

## Earning Money Online 101 - Copywriting Basics

When you have a business on the Internet earning money online and selling products, you will need to convince your potential customers to buy your product and to tell them how good your product is and why they should buy it. And with this, comes the art of copywriting. Copywriting is the writing of sales pages in order to make some sales. With traffic coming to your website, it will be hopeless if that traffic cannot convert into sales. And therefore, to convert into sales, good copywriting is needed in order to get the visitor to click on the "Buy" button.

The idea of the whole sales page is of the utmost importance. You need to convey an idea that is related to the product you are selling and that idea should always be something that triggers a problem that the customer is currently having. And when the customer relates that idea to his or her own problems, it would be more probable for him or her to make a purchase.

When you have the idea, you have to make sure that your sales page is short and simple. The KISS method - Keep it Short and Simple. Keeping it short will make sure that the visitor will not have to beat about a big bush to get your idea. The faster the visitor gets the idea, the less chances that the visitor will close the web browser window and move on. You definitely want to have a sales page that can inject the idea into the visitor fast, and quickly move to the point when the visitor starts considering whether or not to make the purchase.

Having a good sales page is really important as it will be the difference between success and failure. No matter how much traffic a sales page gets, it will still fail to earn you money online if the tons of traffic are not intrigued enough in what you want to sell. You will need to make lots of analysis on the thinking behavior of the type of potential customers for your product and from that analysis, think of a good idea to sell your product on your sales page. With that good idea, a minimal amount of quality writing and a professional and presentable layout would be enough to be successful copywriting.

On the Internet, there are lots of information about how to do awesome copywriting. However, most of them are incomplete, unreliable and sometimes misleading. Only a few sources, like the Money Power Club provide detailed step-by-step coaching and tutorial videos on copywriting skills. For more information about the Money Power Club, you can go to <http://MoneyPowerClub.com>