll tell you why.

You'll find out in minutes where your prospects hot buttons are.

You'll see from their vacant stare what words and phrases are just not communicating clearly.

You'll see graphically from their yawns and disinterest what approaches are turning them off and from their enthusiastic interest what approaches are getting their attention.

You'll find out what solutions they're really looking for and what kinds of offers and headlines are likely to work.

You can spend a small fortune on marketing consultants and marketing programs or you can talk completely FREE to the greatest marketing genius alive - your prospect.

Your prospect knows exactly what he wants to buy, what he'll pay for it and what approach will work to sell him.

And all you have to do to tap this gold mine of knowledge is to ask.

I know what most online marketers will say...

Great idea, I'll do an online survey and an exit "ask why" campaign.

It's NOT the same.

Trust me.

Do your online survey and your exit campaign as well but talking to 2 or 3 real, live people, one on one, will give you more insight than 100 online surveys or emails.

Try it and you'll see what I mean.

Here's a few questions you could ask...

"Have you bought anything off a salesman or online in the last 12 months?"

"Exactly what was it that persuaded you to buy?"

"What did you like about the approach made to you?"

"What did you dislike?"

"If I was trying to sell something to you what approach would be most likely to work?"

"What would I have to say or do to get you to buy?"

"What could I do that would put you off buying from me?"

You'll be amazed at the replies you'll get to questions like these.

You'll see just how far off the mark you are with your online marketing efforts and what works in the real world.

So actually talk live to your potential prospects and find out what they really want and what's really likely to sell them.

While we're on the subject of advertising being salesmanship in print...

One of the great “secrets” of salesmanship is that you DON'T try to sell ice to eskimoes – even if they ask to buy it.

Instead you explain to that ice hungry eskimo where he can get all the ice he wants completely FREE just outside his back door.

That builds trust. And it's morally the right thing to do.

It's the fundamental difference between an attitude of “What can I take?” and an attitude of “What can I give?”

And that leads into the last neglected key to online copy and it really is vital.

## **Neglected Marketing Fundamental Number Three The Hidden Secret To Persuasion...**

Let me tell you about another one of my friends - Robin Elliot from Canada.

Robin is the world's leading expert on using joint ventures in small business to create risk free cash flow.

He has over 18 years of experience actively pursuing joint ventures...

And he's helped literally thousands of businesses and business owners in Africa, Canada and the United States make HUGE risk free, almost effortless profits.

Robin is so well connected he was listed in the 2002 *Who's Who Of Entrepreneurs* and the 2006 *Who's Who Of Professionals*.

When I first met Robin he was running his excellent joint venture bootcamps and his exclusive joint venture forum for established business people actively looking to find other high quality joint venture partners.

But he had NO real physical products.

Here's a multi-million dollar lesson I learned from Michael Senoff.

If you speak, if you consult, if you talk to your neighbour about your products or services...

Even if you're just talking to the neighbour's dog...

**“For God's Sake  
Get It  
Recorded!...”**

Get it on audio. Get it on video.

Put a recorder on your telephone.

Record, record, record.

I tell that to everyone I work with because it's by far the simplest way to create your own information products.

And as with many of my highly valued friends and clients I sent Robin a stack of emails suggesting products he might be able to create from work he was already doing.

I don't know if Robin was listening but he now has his excellent, thousand dollar joint venture bootcamps on audio with an accompanying workbook.

And he's creating audio products faster than anyone I've seen.

You can check out the copy for this program at [www.businessjointventure.com](http://www.businessjointventure.com)

Now think about it...

How much is audio of a seminar people happily pay a thousand dollars for worth?

Is that a highly valuable product?

What did it cost Robin to record that audio?

Just the time it took to set up the recorder.

And he can sell the CD set and workbook for up to \$797, use it to add value to his program, generate enormous credibility and more.

Now stay tuned for the hidden lesson in this story. This is absolutely vital and I don't want you to miss it.

Here's what Robin Elliot was kind enough to say about me...

*“What first impressed me about Andrew and still does: His absolute integrity and professionalism. I think he invented the saying, "Go the extra mile" - nothing is too much trouble for his grateful clients and associates.”*

*“If you want a secure, uplifting business relationship, Andrew is your man.”*

### **Some Things Really Are More Important Than Money...**

Let me share with you my absolute favourite “testimonial” from a young lady who's simply a friend of mine. No business, professional or romantic ties whatsoever.

Here's the email she sent me...

*“Dear Andrew,”*

*“People aren't often told what other people think about them.*

*“I think you are a great person and you are friendly to everyone you meet. I really admire that about you and am taking it as a lesson for myself.*

*“Thank you for encouraging and teaching me...”*

*“Thank you for being such a nice person to me.”*

- Mikayla Curtis, Cairns.

Now Robin Elliot is a wonderful client and truly a pleasure to do business with.

So why do I value those special words from a teenage woman above the testimonial of the world's leading joint venture expert (listed in the Who's Who Of Entrepreneurs)...

Because Mikayla went beyond just being genuine and sincere – she was putting herself on the line emotionally and speaking from the heart.

Her deep appreciation shines through in every word.

Our relationship is honest, very personal and very genuine.

**“It's Obvious  
She Appreciates Me And  
She Cares...”**

And that's what you need to create, sustain and nurture in ALL your online marketing and ALL your online copy.

Your prospects and clients want to feel like you really care about them.

They want to feel like SOMEWHERE in this dark and cold world there's SOMEONE out there who still does business the old fashioned way...

With a smile and the odd personal note...

Good old friends who trust and respect each other and shake hands with each other every Sunday in church.

They want to know when things aren't going the way they should you'll be looking out for them



and making things right.

They want to know you see them as a person - not just another sucker you can make a lousy buck from.

After reading Mikayla's brilliant piece of online copy do you think I'd read her next email?

Do you think I'd answer her phone calls or read any mail she sent me?

Do you think she'd have a pretty HOT chance of selling me just about anything she wanted?

And do you think with her attitude that if she offered to sell me something I'd feel pretty confident that it would be genuinely valuable to me – that she was offering it because she firmly believed it was in MY best interests.

**“You Create That  
Personal Relationship With Your Prospects  
And Clients In A Thousand Subtle Ways...”**

In the wording of every email, every sales letter, every communication.

It's the difference between a copywriter who's a good copywriter and a copywriter who's a great copywriter, a great writer AND a great salesman.

**More Resources**

FREE 59 Minute Audio How To Find A Hungry Market Online...

<http://www.copywriting1.com>

How to split test 4 copy changes to your website 100% guaranteed to increase your sales...

<http://www.freelanceonlinecopywriter.com>