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Create Sustainable Results By Improving Your Sales Copy

There are all sorts of reasons that you might not be getting the results you want from your sales copy but you can correct that and get good results if you make small improvements over a long time. The sales copy is what drives your success and profits so it's just good sense to put some real effort into making it as good as it can possibly be. This article will show you what steps you can take to improve the performance of your copy. Whether or not you're promoting a [Double Agent Marketing](#) related product or something else, it is critical that you focus on making a top notch sales copy.

Know Your Numbers: In order to improve your sales copy and make it more effective, you must be sure of where you are right now. This means that you need to have an intimate understanding of things like how many visitors your site gets every month, how many of those visitors is going to buy from you and what your average conversion rate will be. Measuring the results is the first thing that you take towards working on getting the most out of your sales copy, without which things are pretty blurry to start with. The number of hits your site receives is not the same as "unique visitors per month". You also need to know your conversion rate because, as you make regular changes to your sales copy, you will know where you are going and how much improvement has been made. Knowing your current performance plays a big role in helping you improve the overall results.

Use Simple Language: One of the key factors in helping you boost your copy's performance is to speak to your prospects in a 'conversational tone'; this gets you to increase your conversion rate to a great extent. Don't ever forget that actual people are reading your sales copy and they want to read something from a real person as well. You won't get anywhere if you try too hard to sound professional or corporate. What matters is not what your competitors are doing but how real you can be in your approach. Try to find a voice of our own and you will have far more people responding to your offers. If you use too much jargon in your copy, your conversion rate will drop not get higher. Potential buyers are going to take each and every point your sales copy makes seriously and that is why you need to make your language simple and easy to access. For example, if your targeted niche is [My Article Network promo](#) then you'll be able to aid your prospects solve troubles related to it.

Lead Them to the Call to Action: So what are you supposed to do after you've gotten a prospect to read through your headline and everything you've written after it? Your job is not finished until your prospective buyer takes action. If you would like to make sales or keep them as leads you need to ask for it in a "call to action." You have to, believe it or not, at the end of your sales copy (and a couple of times within it) actually ask the reader to take some sort of action--buy your product, submit their email address, whatever it is you want. So if your copy doesn't already have an effective call to action, you need to make one.

There you have it! Copywriting tips that will help you get the results you crave so go ahead and put these tips to use right now! Go ahead and start applying these suggestions to your [Jason Fladlien and Wilson Mattos Rapid Crush software](#) related sales copy to get the most beneficial results.

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