

Source: Get More Sales By Improving Your Writing (part 2 - The Undefeated BAR test)

Headlines:

1. Double your sales with this simple trick
2. The easiest way to improve your writing
3. Skyrocket your sales with the “bar method

Problem: Content is looking apart but need to lure the reader to keep them reading

Agitate: It makes your writing boring and your business will not get the attention it deserves.

Solve: You can easily solve this by reading your text loud using the bar method

Close: Do you want to write better or know more about the bar test ?

Fill out this form to get in touch (LINK)

Skyrocket your sales with the bar test (Works every time)

In the last article, we went through that writing shouldn't be boring and sleep inducing

If you haven't checked it out make sure you do before continuing reading this article:
<LINK>

So.....

if you implemented what I told you in the last article you should have a catchy and sexy article that seduces the reader

Now your job is to get the reader's face glued to the screen and keep reading what you've written

But how can you do that?

Well it's by implementing the undisputed and legendary "BAR TEST"

Yes... you heard it right

The BAR TEST

Let's stimulate your imagination with this scenario

Visualize that you're in a bar and saying this to a friend: (weirdo alert)

"However Jon, it is widely recognized that the most effective strategy for acquiring a larger customer base and expanding your business operations lies in a focused and systematic enhancement of your marketing efforts. By optimizing your marketing strategies, you can significantly increase customer engagement, drive growth, and achieve sustainable scalability for your business."

IT CRINGE !!!!

Jon will probably leave you as you speak !
He weill never return agin

This sounds like an alien trying to sound like a human

So this text does not fit the BAR TEST

“So what is the bar test”

This test is the undisputed and legendary test that worked science the stone age and will still work as long as there are humans in the earth

And maybe even when the aliens take over

It's simple

You just read your text loud

And if it sound like something you would say to a friend in a bar, then it passes the bar test.

If not, then you need to make some changes in your copy

Sound like a human

Now let's stimulate your imagination one more time with the same scenario:

"Jon, if you want to get more customers and grow your business you've gotta focus on improving your marketing. That's where the magic happens!"

Now Jon will probably not leave you at the table this time ,he will actualty sit and listen

Because you sound like an actual human

So this one will pass the bar test

Read your text loud

The easiest way to know if you have a good copy is to read it loud

If you stumble or your flow sounds weird while reading then you need to go back and edit your copy

If not

Congratulations you passed the bar test

You need to have it as a habit every time you write a text you should read it loud and see if it passes the bar test

I promise you It will change your writing forever

Would you like me to check, rewrite, and improve your materials using the BAR test and other principles we'll be discussing?

Get in touch with my agency today. If we're a good fit I will personally take a look at your company and your marketing, come up with a strategy of what I'd do differently and discuss it with you in depth on a call.

No cost, no obligation.

If you want to work together I'll tell you exactly how that works, if you don't want to work together that's fine too. No hard selling, no pressure, no annoying sales tactics.

Sounds good? Then fill out this form:

<Link>