6 Conversion-Killing Sales Copy Mistakes

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Introduction.

Writing sales copy is the process of creating persuasive content that makes your audience take action and buy. Sales copy is most often used on a sales page, but also covers other areas – for example in an ad or other marketing materials, or in emails.

Learning how to write sales copy properly is probably the thing that will make the biggest difference to your online success. First, get the basics right by avoiding these 6 mistakes.

Mistake #1: Focusing on Features Over Benefits

Many people get so focused on listing all the features of their product that they forget to tell their audience about the benefits. Customers don't care about features unless they understand why it should matter to them.

Customers are far more interested in how the solution can benefit him or her than they are about the bells and whistles it provides. When listing out the features, always include the reason **why** it matters. How does it benefit the customer? Put yourself in your customer's shoes, and think '***What's In It For Me?'***

Provide information that they can relate to and identify with. Link the problem with specific emotions to create a stronger inclination to purchase the item.

Mistake #2: Not Testing

Regardless of how good you are, or how good your copywriter is, you need to test different forms of copy. Conduct A/B testing of your sales copy to find what works best for your audience.

Some audiences prefer long sales copy. Others prefer short copy. Videos on the sales page or complete video sales copy are often preferred by millennials.

Unless you test the different types, you won't know which will generate the highest returns.

Mistake #3: Using the Wrong Layout

You want to build a beautiful sales page but what you think is beautiful is not necessarily what makes the most sales. In most cases, a single column sales page is much easier to read than one with columns of information.

Clean layouts designed to work regardless of platform are very important. Many potential customers use and shop using their mobile devices. They're not going to switch to a PC just to buy your products.

Your website and sales pages need to work on any device. Don't try to be too creative. Keep the format simple, yet attractive. Use website themes that are responsive and meet your needs.

Mistake #4: Not Including Proof

Providing proof that your solution works is a great way to improve sales. There are lots of forms this proof can take. Real results from your own efforts, or from customers using your product is the strongest proof, but examples of how your product actually works and how it will solve the reader's problems are also powerful.

However, you must ensure that they are examples your target audience can identify with; that are specific for them. If they cannot identify with the example, they will become confused and take no action.

Mistake #5: Misunderstanding Your Audience

This mistake is one of, if not the most disastrous mistakes that you can make.

Many people don't take the time to study their audience before trying to write a sales page for a product. The more you understand and can relate to the different segments of your audience, the better your sales page will perform.

The reason is that you need to understand their pain points, fully, and exactly how your solution solves those pain points. You can't do this without knowing the lifestyle, age, gender, and other demographics and characteristics of your target market.

But most importantly, you need to know how they feel about things and what motivates them to take action.

Mistake #6: Not Understanding Your Product

If you don't understand your product, how are you going to explain it to potential customers?

Whether you write the copy yourself or hire a copywriter, you need to be able to describe it from your perspective and the customers' perspective. You need to know the questions customers might ask. The selling points, the features and the benefits of the product.

This information doesn't need a quick gloss over, it needs to be understood and explained in a way that your audience can understand and relate to.

Conclusion.

So there you have it… 6 common sales copy mistakes that can be detrimental to your business. Use this knowledge to improve your copy and you will see almost immediate results.

I hope you found this short report useful, and it will help you to see more success online.

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