



copywriting

PLANET FREELANCE: Issue 34 - July '09

Making Special Offers Online

Every direct marketer knows that it's wise to test special offers to see which works best. Why? To maximise return on investment on the campaign, get the best possible response and win the highest conversion to sales.

At the moment I'm testing four different ebook special offers:

1. Buy this ebook for a fiver and get a free quarterly updated edition packed with new material.
2. Before you buy this ebook for a fiver, check out this ten page free sample edition.
3. Buy this ebook for a fiver and the author will write you a unique introductory paragraph on a subject of your choice.
4. Ten free copies of this ebook will be available mid September 2009. Email me and claim your free copy now! If you're not one of the lucky ones, I'll add you to my mailing list and remind you about the ebook's release date so you don't forget.

If you want you can even replace your special offers as often as once a week. Some people take it to the limit and make one or several special offers every day.

Others make a special offer once a month. But however often you make special offers, you'll find they have a positive effect:

- people will get in the habit of coming back regularly to check out your special offers. And they'll probably spread the news to other people who they know will be interested.
- search engines enjoy regular fresh content because it confirms that your site is alive and kicking.
- Search engine algorithms use words. Fresh words - and more words - are almost always a good thing!

Last Month...

During June '09 I helped businesses with:

- blog posts
- direct mail letters
- email sales letter text
- e-brochure copy
- brochure and web page copy
- SEO led web page content
- direct mail postcard copy
- newsletter: heavy engineering
- website content

Kate

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