

What it Really Takes to Create POWERFUL Sales Copy for You

by Chief Copywriter & Marketing Consultant Raj Chotrani

The uninformed would be staggered to know the amount of work involved in a single ad. Weeks of work sometimes. The ad seems so simple, and it must be simple to appeal to simple people. But back of that ad may lie reams of data, volumes of information, months of research. So this is no lazy man's field.

- Claude Hopkins
Scientific Advertising

You're hiring a copywriter to create sales, right?

Then the **only way** to evaluate a copywriter is on basis of the return-on-investment (ROI) he creates.

How do I Create ROI for You?

I don't just sit down at the computer and start writing. Sure, I could knock out a **GOOD two-page sales letter** in three hours.

But to create a **POWERFUL** letter for you, I've got to put in a lot more work **before** I write.

How do I do that? I start by **researching** the product or service you've hired me to sell. This can take anywhere from 30 minutes to several hours, depending on the complexity of the product or service.

Next, I ask for **at least two meetings**. Ideally, I'd like to have the product manager and two experienced salespeople at each meeting to help me understand the benefits of your product, its unique qualities, and the mindset of the markets you're targeting.

"But why would a copywriter want to meet my salespeople?" you're wondering. I'm glad you asked. Your sales staff understands the customer mindset better than anyone else. I want to get deep into the minds of your salespeople so that I can create content that focuses on your customer's needs. Experience shows we can easily go wrong when we write on basis of what we **think** the market wants, rather than what the market **actually** wants.

Getting it Right, for YOU

Back in my office, I'll invest **several hours** absorbing all the information – listening to recordings of the interviews again and again, jotting down notes, identifying strong selling points, reviewing notes.

This “absorption” without doubt takes **many more hours** than research – but it's the **most important** part of copywriting. Why? I can only create powerful copy if I feel **passionate** about your product. And the only way for a copywriter to get into this state of mind is for him to **thoroughly understand** what he's selling.

It's also critical that YOU demonstrate excitement about your product or service. Your enthusiasm will fire me up and this will be reflected in the emotion of the copy.

PASSION MOVES PRODUCT.

After having drenched my conscious and subconscious minds with this information over a few-day period, I write an **outline**.

Then I write a **rough draft**.

Then I **correct**. I correct. I correct. I correct. Then I **refine**. I refine. I refine. I refine.

Then I write the **final** copy.

All these steps can take anywhere from 12 to 17 hours for a two-page sales letter. If the product is very complex, it might even take more.

The same principles apply to writing any type of marketing material such as a direct-response ad, brochure or Web site.

Always keep in mind: **the objective of all this hard work is to create copy that SELLS your product.**

Copywriting is an Investment, Never a Cost

Do you want to pay me a few hundred dollars for the job described above? No thanks. For this amount, you'll get a **few hours of my time** but not the work I've described.

I learned copywriting by studying the techniques of the world's leading copywriting gurus such as **Bob Bly, Dan Kennedy, Jonathan Kranz, John Carlton, Clayton Makepeace** and **Joe Vitale**.

I'm very proud of the **1,100+ hours** I've invested in mastering the techniques of these geniuses – because I'm now in a position to offer you the skills they've taught me.

In addition, when a client cares enough about his business to **invest in a copywriter** who has this sort of pride and work ethic, that client will be rewarded with **copy that produces powerful results.**

Judge for Yourself

By now you're saying, "Wouldn't this guy be expensive?" To get an idea how we stack up against creative agencies in Singapore, which is where I live, click [here](#) to read the minimum rates recommended by the [Association of Accredited Advertising Agents Singapore](#).

They've issued a **MINIMUM** hourly charge of **SGD 200**, which is **FAR HIGHER than our rate**. Some of the larger agencies even charge upwards of SGD 250.

And do they give you a **MONEY-BACK GUARANTEE?** Of course they don't.

I often allocate more hours than a big agency on my clients' projects – that's because I'm more investigative than other copywriters. [This practice of intense research, asking question after question, adds more sales firepower to your copy.](#)

And, yet, when compared on a project-to-project basis, our total bill in most instances will be **lower** than the bigger agencies'.

We can undercut the larger agencies because we use a unique business model that enables us to slash our overheads.

Playing with Fire: Hiring Freelancers

If you search around, you may by chance come across very low-cost freelance writers – they'll happily take a shot at knocking out sales copy. But do they know the first thing about writing sales copy? Writing copy in decent English and writing good sales copy are two entirely different skills.

Do you really want to save you a few dollars on copywriter fees and take on the risk of running massive losses on your marketing campaign?

Or would rather pay a bit more to hire a copywriter who lives and breathes your business for the time it takes to complete your project?

If you're convinced that our approach to copywriting is honest and creates value for you, I invite you to click [here](#) to initiate a discussion, or telephone +65-98533009. My name is Raj, and I look forward to hearing from you.