KESTON SCHOOL

SALES & MARKETING · FREE SAMPLE

Write Copy That Sells

Honest words that turn interested readers into real buyers

CHAPTER 1 + WORKBOOK SECTION

BEFORE YOU START

How to use this book

By the last page you will know who you are writing for, how to make one clear promise, turn features into benefits, back your claims with honest proof and end every piece with a clear next step, using a simple routine you can repeat for product pages, ads, emails and posts.

1. Read one chapter at a time. Each one gives you a single idea and a single action.
2. Open the Write Copy That Sells Workbook and complete the matching section while the chapter is fresh.
3. Do the “Try this” action within seven days. Reading changes what you know; the action changes what you do.
4. Finish with the checklist in chapter 12 and come back to it whenever you slip.

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CHAPTER 1

Words That Fall Flat

Recognize why your product pages, ads, emails and posts get looked at but rarely bought from, and why the usual fixes fail.

Priya makes hand-poured candles in her spare bedroom. Her photos are lovely, her scents are thoughtful and her shop gets a steady trickle of visitors. Almost none of them buy. Her product page reads: “Luxurious soy candle with a unique, high-quality fragrance. Perfect for any occasion. Handmade with love.” She has rewritten it four times. Each version sounds a little fancier and sells about the same.

Priya does not have a product problem. She has a words problem. And because the words are the part she wrote herself, it is the part she trusts least and checks last.

The product page nobody buys from

Copy is any writing meant to get a reader to take an action: buy, book, sign up, reply, click. Your product description is copy. So is the subject line of your sales email, the two lines above your ad, the caption under your post and the button that says “Add to cart.”

When copy works, the reader barely notices it. They understand what the thing is, see why it matters to them, believe you and know what to do next. When copy fails, they also barely notice it. They glance, feel nothing in particular and move on. No angry comments, no complaints, just quiet.

That quiet is why weak copy is so hard to spot. Nobody writes to tell you your description was vague. They simply close the tab.

Quiet signs of weak copy

Read through this list and notice which ones sound familiar:

- People view your pages or ads, but very few buy or click.
- You get questions that your page already answers, or should have.
- Your copy could describe a competitor’s product without changing a word.
- You use words like “quality,” “unique,” “premium” or “perfect for everyone.”
- You start writing by describing yourself or your process, not the buyer.
- Your posts get likes from friends but no sales from strangers.

- You feel a little embarrassed reading your own sales copy out loud.
- You end with several links, offers or options, hoping one will land.

Two or three of these are common. Five or more means your words are costing you more than you think, and the rest of this book is written for you.

Four usual fixes that fail

When copy does not sell, most people reach for one of four fixes. Each feels reasonable. None of them address the real problem.

1. **More adjectives.** "Luxurious" becomes "ultra-luxurious, artisan, small-batch." The reader still does not know what the candle smells like or why it would make their evening better.
2. **More urgency.** "Only a few left" or a countdown timer that resets every day. Readers have seen these tricks many times. When they sense pressure without a real reason, they trust you less, not more.
3. **More volume.** Posting three times a day, sending more emails, running more ads. If the message does not work, more of it simply reaches more people who do not buy.
4. **Copying someone else.** Borrowing the style of a big brand. Their copy works because of years of trust and a budget you do not have. Yours needs to work on its own, today, with one reader.

The real fix is quieter. It starts with knowing exactly who you are writing for and what you are promising them, then saying it plainly and honestly. That is what this book teaches.

> **Key idea:** Copy fails quietly. The reader does not argue with vague words; they just leave.

What this book is and is not

This book is for small business owners, makers, freelancers and online sellers who write their own product pages, ads, emails and social posts. You do not need any marketing background. You need a product or service you believe in and a willingness to rewrite.

You will learn how readers decide, how to understand one reader well, how to make one clear promise, how to turn features into benefits, how to back claims with honest proof and how to end every piece with a clear next step. Then you will apply all of it to the four kinds of copy most sellers write every week.

This book is about honest marketing only. You will not find fake scarcity, invented reviews or tricks that pressure people into buying. Those methods damage trust, and in many places they can also break advertising and consumer-protection rules. Advertising claims must be truthful, and the rules about what you can say, how you show reviews and how you label ads vary by country and by platform. This book is not legal advice: for anything you are unsure about, check the official guidance where you sell and, when the stakes are high, ask a qualified professional.

This book is also independent. It is not affiliated with or endorsed by any marketplace, social network, email tool or ad platform mentioned in it. Platform rules, fees and features change often, so always check the current seller and advertising rules of the platforms you use.

Finally, no book can promise sales. Good copy makes it easier for the right buyer to say yes. It cannot fix a product nobody needs, a price that does not fit or a page nobody visits. It can make sure that when the right person arrives, your words do not get in the way.

Try this

Within the next seven days, set aside thirty minutes. Pick one piece of copy you use right now: a product page, an ad, an email or a recent post. Then:

1. Print it out or copy it into a blank document.
2. Mark every quiet sign from the list above that applies to it.
3. Circle every word that could describe a competitor's product just as well.
4. Underline the sentence that tells the reader what to do next. If there is none, write "missing" at the bottom.
5. Read it out loud once, and note where you felt awkward.

Do not fix anything yet. Use the first page of your workbook to record what you found. You will come back to this same piece at the end of the book and rewrite it with everything you have learned.

Before you can write copy that works, it helps to understand how readers actually decide, and that is where we go next.

KEY TAKEAWAYS

- Views without sales usually point to the words, not the product.
- More adjectives, more urgency and more posting rarely fix weak copy.
- Good copy is a learnable skill, not a talent you either have or lack.

→ Workbook, section 1

01 Words That Fall Flat

Get an honest picture of one piece of copy you use today.

The piece of copy I am auditing (product, ad, email or post):

CHECKLIST

Quiet signs that fit this piece

- [ ] Views but few sales or clicks
- [ ] Questions my copy should answer
- [ ] Could describe a competitor's product
- [ ] Words like quality, unique, premium
- [ ] Starts with me, not the buyer
- [ ] Likes from friends, no sales from strangers
- [ ] Awkward to read out loud
- [ ] Several asks at the end

CHECKLIST

Fixes I have tried

- [ ] More adjectives
- [ ] More urgency
- [ ] More posting or ads
- [ ] Copying a bigger brand

Words I circled that could describe any competitor:

The sentence that tells the reader what to do next (or write 'missing'):

YOUR NEXT STEP

Want the whole book?

You just read chapter 1 of Write Copy That Sells and tried the first workbook section. The full e-book has 12 chapters, a complete workbook and a final checklist. Here is everything inside:

01 Words That Fall Flat

02 How Readers Decide

03 What Weak Copy Costs

04 Know One Reader Well

05 Make One Clear Promise

06 Benefits Over Features

07 Honest Proof, Clear Ask

08 Copy for Every Channel

09 When Selling Feels Pushy

10 Your Repeatable Copy Routine

11 What Honest Copy Builds

12 Mistakes & Checklist

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