

Amazon Kickstart V2



A Fast, Effective Way To Build Money Churning
Sites As An Amazon Affiliate That Get You
RESULTS!

You Also MAY NOT Give Away,or Share the Content Herein

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Copywriting

In this module we look at copywriting and this is quite an overlooked part of Amazon sites. You still need basic copywriting skills and the main reason for this is to make your CTR (Clickthrough Rate) higher.

We have covered copywriting and how it works in both the Set Up and Creating Content video as well as in the actual Copywriting video as well.

This PDF will give you a few guidelines and points that will help you write quality content that gets you clicks and makes you money.

Main Keys:

Make sure you focus on the questions you think the customer will have as soon as they land on the site. The more accurate you can answer these the better conversion rate you will have.

Make your site different! Come at them from a unique angle – what makes your site different from all of the other Amazon sites out there?

The angle I went for is that I take into account all of the customer opinions about a product and then rate it based on the collective opinion.

You could come from the angle of making sure that they save the most money by searching for site wide deals across Amazon.

Think about what will entice the customer to click through.

Then after you have told them why your site is different give them an option to check out your top pick straight on Amazon.

Most people will scan read so this works well for CTR.

Out of your questions list – tick off what you believe to be the MOST important question people will have about the product and make sure that goes near the top of the page and then follow with the second most important and keep on going.

Also when you get down to your main call to action about the product make sure you add another deal in there. Not just a discount but maybe a discount on Amazon if bought with another product.

You should end up with a page that while it gives quality info will be a series of questions that answer the MOST popular questions about the product with plenty of chance to click through to Amazon.

REMEMBER: It does not need to be a work of art! The main thing is the quality of the content and to make sure you have a strong call to action or sales angle.

The KEY to getting more clicks is to lead them down a path to the product. If you have picked a good product it will be getting awesome reviews so you want to find out what the customer wants. Even to the extent of checking out forums about the product and seeing the top questions.

The more questions you can answer surrounding the product, the more deals you can find on Amazon and the sooner you can answer these questions the more clicks you will get.

Simple Action Plan For Copywriting For Your Amazon Sites:

The easiest way to make sure you are writing quality content while also making sure it will sell is to write down all of the features of the product. Once you have got all of the features down you know that you need to write about each one.

The copywriting part comes in writing down the BENEFIT of each feature. Everytime you mention a feature make sure you also mention the benefit the consumer will get.

That way you will end up with quality content but it will also get them thinking about what the product does for them.

So here is a checklist that will help you:

- Make sure you introduce them to your site and tell them what is in it for them!
- Make sure you have a USP or angle that you are coming from that makes your review site better than the competition.
- Write down the top questions about the product. You can do this by thinking about the questions YOU would like answered when you are looking to buy OR if you don't mind doing a bit more research you can check Google news and the forums and see what are the most asked questions.

You then want to make sure you answer these questions with the most important first on your site.

REMEMBER: You also need to give them a chance to leave the site and go straight through to the product.

- Your main review comes next and remember mention each feature and the benefit it brings.
- Finally when you have your call to action at the bottom of the site make sure you give them as many special offers as you can.

You will want to look for any discounts and also special deals that they can get from Amazon as well.

If you follow this list you should end up with more than enough content that will sell really well.

If you need any help with this part ask away in the forum or send me an email to support@azonkickstart.com and I will help you.