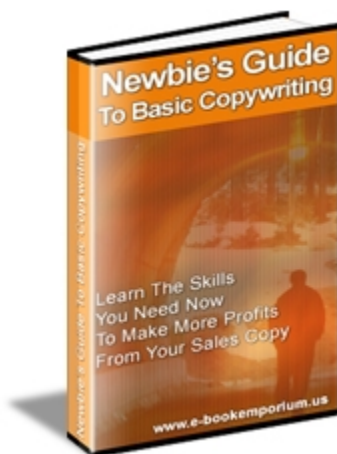# Newbie's Guide To Basic Copywriting

This Ebook Proudly Brought To You By:

Tracy Yates

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Let's Get Inspired!

The art of copy writing is something I've personally been working on perfecting ever since I made the initial decision to take a stab at making a little bit of extra cash from home on my computer.

You see… copy writing is the **single most important skill** you can ever learn in marketing. You either learn to write it, or pay someone else out the teeth to write it for you. Personally… I'd rather keep that kind of money in my own pocket and just learn how to write it.

It doesn't matter how fabulous your product is… if your sales copy sucks, you're dreams of making money online are dead in the water. I don't say this to discourage you from following your dreams, but just to give you a little 'reality gut check'.

You can actually have ***the crappiest product ever thrown together***, but if your sales copy grabs your readers attention, makes them want to whip out their credit card and buy by the time they finish reading it…then your 'crap' product is sure to sell like a glass of ice-water in hell!

Now, I'm not encouraging you to sell a crappy product. You should always try selling something that has value to your customers. Otherwise your reputation as a great product source will suffer tremendously. Once you cross this line, it is extremely difficult to redeem yourself. Not impossible, just difficult. I mean, would you trust someone that just sold you a piece of crap?? ***Exactly!***

Here is a personal example of what I'm talking about. About a year or so back, there was this product that I stumbled across. And boy, did I ever want it! I'm not going to divulge the name of this product, because it turned out to be a ***real stinker***, and that wouldn't be fair to the author.

But I had no idea it was a piece of moldy crap! I thought it was a ground-breaking, money-making, powerhouse of information that would help skyrocket my bottom line. Mmm. . .I couldn't have been more wrong.

Still, everyone was creating such a stir about this new, "hot" product, that it drew me in to find out more. Besides, I *was* interested in the subject. And of course, I knew it wouldn't cost me one red cent to have a closer look at it by visiting the sales page.

So, that's just what I did. I flew over to that sales page as fast as my internet connection would carry me. And, what did I find when I got there?

One of the best sales pages I had seen at the time. It got me excited about the product. It made me want it so I could learn all those "juicy" secrets that it was full of. What did I do next?

I bought it of course! And, at the price of only $19.99, I couldn't beat it.

What happen next was such a huge "bummer", I'll never forget it.

I hurriedly downloaded my copy of this fantastic ebook, only to find out after I opened it. . . .

I already knew almost everything that was inside it!!

To say I was disappointed would have been an understatement at the very least! But, let me say this. Since buying this product, I have ***never*** purchased another from the author for the simple fact that I had already gotten "burned" by him, not intentionally on his part(at least I don't believe so), and didn't want to do it again. **Ever**.

But, he had achieved his goal, hadn't he? **He had made the sale**. Who cares if I, just *one* customer, thought his product was a polished up turd? He probably had a couple thousand more who thought it was pure gold.

He got ***my*** cash though. Plain and simple. All because his sales copy grabbed my attention and made me "whip out my credit card". I have to tell you honestly, his sales copy was the best thing about his entire product!!

However, I did not ask for a refund. And do you want to know why?

Buying this ebook had taught me a **very valuable lesson**. One that I continue to use to this very day. . .

Writing _Good_ Sales Copy Will Make You The Cash You Desire. . .

But. . . Writing _Great_ Sales Copy Will Make You More Cash Than You Ever Imagined Was Possible!

I'm sure you yourself have experienced this before…

If not, you will at some point in your lifetime. I promise you that!

In fact, think about this scenario for a second and see if it hasn't happened to you at least once. . .

You find yourself so engrossed in a sales page, that you can't take your eyes off of. You must read the entire page to discover "what will be said next"… This is what you're aiming for when you write your own ad copy!

This doesn't just apply to web-based sales pages. Take this as a quick example. . .

Have you ever seen an ad that comes on television? You know the ones. Late night "infomercials"? And you just can't seem to change the channel? Even though the remote is like, 4 inches away from you. For some odd reason, you feel compelled to watch every part of it. Even though you know you're being "sold to". You've got to watch it all!

This is the power of persuasive sales copy. It draws you in like a moth to a flame. In other words, great copy writing.

Now, this is a skill that is developed over time. It isn't something that you will just wake up one morning and be the greatest copy writer in the world. It is a process. But not one that you cannot teach yourself.

The purpose of this ebook is to show you the system I use in order to pull an at LEAST a 1% conversion rate on my products. Most of my conversions sit around 1.5% to 3%. While a measly 1% conversion rate may seem ridiculous, it's quite reasonable as far as marketing goes. A quick mathematical example is this:

1,000 subscribers x 1% conversion rate = 100 purchases of product 'y'

Or. . . .

1,000 site visitors x 1% conversion rate = 100 purchases of product 'y'

Say product 'y' is sold for **$30**.

100 x 30 = 3,000

And if we're talking about dollars, that's an easy *$3,000*!

Likewise, if you have a bigger list of subscribers, or more site visitors, then your conversion rate bottom line will be slightly higher. Even though the conversion rate itself doesn't change. Simple math my friend.

So you can see from this example that a **1%** conversion rate isn't too shabby at all ;-)

But, how do you convert those subscribers, or site visitors, into bonafied "buyers"?

Use Of Header Graphics

They look pretty don't they? In fact… it often gives the page a much more professional feel… Depending on my sales copy… I may or may not use one.

Let me explain…

If I'm selling a product for under $20 and I'm planning on selling it to my subscriber list then I will usually create a banner for a slightly more professional feel. (Especially if I'm planning on only writing a small sales page for it…2 to 4 pages).

In order to use this feature though, you need to ensure it blends in with your page, not stands out like the only dressed person at a nudist convention! You don't want it to take away the focus of what you are selling.

For example, if you are planning to use a blue background, then a red colored header is going to look inappropriate. Yes… it will stand out like a sore thumb! Using a good color combination is essential to conveying the right state of mind of your customers for that specific product.

Perhaps a good indicator of this is to sit back and ask yourself, would you be more inclined to purchase a product from a site that looked professional, or purchase the same product from a 'rinky-dink' site that had about a bazillion colors, tons of unnecessary flashing banners, and other assorted crap that made you go blind five minutes after you ordered?

There you go!

Although, if you just can't seem to make your header "work" for a particular product you're selling, just take it out of the page! It's not a huge deal not to have a header graphic in your sales page. In fact, it's been suggested by some of the world's most successful copywriters that they noticed a marginal increase in their sales when they took the headers out.

So, really, it's a personal choice on whether or not you want to include a header graphic or not. I would also suggest that you do some "split testing" for use of headers in your sales copy. Make two pages. One with a header, and one without. Then track the URL's, sales made, etc., and find out which one is converting better.

This way, your decision to include a header graphic is made much easier :-)

Use Of The "Headline"

This is acclaimed to be the most crucial part of your sales copy. And here's the reason why. . .

"Headlines Like This One GRAB Your Readers Attention. . . . . . And QUICK!"

How often have you been searching for something online, and because the first thing you saw didn't grab you and drag you in to want to know more… you just clicked away and went in search for another website instead?

Or better yet… how often have you read a stunning headline that grabbed you by the eye sockets and had your eyeballs glued to your monitor because you wanted to find out more!!!

This is the best time to "create" curiosity.

I've also found by using a **"YOU"** in my headline, it almost **_always_** converts better. Speak to your visitor right away, that's what they want. Isn't that what you want when you visit a website?

That, my friend is called the "**WIIFM**" factor.

In plain english, it is the "**W**hat's **I**n **I**t **F**or **M**e" attention grabber.

It's human nature. We all want to hear about ourselves, talk about ourselves, we all want to know what "you" the consumer can do for US. Not how we, the "paying" customer, can line your pockets with gold.

In fact… this can be the one true calling card of your sales pages. To throw in the "**WIIFM**" factor immediately. You want your readers to **stay**. And, you want them to **_stay interested_**!

Take for example… "Finally… Now You Really Can Put an End to That Stray Cat Peeing on Your Front Porch".

Right away the visitor knows he is about to find out how to stop that wandering tom cat from leaving that unwanted "gift" on his front porch.

There seems to be this myth going around lately that your headline needs to read more as a "paragraph". I've tested this theory… and I can honestly say I've pulled better results without the extra "glamorization".

You can often use this type of paragraph headline, or what you might use in a full paragraph, as your sub headline, and it would be much more effective for your sales copy.

Another important factor when you create your headline is the color, font style, and font size.

This should stand out more than any other part of your sales page. I find often a red or blue color used to highlight key words, combined with black work well. I usually make this the largest size possible. Depending on the entire length of my headline.

The font needs to be readable and bold. My favorite is "Verdana"… Here is an example:

"Finally… Now You Really Can Put an End to That Stray Cat

Peeing on Your Front Porch"

It stands out so it will attract the reader. Plus, it's easy to read. Basically they'd stand a better chance of dodging a sumo wrestler standing a few feet away ready to rub tummies with them then miss this headline!

So many times I see headlines that blend in like a preying mantis does to a branch. More often than not, their sales page is really quite good, but if your headline doesn't stand out, then your conversions *will* suffer for it.

It's an easy fix!

I've heard many top copywriters say you should write out 100 headlines before choosing and testing.

To be completely honest with you, I have **never** done this.

I usually write out and fiddle with 20, maximum of <u>30</u> headlines. I also do this by writing it out by hand first instead of typing them out on the computer.

I find it sticks better in my mind… Plus I can't do the simple "backspace". Which could put a damper on your creativity by being able to easily erase something you think isn't good enough. Even if you come up with a headline that you think sucks… you can always use a combination of the headlines you've written down on paper and come up with something totally new.

So don't second guess your ideas. Just run with them and see where they lead you!

If you're not pulling good conversions… consider your headline first… get others opinions… forums are great for that. As the old saying goes… Two heads are better than one… and in forums, you'll probably get 20 heads working to help find you a headline.

Remember too, that good use of "quotation marks" really gives more "umph" to your headlines. And, of course the feeling of credibility. But, don't overdo it.

Sub Headlines

Having a good sub-headline is almost *as* important as having a good headline. If your sub headline sucks, then you'll probably lose your visitors just as fast.

The theme when you're writing up good sales copy is to capture your readers attention, using your main headlines, and keep their attention with your sub-headlines. Continue creating more curiosity to your offer. Your sales conversions will improve if you do.

For example, we already have the headline:

"Finally… Now You Really Can Put an End to That Stray Cat Peeing on Your Front Porch".

And NO! This method doesn't include shooting the rotten beast, or setting harmful traps that will end in an inquiry from the RSPCA!

In this sub headline I have answered some questions that might be looming in the visitors mind, yet still created curiosity.

I've also taken away the most obvious answers, leaving the visitors wanting to know "more" about this apparent "solution" I have to their problem.

You will notice in the example… I've made the sub headline still very large, but smaller than the main headline. It is also a different color.

I find this to be important because you don't want your sub headline to steal the attention from your main headline. You simply want to hold and maintain the interest of your visitor.

Another important point to address here is that site visitors are "skimmers" by nature. Meaning, they usually just skim through your web page looking for the quickest route to the most important information found there.

That's where all the headlines and sub-headlines come into play. They can not only grab your readers attention, but are perfect for "page skimmers" too.

So, don't be afraid to have several good headlines, or sub-headlines sprinkled throughout your entire sales copy. Especially if it's fairly lengthy.

Use Letter Formatting

If you've visited many sales pages, then you may have spied this little bit of text:

```
From: Your Name Here
Tuesday 2.16PM
```

What this copywriting element does is to make your sales page more personalized to the reader. They know right off the bat I'm writing to them and I am <Your name here>.

Within the first paragraph, you should attempt to get them envisioning their dream.

For example… we'll stick to the same subject, peeing stray cats (by the way, I've made this up as a pure example, I truly have no idea how to stop tom cats from peeing on your front porch ;-))

Dear Friend,

How many times have you wished you could wake up each morning to reach for the daily delivered newspaper from your front porch breathing in the fresh crisp morning air and smelling the soft sweet scent of your rose bushes without the competing sickening smell of cat spray… if you can relate to this, then you need to read this letter.

Now… by this stage you've answered the age old question "what's in it for me" … You've told them what it's **not**… You've created curiosity. . . and now you've got them dreaming!

Here is where you start your story on the troubles you've experienced so they know you can relate to their plight …

Example:

Just two short years ago I was in the exact same place you are now. I was ashamed. And completely embarrassed to bring friends and family to the front door.

With the occasional comment of "Ewww… what's that smell?" and of course some looked just as embarrassed as I did and said nothing, but you could tell by the looks on their faces they copped a big wiff of it too.

In these two paragraphs I have sympathized with the visitor. I understand their problem, I state the "obvious" of what they're experiencing.

We all want someone to relate and sympathize with our problem!

Next paragraph I would begin to mention "what" I've tried in order to help the problem.

There I was, outside on my front deck, everyday, scrubbing with every powerful agent I could lay my hands on, trying to rid it of that horrid smell! This worked for a short amount of time… but that same cat came back again, the very next day to leave his mark once again.

It felt hopeless… I would never resort to any type of cruelty to animals. I don't believe in that. I even considered moving the entire house to resolve the issue! But that was far too expensive. Not to mention totally unnecessary.

Now your following paragraph should tell your visitor how you came about the solution to the problem without "actually" telling them what the solution is.

It was by chance I happened to stumble across the perfect solution to my problem… etc… etc..

*I could finally walk out onto my front porch
without the horrible stench of etc… etc..*

Now this is your chance to build your credibility… You're going to
answer why they should truly be listening to you…

*Since discovering this method I've been teaching
thousands of others worldwide…*

Now is the time to back up your credibility by adding testimonials from
customers who have purchased the product from you…

*Don't just take my word for it… Listen to what
others have to say after trying this fool-proof
method…*

> *Hi <your name>. What a God-Send your
> report has been for me! No more
> embarrassment. No more sour glances.
> Just happy smiles when friends and
> family come over. Thank you so much
> for making this incredible
> information available and changing
> my life for the better!*
>
> *Jane Doe
> 1234 Anywhere USA*

> *Wow! What an excellent read! It's
> full of ideas that I would have
> never came up with on my own. Or
> found anywhere else for that matter.
> I cannot thank you enough for
> providing such an enlightening
> product. Way to go!*
>
> *Johnny Anybody
> 5432 Main Street USA*

Fantastic report! Chock full of
helpful tips and tricks to get that
cat doing it's business elsewhere.

James Noname
33 Mulberry Drive USA

Try to ensure you add a name and where they live. If you can, also try to get a photo of happy customers. Depending on what it is that you're selling. Perhaps you could even get photo proof of them using your ideas, or product.

Having photos of yourself using your own product can be very effective also.

I heard a story of one guy who sells info products on how to get hot women… Apparently he would get hot women that he wooed to hold a sign up saying "The something method worked on me" with his arms around the ladies.

Photos bring greater credibility… it paints a picture in the mind of the reader. Take Corey Rudl's website for one. He actually goes all out having actual video of his happy customers speaking of the success they had using his product.

They do this exact same thing in the paid commercials like all those late night T.V. Infomercials we talked about earlier.

Interestingly enough, I've noticed that the bulk of infomercial advertisements are, indeed, testimonials from happy consumers.

Any type of documented proof you have… **use** it! Other copywriters will add things such as account snap-shots that show visual proof of

their earnings. Images of physical checks they have received for products that were purchased. Or screen shots of their products while in use, such as software.

It will only add to your credibility in the long run. And ensure your reader that you're not just pulling their leg to grab their cash.

Features/Benefits

There has always been great debate between some top copywriters screaming "State benefits not features", while still others say the complete opposite…

Well the simplest solution is just add both!

This is where you really need to get creative and stick the "meat" in.

For example:

- *Using this one particular everyday household product will take that stench out and have your front porch smelling like roses instantly!*

- *Once you use this little doozy NO stray cat will even dare set foot on your drive way let alone your front porch*

You know the old saying… Curiosity killed the cat? Well using bullet points like this will drive your reader crazy with curiosity! He probably won't even think twice about ordering. He'll want to know!

Oddly enough… I've even read sales pages where I'm not particularly interested in what they're selling, but the bullet points have created so much curiosity, I felt compelled to want to know the "great" hidden secret they had landed upon.

After clearly stating what type of features it has… I would then progress into benefits…

Example:

- Imagine never having to feel the embarrassment ever again of inviting friends and family over

- Walking out onto your front porch to the smell of freshly mowed lawn etc… etc…

Bonuses

And if all that wasn't enough to sweeten the pot… You slam down *huge* bonuses into their laps.

Never be afraid to ***over-deliver*** when adding bonuses to your offer. Make them good bonuses though. Don't plaster up a bunch of freebies and expect to close a sale. Use something that has a real value behind it.

Try using bonus items that enhance your main product. And make the bonus items as unique as possible. In other words, something that will help you get the sale.

This can be as simple as writing up a couple little "one pager" special reports yourself. It could be some tips you have found, and compiled into your own words. Or a completely independent product that someone else wrote that ties in nicely to your own product.

However, don't overshadow the value of your main product either. A happy meeting somewhere in between is good enough. **Over-delivering** doesn't mean going **over-*board***.

Be sure you include a little description of each bonus item(often referred to as a 'blurb'), an image of the bonus item, if you can, and a retail value for the bonus item. The more information you can provide about your bonuses will help boost your conversions.

In fact, I have known certain people that haven't even wanted the main product offered, but one of the bonus items instead. So you never know!

Adding bonuses can really make the difference in how many sales your copy can generate for you.

Using A "Recap"

Now, this is interesting, yet very effective. Especially for those "speed readers" or "skimmers" I mentioned earlier. Many times, people don't want to wade through gobs of text to find out exactly what they will be receiving when they order from you.

That's where the "recap" comes in and should be placed within your sales copy. But, where, exactly, do you place it?

Well, you can place it anywhere really. I've seen some place the recap after the payment button and before the close of their sales page. Others will place it right after they have listed everything available in their product purchase. Still others will even have enough gumption to place it at the very top, or beginning of their sales page! Why waste time right?

Now, what is a "recap"? Well, it is usually a simple paragraph or two that relists what your customer will be getting when they decide to purchase from you. However, it can also be a bulleted list that outlines your offer very simply as to not over complicate things for your reader.

Here's a quick example for you:

YES! I am ready to take advantage of this special offer made available to me today and save <insert savings amount here> off my purchase price.

I also understand I will be receiving <insert your product and bonus item names here> that I will be able to download immediately after making my payment to <insert your name>.

I know that I will never again have the chance to purchase <insert product name> and all the outstanding bonuses at this introductory rate.

Guarantee

Hmm… Should you, or shouldn't you? Some do, and some don't. Most successful copywriters say you "have" to give it a guarantee. I've tried both methods. I can tell you honestly that offering a guarantee **does** pull in more sales.

And that's because of one word:

Security

People like to feel secure when spending their money. Don't you? They want to be reassured that if they have any problems with the product they are spending their hard earned cash on, they can return it and get their money back.

However, I have also tested different methods of writing up a guarantee that will "lessen" the amount of refund requests you receive.

But if you want the *maximum possible amount of sales* then tell them this in your guarantee…

Example:

100% Unconditional "No Questions Asked – NO if's, and's, Or but's" Money Back Guarantee

If you're not completely happy with this product even if you so much as spot a cat hair within a 5 meter radius of your front porch, then I want you to email me right away for a prompt and courteous full refund of your money!

I like to use these next few paragraphs to let them know how much of a good deal they're getting.

Usually comparing to what they might pay for this product else where and then assure them they won't have to pay that much from me for the solution.

Or another great line is initially making the price point higher. Like so:

```
This product has been valued at $48.97. . . But
when you take action, and place your secure order
today, you get all this, including all bonuses for
a measly $27.
```

This will usually give the reader a sigh of relief and get them excited that he is getting it at this unbeatable bargain price.

Explaining The Ordering Process To Your Customer

This may seem like a "no-brainer" to you, but to many people, the process of making an order for something via the internet is a definite challenge. Plus, it could be a new experience to them. Not to mention it can be frightening giving so much of one's personal information to a total stranger! So, sometimes you kind of have to "hold their hands" . The best words to begin with in this process are those that make them feel more comfortable about choosing to order your product.

For example:

Place Your Risk-Free Order Now By Clicking Here using our Secure Server Provided

Straight off the bat, you're asking them to place their order, and at the same time, soothing their doubts about ordering online by letting them know you utilize a secure server to process the payment.

Explain each step in the process, including when, and how, they will be able to retrieve their goods.

Now it's time to close it all up! This can be done with the simple:

Sincerely,
<Your name here>

Some copywriters even like to include a link to their email address or main web site directly under their name so that their readers can contact them if they have any questions.

Another way to generate a sense of "personality" to your sales copy is by creating an image of your actual signature. Then you add this image directly in between your closing greeting and your typed name.

Now it's time to set up your order button. If you need a bit of extra help with this step, I highly recommend you get yourself a copy of [Newbie's Guide To Easy Info-Product Set Up](). It will explain in detail all the things you need to do to get your order buttons, and direct product downloads set up in a snap!

You will want your order buttons, or links, to also be something that stands out clearly. Not something they will skim past unnoticed. Placing an _{order here} can easily be over-looked.

But, having something like:

 Place Your Order Securely For <product name> Here Now

Would be much harder to miss.

The last thing you'll want to add to your sales page is a strong P.S.

This is where you create the urgency making them feel the need to buy right now.

Example:

*P.S. This offer is **extremely** time sensitive. I cannot guarantee if you come back tomorrow, or the next day, the price will still be as low as it is right now.*

P.P.S. A great smelling porch is just minutes away, don't delay

Etc.. etc..

Extra Tips For More "Readable" Copy

Tables – Use one! Heck, use several!! How terrible is it when you go to a website and you've got to read from one side of the page to the other without a neat and small table? Or you can't even find anything that you're looking for because the page is so darn cluttered or jumbled with a bunch of other things? Unpleasant isn't it? Using tables in your sales copy can keep things neat, tidy, and organized. This gives your page the look of professionalism overall.

Backgrounds – Leading web design experts say that blue backgrounds are tried and tested to pull in greater response rates. I also agree that you should have a color scheme. But, it doesn't necessarily have to be plain old blue. You can use any color you enjoy. But remember, colors have significant meanings and can induce certain feelings in your readers as well. Also, be extremely cautious with your color choices. Use color combinations that will be easy on the eyes. A great tool you can use to start exploring the world of color schemes is Color Schemer. It's free to download and try out. I suggest you do.

For example – if you're selling something about love, then set the mood with a red background; if you're selling golf tips then a green background would be a suitable theme. But don't make it something that is too bright, or harsh in tone.

Picking Text - Your main text should be on a white background with black text. Don't use fancy and/or hard to read font styles. You want the page to be as "readable" as possible. Stick with the basic, non-serif fonts for large amounts of text, such as Arial, Tahoma, or Verdana. Don't make the text too small either. Using a size like 12px(2), or 14px(3), will make for easier reading.

Using Images - Add visuals to your products. Use covers or boxes when at all possible. Especially for ebooks and software. You would be amazed at how using a simple image can increase your

conversion rate. If you don't have an image for a certain product, create one! And if you can't do that, hire someone to do it for you. There are plenty of high quality graphic designers out there that do nothing but design "ecovers" for a living.

<u>Hi-lighting</u> – This is very effective, providing you use it sparingly… It will lose its effect if over used. Make sure you only use this to hi-light dramatic, important parts in your copy.

Getting effective testimonials

Honestly… everyone likes to run around and say you just have to "ask" to get testimonials… I can assure it's rare that you actually receive a hum dinger of one. Most of them will just be one liners "It was great, thanks heaps".

Especially in niches that aren't marketing orientated. The customer doesn't realize the type of impact a testimonial can have on your business.

So here's an idea you can utilize to increase the quality of your testimonials…

Send out an "unadvertised" bonus a few days later… Completely free of charge! On the page for your "secret bonus", add a feedback form with a few questions.

Some example questions might be:

Could you tell us your story as to what's brought about X problem?

What results have you received from using our product?

Would you recommend this product to others? If so, who do you think it would be most suited to?

Do you believe you got value for your money?

Then simply ask permission to correlate this into a testimonial you can use on your web page. You would be surprised at the positive responses you get from people that truly enjoyed your product.

You may have so many responses that you'll have to dedicate an entire separate page just for all the testimonials you receive. I have seen this done effectively by only listing a few of them on the main

sales page, and then linking off to another page filled with plenty more testimonials from happy customers.

Congratulations!

You've made it to the end. And hopefully you have more knowledge going out then you had coming in ;-) There are plenty of great information products out there that cover the topic of sales copy at great lengths. What you have completed here is the very tip of the copywriting "ice berg".

There is a lot more to learn before you can truly write like a pro. But the most important thing is that you give it your best shot and take action! Don't waste time and energy second guessing yourself. Get your product out there. Do your best!

Even if your first copywriting experience is a total disaster. ***So what***? Keep trying and perfect your skill and style! Learn from each mistake you make and turn the negative into a positive.

That's all there is to it.

I wish you only the very best,

Tracy Yates

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