

Blancminge

Should I use long copy or short copy on my ebook sales page?

Some people insist that long copy - web pages thousands of words long - is the only way to drive ebook sales. But in reality there's no hard and fast rule. Successful marketing is subtler and cleverer than that.

So how do you decide whether long or short copy is best?

Exercise common sense.

If your ebook covers a subject that's difficult to understand, complicated or a completely new concept that nobody will be familiar with, you'll probably need to spend more time explaining it. The same goes if you've priced your ebook high. The more expensive your ebook is, the more time and effort you'll need to expend selling it. In general the more expensive a product, the harder you need to work.

On the other hand there's no point rambling on and on, writing a web page that's thousands of words long, when your ebook is short, simple or cheap.

So what's the answer? Your website copy should be exactly as long – or short – as it needs to be to do the job in hand... sell your ebook.

