

NOTE: This copy sample is from a project for which the client asked me to rewrite their web copy to be more impactful and engaging. I've provided both the original copy and my rewrite below:

## Web Page Original Copy:

Headline: ACH / eCheck Processing

Subhead: Accept payment by electronic Check

Your customers have a checking account. Why not get paid directly from their checking account and save money doing it? Our ACH eCheck processing solution will collect money directly from your customers' bank account at cost of 50% to 75% less than the typical cost of getting paid by credit cards. The process is secure, customer friendly and takes seconds to complete. It's appealing to your customer and a win for you.

Learn how an ACH/eCheck transaction works.

With the FirstACH virtual terminal, myFirstACH, you can control your payment world online – create payments, manage payments, manage customers, get reports and more – 24/7. Learn More.

ACH/eCheck transactions are perfect for recurring payments – simply create a payment and we will automatically bill your customer each month, quarter, year etc. If you can only convince your customer to pay you once, ACH/eCheck is perfect for that too.

Want to try ACH payments with no commitment and \$0 monthly fee? Check out our simple pricing plans.

Our ACH processing solution works great as a stand-alone solution or you can seamlessly integrate credit card processing.

You can also use our echeck/ACH solution to pay your own bills using myFirstACH. Simply access our virtual terminal and create a single or recurring credit payment to anyone with a bank account.

With FirstACH, you are in control of how you interface with your customer to get paid:  
Through myFirstACH: Enter a payment yourself in as much time as it takes to create a good Tweet.

On your website: Let your customer make a purchase online and enter the payment on our integrated checkout page.

On your phone or tablet: Our software transforms your smartphone or tablet into a powerful payment terminal.

Batch File Uploads: Upload multiple payments in a single step.

Through QuickBooks®: Manage and create payments from within QuickBooks®.

Application Programming Interface (API): Connect your software directly to our payment gateway.

Why use eCheck / ACH Payments?

eCheck/ACH payments are good for business! Here's why:

- Increase customer satisfaction and loyalty – people like more options and greater convenience.
- Lower cost – eCheck/ ACH payments are significantly less expensive to merchants than credit card payments.
- Improve cash flow – no more trips to the bank.
- Maximize your customer lifespan – customers with a recurring ACH/eCheck payment are not reminded of the expense by having to write a check each month and less likely to cancel the services.
- Increase your efficiency – establish payments once using auto-recurring billing and let FirstACH collect your money. Manage your customer and payments online with the touch of a button.

[View our Frequently Asked Questions \(FAQ\).](#)

[Apply Now](#)

## **Rewritten Copy:**

**Headline: ACH / eCheck Processing: The 21st Century Way to Get Paid**

**Subhead: Accept Payments Instantly and Easily by Electronic Check**

You've wowed your customer with your product or service. They're ready to pay you. In the old days that meant waiting d-a-y-s for a check to be processed. Or it meant paying staggering credit card fees.

But these aren't the old days.

Now you can be paid instantly and effortlessly, directly from your customer's checking account. Our ACH eCheck processing solution transfers funds directly from your customer's account to yours. And at a cost of up to 75% less than the exorbitant fees charged by credit card companies.

The process is secure. It's easy. Payments are completed lightning fast - quicker than you can read this sentence. And your customers will love it.

It's a win-win for everyone but the credit card companies.

Link: [Apply Now](#)

**Subhead: Enjoy Your Own Virtual Online Bank**

By loading our software onto your smartphone, tablet, or pc, you'll have your own FirstACH virtual terminal: myFirstACH. It'll be like having your own personal ATM that you can access anywhere, anytime.

Get online anytime you want 24/7 and do business:

- Create payments
- Manage payments
- Manage customers
- Generate reports
- Upload multiple payments in a single step using batch file uploads
- Use your virtual terminal to pay your own bills quickly and easily

If your customers make purchases through your website, you can use our integrated checkout page to process payments through FirstACH. Our ACH solution also seamlessly incorporates credit card processing for customers that prefer to pay that way.

And for recurring payments, nothing could be easier. Simply set up a payment - a one-time process - and recurring payments will be handled automatically: weekly, monthly - whatever frequency you desire. It's easier for you, easier for your customers.

Link: [Learn more about how an ACH/eCheck transaction works.](#)

### Subhead: **Getting Paid Doesn't Have to be Complicated...**

Getting paid is a fundamental requirement of running a successful business. But for many businesses, getting paid is an ongoing, never-ending headache.

It doesn't have to be that way.

ACH eCheck payments make the process of getting paid easier and more efficient. It can provide a boost for your business in many ways:

- **You'll save money:** You'll be moving customers away from credit card transactions that siphon off your profit.
- **Smoother cash flow:** Get paid instantaneously - no days-long waiting periods for transactions to complete.
- **Keep your customers longer:** Recurring payments are handled automatically. No monthly checks to be written, and so no cause for your customer to think, "Do I really want to continue with this?" as they write a check.
- **Increase your productivity:** FirstACH will take care of collecting your money for you, and you'll be able to manage the process online with only a few clicks of your mouse. We can't promise to eliminate *all* of your payment problems, but we'll make getting paid faster and easier than it's ever been. That will free you up to focus on other aspects of your business.
- **Bookkeeping simplified:** You can create and manage payments through QuickBooks®. Simply connect your software directly to our payment gateway.
- **Happier Customers!** Using eCheck/ACH payments is easier for you, but it's easier for your customers too. And it gives them more options. Offering greater convenience and more choices makes for happier customers. And that results in increased customer satisfaction and loyalty.

Link: [Interested? You can try ACH payments risk free - no commitment, and no monthly fee.](#)

Link: [View our Frequently Asked Questions \(FAQ\).](#)