

# BUT WAIT THERE'S MORE!

COPYWRITING AND TESTING

MONTHLY IDEAS TO HELP YOU INCREASE CONVERSION AND REVENUE

CHARLOTTE, NORTH CAROLINA, USA • AUGUST 2015

## The Power of /ALIGNMENT/ in Direct Response

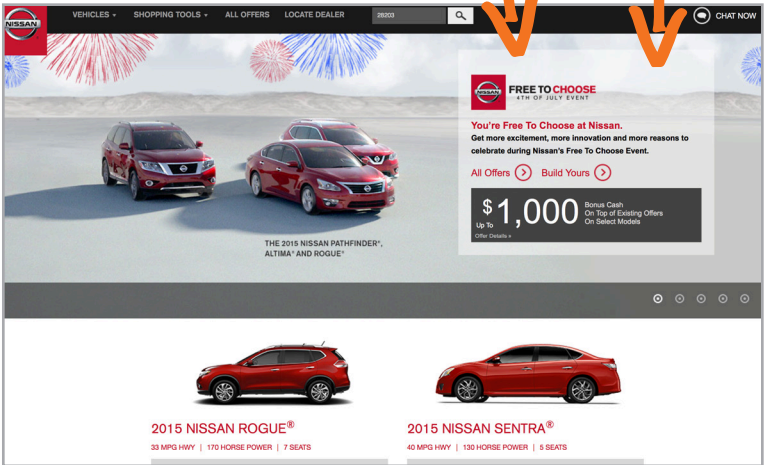
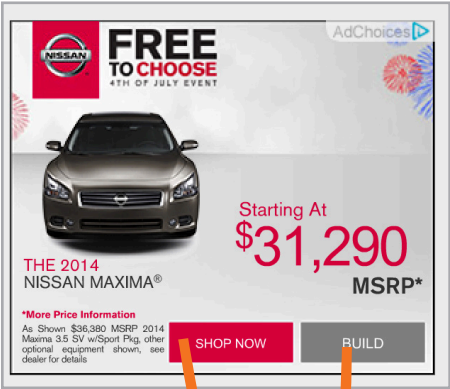
### An Easy Way to Improve Conversion

“Alignment” isn’t a term you hear a great deal about in direct response. But it’s a concept that’s vital for maximizing conversion. Let me explain alignment by giving you an example of bad alignment.

Let’s say you see a display ad on a site like The Weather Channel. The ad says “One Solution for Bad Breath that Movie Stars Use.” You click the ad and it leads to an advertorial or landing page with the headline: “Why Tibetan Monks Never Have Poor Mouth Hygiene.”

The reader gets confused and conversion drops. Now ... if you have a misaligned funnel and you’re happy with the results, don’t change a thing ... for now. However, best results are likely to occur when the message aligns across all the platforms.

In the next couple of weeks, you might want to complete an alignment audit to make sure your messaging is consistent throughout the funnel.



A good example of alignment where the display ad lines up with the landing page.

## A Relatively Inexpensive Way to Discover What Resonates with Potential Clients

### Harness the Surprising Benefit of PPC and Display Advertising

I attended a seminar a few months ago. One of the speakers was a famous copywriter. He made an excellent point: if the great “old school” copywriters who wrote before the Internet had tools like AdWords, they would be giddy.

Why?

Because AdWords and display networks provide the opportunity to test like crazy. I have written literally hundreds of AdWords ads for just one product. The results provide excellent feedback. You discover what resonates with the potential customer. You can use this “intelligence” in other ads.

When I’m writing AdWords and display ads, I take these steps ...

1. Focus on the offer.
2. Try all the classic headline templates.
3. Get a little crazy from time-to-time to determine if something off the wall will work. I used to write a TON of advertorials before the Internet arrived. Proof that things never really change in direct marketing.

The “old school” copywriters had to spend tens of thousands on printing and postage to test their ideas, headlines, and concepts. We don’t have to thanks to PPC and network display ads.

## TEST THIS HEADLINE TODAY!

### See If It Works For You.

One of the regular features of this newsletter is a headline template to test. I focus on classic headlines but also reveal some headlines that are somewhat rare ... but worth testing.

This month’s template.

We Guarantee Your Satisfaction or We Refund Your Money PLUS Give You \$100

It’s the classic guarantee headline ... but with some punch. Guarantee headlines have been around for decades so the most basic guarantee headline is fairly useless today. A headline that says: “Your Satisfaction is Totally Guaranteed” is limp.

If you’re going to use a guarantee headline then it needs to have a very specific offer, like the one above. I saw a great example of the very crowded pest control field.

➡ “You Will Have No Termites for 6 Months or We Will Re-Spray at Our Expense and Write You a Check for \$400.”

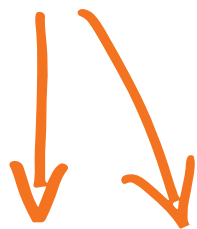
The ad then showed actual checks the company had written to its customers. It’s odd to admit failure in advertising

but it’s proof the company stands behind its guarantee. The company is only admitting occasional failure and this should be stressed.

Try the guarantee headline but make it specific, tie it to an offer, give it some punch, and provide some proof you will back it up.

AdWORDS & DISPLAY NETWORKS PROVIDE THE OPPORTUNITY TO TEST LIKE crazy.

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But Wait...There's More!

Copywriting and Testing  
From the Desk of Scott Martin  
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FROM

## THE DESK OF SCOTT MARTIN

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DIRECT RESPONSE  
COPYWRITER  
& TESTING SPECIALIST

Copywriting Videos Now Available ...  
For Just \$9 a Month

I started a new website providing “look-over-your-shoulder” videos. The site has more than 50 videos and will have well over 100 by this summer. I’m offering the videos for just \$9 a month as an introductory offer.

The videos are for newbie and experienced copywriters. If you need to train copywriters, you’ll find the videos especially valuable ... just give them access to the videos. Personally, the easiest way for me to learn is by watching videos.

To gain access, visit [www.TheAspenSchoolOfCopywriting.com](http://www.TheAspenSchoolOfCopywriting.com); there’s no contract and there’s a guarantee.

Need a Speaker or Trainer?

I love speaking in front of groups ... large or small. I can speak about:

➡ Direct marketing

➡ Testing

➡ Direct response copywriting

➡ The craft of writing

I love speaking to groups and make it entertaining and educational. I’m also available to run copy training and copy workshops for newbie and experienced copywriters. Call me at 704-517-0241 for details or email: [Scott@ScottMartinWriting.com](mailto:Scott@ScottMartinWriting.com)

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WHO IS SCOTT MARTIN?

I’m a direct response copywriter based in Charlotte, NC. My clients include many of the world’s top direct marketers. I specialize in financial, health, B2B, and hobbies ... especially golf. A recent golf promotion generated over \$400,000 in sales.

My goal is to help clients maximize revenue. My stated mission:



*“Help clients maximize revenue by providing the highest level of direct response copywriting. I will provide services punctually, on deadline. I will be professional and responsive. I will also communicate frequently.”*

Discover more at  
[www.ScottMartinCopywriter.com](http://www.ScottMartinCopywriter.com)  
where you will also find samples.

DIRECT RESPONSE TIP  
OF THE MONTH

Make all promotions readable for the person who scans, the person who will read some of the copy, and the person who will read every word twice.