

Pre-selling Writing

Pre-selling is one of the misunderstood and underutilized marketing tools out there. Pre-selling, when done and used correctly; can be one of the most effective marketing tools out there. It's the one thing you can do to improve conversion rates. And as an affiliate marketer, pre-selling your client's product will be one of your main responsibilities.

Why pre-selling is important.

Pre-selling is defined as conditioning a potential customer into buying a product. This puts the potential customer in the right frame of mind before he or she even encounters the product. And when the potential customer is in the right frame of mind, he or she is more willing to browse through the seller's site and eventually buy the product. Pre-selling avoids putting the potential customer in a defensive stance, which usually happens with a sales pitch.

How does pre-selling put potential customers in the right frame of mind and open up to the idea of buying a product? Mainly, by not selling. Pre-selling is not a sales pitch, you are not selling the product. Pre-selling suggests a product that you may want to buy.

The difference between sales copy and pre-selling copy.

To show you the difference between a sales copy and a pre-selling copy, let's use some examples

- **Sales copy:** "Our "XY" cellulite removal cream is so effective it'll remove your cellulite in 2 weeks. It will improve your life! Get our cellulite removal cream today!"
- **Pre-selling copy:** "To remove and prevent cellulite, you should have a healthy lifestyle. Keep a healthy diet, drink lots of water, and exercise at least 30 minutes a day every other day. You can also use try using cellulite removal creams, like "XY" cellulite removal cream, to help remove cellulite faster"

As you can see, the sales copy is selling "XY" cellulite cream. A pre-selling copy doesn't sell anything. A sales copy tells you that "XY" can remove cellulite in 2 weeks. The pre-selling copy is giving you information on how to remove cellulite. It suggests that you use a cellulite removal cream and recommends a brand. The brand "XY" is recommended because it simply works, that's why it was mentioned in the copy. A pre-selling copy is written with the potential customer in mind, not the potential sale.

What makes great pre-selling copy?

A great pre-selling copy mainly provides information. Information that's useful to the potential customer and relevant to the product. People are more open to buying a product if it's been recommended by a friend or an expert. A friend would have your best interest in mind and if a friend recommends a product, it means the product works and your friend would want you to have an effective product.

Potential customers also listen to experts because they exude an air of authority. Experts know what they're talking about and know what works and what doesn't. It should be written in a conversational tone, like a friend giving advice.

The information should be up-to-date, applicable to the needs of the potential customer, and accurate. The information must be extensive, in the same way an expert gives a recommendation. And most importantly, pre-selling copy must be subtle. Do not sell. Information about the product you are selling must come as a suggestion and not the main topic of the copy. Keep in mind while writing the pre-selling copy that it must be something that would interest you as a reader. It's the suggestive tone of a pre-selling copy that gives it its power.

Affiliate Resources Page

To help you get started, we have created articles, reviews and other affiliate tools that not only give relevant information, but also incorporates pre-selling copy. You can access them here:

[Super Soap Making Secrets Affiliates Resources](http://www.supersoapmakingsecrets.com)