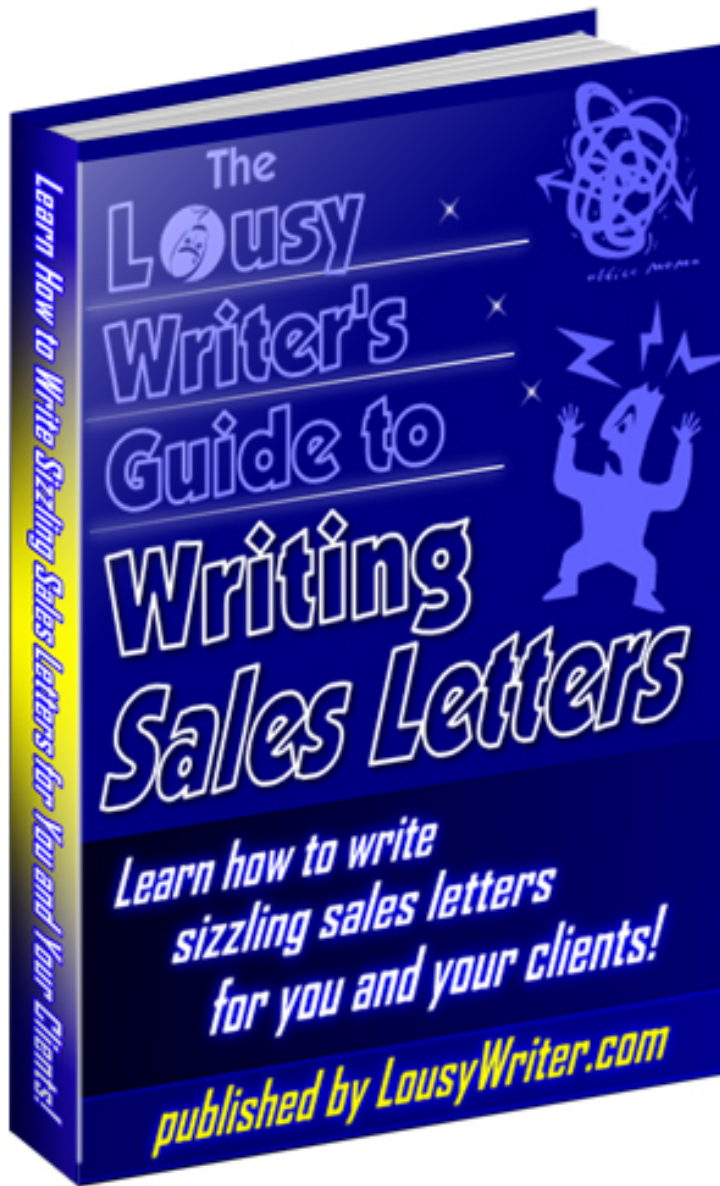




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Lousy Writer's Guide to Writing Sales Letters
Learn How To Write Sizzling Sales Letters for You and Your Clients!

published by <http://www.LousyWriter.com> and
published by <http://www.FreelanceWriting.com>

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PREFACE

The basic aim of every business is to increase sales. Whether you need to generate a huge response from a print ad, a direct sales letter, or an Internet site, the basic question you need to know is this: "*What makes customers want to invest in my product or service?*"

The sales letter is the most favorite and popular form of marketing material. You can find sales letters in all media, offline and online. A powerfully-written sales letter can build your client base and dramatically increase your sales.

Do you often wonder:

- What is so special about sales letters?
- Why do people enjoy reading them?

- Do people enjoy reading them?
- How do sales letters sell products or services?
- What is the "secret glue" that keeps readers reading until the final line?
- Why do we buy on the basis of reading a particular sales letter and not another, even though they offer the same benefits and features?

These are very good questions.

Sales letters can portray numerous kinds of information. For example:

a) A sales letter makes the reader aware of your product or service.

The primary reason for using a sales letter is to make the reader conscious of your product or service. A sales letter provides adequate facts to appeal to the reader.

b) A sales letter persuades the reader to react and then take action.

A sales letter can persuade the reader to react to your words, and then take action, such as contacting you for a future appointment, enlisting your services, or inquiring/buying your products.

c) A sales letter can replying to inquiries.

If at a previous date, the reader had asked for additional information about a specific product or service, a sales letter is sent to respond to the

reader's questions or concerns. This, in itself, can create ground to sell the product or service to fulfill the reader's immediate need.

d) A sales letter can provide general information.

A sales letter can notify the consumer about your latest special offers, products, services, sales, and so on. The consumer may have requested you to inform him about such information.

To help establish how you should write your sales letter, you need to map out your objectives. In essence, what do you want your sales letter to do and how are you going to do it? Once you are clear about your objectives, it will be easy to craft a persuasive, response-pulling, money-making sales letter.

A few objectives may include:

A. To Sell a Product or Service

If your aim is to sell your products or services, you need to convince people. You need to use persuasive words that convince the reader he needs your product or service — *now*. Remember, do not be pushy. Talk in a conversational tone.

B. To Notify the Customer

Is your objective to provide the consumer with all essential information about your business or product or service? A sales letter with this objective is usually escorted with leaflets and other inserts to give such information.

C. To Get a Response



The prospects may contact you for many reasons other than wanting to buy the product or service. It can be to request further information, a free sample/trial, a personal visit, and so on. Habitually, consumers do not like buying without physically seeing or trying the product/service. If applicable, you should keep an option open to demonstrate. This also helps build credibility. The reader will feel you are genuinely interested in helping and not just there to sell your products or services.

Everyone can write a sales letter. Not everyone can write a great sales letter that generates cash flow. Sure, you will need to acquire new skills and improve your existing ones. Today's famous copywriters weren't born knowing how to write great sales letters. They started from scratch. They experienced many failures. But they persisted. They learned from their mistakes. And they improved. Now they are masters. You can be a master copywriter of sales letters too! Once you learn the copywriting techniques in my book, you will realize writing an effective sales letter is easy and fun.

“ You can be a master copywriter of sales letters too! Once you learn the copywriting techniques in my book, you will realize writing an effective sales letter is easy and fun. ”

My book will take you step by step through the process of writing an effective sales letter. My book will show you how to:

- ✓ Introduce writing to sell in an easy to follow and repeatable format.
- ✓ Show you simple but effective ways of crafting headlines that suck people into the rest of your sales letter.

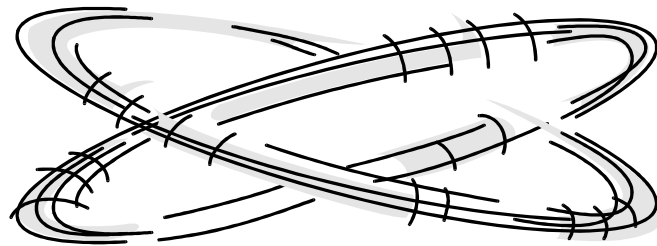


- ✓ Expand on the headline, and further pull attention through a powerful sub headline.
- ✓ Captivate your readers with simple effects, such as the use of words, color, bullets, fonts, and questions.
- ✓ Show you what to do if you get stuck for ideas or inspiration, and how to keep those ideas and your writing flowing.
- ✓ Demonstrate how quickly you can create a sales letter over the course of a few hours.
- ✓ Enforce your authority and build credibility with your readers.
- ✓ Show the differences between features and benefits, and the importance this plays in enticing customers.

Happy Reading.



Chapter 1:



THE SALES LETTER

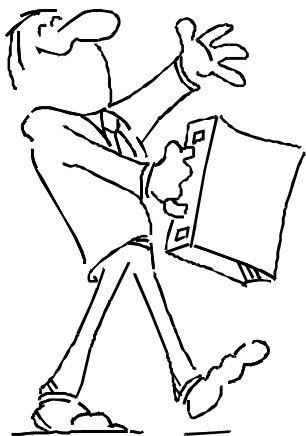
"If you would persuade, you must appeal to interest rather than intellect."

Benjamin Franklin (1706 - 1790)

A sales letter is a document to generate sales. It influences the reader to react to your words and take some type of action, such as placing an order or requesting information about a product or service. The basic aim of a sales letter is to motivate the reader to take a specific action.



Good Sales Letters Are Like Good Sales People



Your sales letter should perform the same actions as a salesperson and have similar qualities.

1. Is he a Self-starter?

The best salespeople need the slightest amount of direction. They are self-inspired. Similarly, your sales letter needs to work on its own. If you want your reader to buy on the basis of the

letter, your sales letter must give each benefit, feature, selling promise, proof, and guarantee that is needed to close the sale.

2. Does he have prior experience?

The best salespeople find out from their blunders. So should your sales letters. You need to test your sales letter often to make sure your mailing list, your offer, your imagination, and your timing is the best they can be.

3. Does he work well under pressure?

Your reader is busy. Your sales letter will arrive as a disruption. So make sure your sales letter works hard to grasp his concentration so you can deliver your sales pitch.

4. Does he have excellent communication skills?

Make sure your sales letters are simple and user friendly. It should speak in the general language of the people.

5. Is he energetic?

Your sales letters need to have a clear vivacity to them.

6. Does he have proven organization skills?

A sales letter should be organized and disciplined.

7. Is he a team player?

Occasionally, your sales letter will not work on its own. If your sales letter is intended to create a lead and not make a transaction, it likely has other group players like print ads, telemarketing, and so on, that it must work with to achieve the desired result. You need to make sure that the pitch of the sales letter is at par with the other marketing tools.

8. Does he have excellent customer service skills?

Sales letters are a one-way conversation, but you can compose them to seem more like a two-way talk. Write your sales letter that evoke a warm, human, and real tone.

9. Only serious candidates should apply

Prepare and distribute sales letters only when you are serious about offering a promise and keeping it.

10. Like a good salesperson, a good sales letter should always ask closed-ended questions, since these permit you to get specific answers and move toward concluding the sale. Closed-ended questions begin with verbs, for example "Are," "Will," "Is," "Have," "Did," "Aren't," "Didn't," and "Won't." It is answered with a "Yes" or a "No." You usually employ this technique when you want to start tapering the conversation and getting precise answers that will lead you to close the deal.

You can also ask more specific questions like, "Do you realize that you have ___ problem?" or "Will you make this decision today?" "Do you like my product or service?" "Would you like to begin on it right away?" "Are you happy with your existing supplier?" Such questions force the reader to

make a decision.

Ask closed-ended questions in an affectionate, friendly, inquisitive tone of voice. Always be well-mannered and kind. You should never use force or exploitation. It never works. On the contrary, it works against your cause. You lose credibility.

This is a description of a real sales letter:

RESULTS OF MY R&D

"I'm talking to you to inform you about the really terrific washing machine that I've developed. First of all, I know it's wonderfully terrific because I spent years studying washing machines of all kinds. I then expanded my field of research and Development (R&D) to include all kinds of commercial washing machines, and I came to know about all the possible secrets of what makes dirt come out from the most inconceivable places. Now, TEN YEARS LATER, I'm ready to let you savor the fruits of all my hard work. I've developed the EZ WASHER. I must tell you it will make all other washing machines you have ever seen pale in contrast."

Do you find anything wrong with this sales letter? Almost everything is wrong.

The headline is all about the writer and does not speak to the reader. Also, it uses some technical terms — "R&D" for research and development. This is an industrial term, which may actually irritate some prospective customers who don't know the lingo. We have no idea what the 10 years of work the writer refers to. Neither are we told about any exceptional features. The writer raves about what great work he has done. The sales

letter talks about everything he has done in the last 10 years and not what I will get or at least what I can expect.

Before writing a sales letter, put yourself in the reader's shoes. How do you react when you receive an unsolicited sales letter? Excited? Overjoyed? Most likely you feel it is an intrusion of your time. You may glance at a few sentences of the sales letter, and then dump it in the trash bin if it doesn't grab your interest. The reality is many poorly-written sales letters wind up in the trash.



Target Your Readers

As you prepare your sales letter, you need to fully understand the product or service you are showcasing in your sales letter; you also need to know your market (i.e. customers and prospects); the reader's stated and unstated needs (these needs may be immediate needs or future needs).



I use the following questions to help me build the foundation of a sales letter:

1. What does the product or service do for the one who requires it?
2. How can the reader benefit from buying it?
3. What is the unique selling point of the product or service?

To answer these questions, you should distinguish the benefits from the features. The sales letter must persuade your reader to buy your product or service based on the grounds of what benefit the product or service derives and not based on its features.

☐☐☐ **WHAT IS A BENEFIT?**

The benefit is what the product or service offers. A benefit is the specific result of the feature. A feature is what the product or service already has built in. Benefits inspire people to buy. A refrigerator, for example, has defrosting facilities (feature). If that technology helps rid the refrigerator of unwanted icicles and helps in keeping vegetables and meat fresh and healthy, then we have the benefit of that feature.



Here are additional questions I use to build the foundation of a sales letter:

- 1) How do you plan to advertise the product or service: Internet, direct mail, email, direct sales, print advertising, what?
- 2) Will you have any other advertising or literature to support the sales letter?
- 3) Who is your competition?
- 4) What marketing activities have they undertaken?
- 5) What is your advertising budget? Are you aiming too high?
- 6) Who is your potential buyer?

7) What stimulates a person to buy this item?

The experts point out that the emotion most often used to influence people to buy is *fear*, and a million other variations of it. You must know how the offer in your sales letters appeals to your readers' emotional needs.



The Model for Success: AIDA

Advertising copywriters follow the AIDA model. The AIDA model stands for **Attention, Interest, Desire, and Action.**

Grab Your Reader's Attention

If you want your sales letter to have an impact on your readers, it must first get their attention. You can do this with a hard-hitting headline or a powerful lead paragraph. I like grabbing my readers' attention with a captivating question.

For instance,

"Do you want to cut your electricity cost by 45%?"

An appropriate headline for a sales letter promoting a weight loss program might be:

"Now, you can lose 15 pounds in 2 weeks without having to starve; and it's easy and affordable!"

This headline not only solves a problem, but it also offers a quick and easy solution that keeps in mind the price-sensitive consumer.

Your reader will be interested only in knowing:

- "What's in it for me?"
- "Why should I invest my time in reading on?"

If you let the reader know instantly, at the beginning of your letter, he'll keep reading the rest of the letter. And that's half the battle won. In any case, the reader will rarely reach the third paragraph. Impact has to be instant. You should explain the crux of the matter at the very beginning. You have about five to seven seconds to grab the reader's attention.

Gain Their Interest

You must clasp the reader's interest by showing him why he needs your product or service. You have to create a want for your product or service. Let him know how his life will become easier with your product. Show him what he is missing by not trying your product or service.

To hold your reader's interest, you must prove your trustworthiness. You can accomplish this by using testimonials of satisfied customers or case histories of people or companies which have used your product or service. Always remember that you know everything there is to know about your product, so "stale news" to you can be "fresh news" to the other person.

Create Desire

Tell the reader how exactly he'll benefit from your product or service. Link the benefits to the reader's daily life. Get him to realize how your product or service can benefit him, how convenient it is for him to get it, and how comfortable life will be for him afterwards.

Generalities are less convincing. Specific details are far more believable.

For example, if you were selling books on lowering employee theft:

"By the end of this quarter, you could see your percentage of employee theft drop by more than 37%. Imagine the spectacular effect it will have on your bottom line!"

If it is selling a weight loss program: "Within 3 weeks you will have lost 15 pounds. Imagine the compliments pouring in from your spouse. Think how gorgeous you will look in that new swimsuit!"

Solicit Action

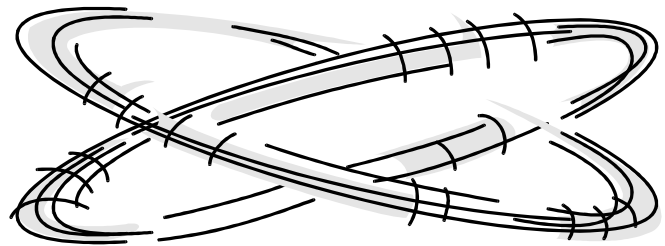
What do you want the reader to do next? Send in a reply card? Order the product or service? Call in asking for more information? Schedule an appointment? Notify the reader accordingly. It is amazing how many sales letters do not inform the reader about the subsequent step. They consider

“ The P.S. is one component of a letter that gets read all the time. Use your P.S. to emphasize your most compelling benefit or restate your guarantee. Don't waste it needlessly. Used wisely, it could be the final prod that tilts the buying decision in your favor. So be specific and give the final spurt. ”

that the reader is a mind reader. But usually this is not the case.

You've worked hard so far. You've gotten his attention, hooked his interest, and created desire. Isn't it appropriate to ask for action? Don't presume that your reader knows what to do next. As a support to getting the preferred action, you must always incorporate a reply card with your letter.

Chapter 2:



THE SALES LETTER MODEL

"Advertising is a valuable economic factor because it is the cheapest way of selling goods, particularly if the goods are worthless."

Sinclair Lewis (1885 - 1951)



What Are The Basic Parts Of A Sales Letter?

Any sales letter roughly follows the following sequence:

- ✓ Image.
- ✓ Headline.
- ✓ Greeting.
- ✓ Lead paragraph.

- ✓ Body.
- ✓ Closing.

The Image

If there is a logo or design for your business, use it in the sales letter if it is pertinent to what you are offering. You

are not selling your business logo; you are selling benefits that the buyer will realize if he buys your product or service. Use a specific image that is inherent to your headline, content, and theme; otherwise do not use one at all. Stick to words as much as possible.

“ There is only one way you can ever find out if a sales letter will be winning or not. It has to be undergo a test. You have to send it out to a number of your potential prospects to see if it makes progress or not. If yes, then great. If not, you need to again go back to square one and put your brains to work. ”

The Job of the Headline

The headline is usually 10 - 30 words long. It should be catchy. It should grab the reader's attention and tell him what the sales letter is about. Ideally, the job of the headline is to hone the reader's concentration, showcase an advantage, and inspire confidence.

Writing Persuasive Headlines

Every sales letter requires a headline. Headlines draw attention, make your message simple to read, showcase your key selling points, and prompt your customer to buy your product or service. Use headlines regularly.

Headlines range from "hit-you-in-the face" to more understated ones that

don't appear like a headline at all.

Readers notice your headlines when they appeal to their interests and emotions. You must use your headline to point out a difficulty or an emotion that you know the reader experiences.

EIGHT SURE-FIRE HEADLINES

- 1) **Ask a Question.** "Are you worried about becoming fat and flabby?" A question headline forces the reader to answer in his mind. You mechanically get the reader involved in your message.
- 2) **Begin your headline with *How To*.** "*How to lose 15 pounds in 3 weeks.*" People love information that illustrates how to do something valuable.
- 3) **Discover Headlines.** This type of headline provokes feelings of adventure and curiosity. "*Discover the technique that turned an amateur golfer into a competing professional in just three months.*" Or "*Discover how to make seven dollars for every dollar you spend online.*" Or "*Find out how to increase the size of your list ten fold in just a month.*"
- 4) **Provide a testimonial.** The advice of a satisfied customer can act as a catalyst in pursuing others to buy from you.
- 5) **Issue a command.** Some traditional headlines order readers to "Aim High" and "Move Ahead" and so on. Turn your most significant benefit into a strong headline.
- 6) **Significant news makes a good headline.** This especially works well for huge changes in your organization or the introduction of

savvy new products.

- 7) **Headline a last date for a special offer.** Most of us are usually too busy and tend to put off taking action. "Save Money Now" and "Get Bonus If You Buy Now" offer exceptional response.
- 8) **FREE offers often draw the greatest response.** There is a myth that "free offers" turn off wealthy or professional customers. This is untrue. Customize your free offer to match the style of your customers or industry.

Prospects are always hard-pressed for time. They are barraged with hundreds of ads, sales letters, postcards, and commercials every day. They tend to tune out advertising messages that look like it will take too long to figure out. Headlines help them decide. So focus on them.

When writing your headlines, it's important to spend a little time playing with some words. Your headline needs to be short, and to the point. It's not a summary of your product, and it's not just there to grab attention. Your headline should solve a problem, avoid pain, or gain something that the reader wants. Your headline has to show this right away.

Some examples of sales letter headlines:

- "Would You Like A Look At A Plan Guaranteed To Turn You Into A Published Author In Less Than 30 Days?"
- "Who Else Would Like To Learn The Insider Secrets Of How To Generate Floods Of FREE Traffic From All Of The Major Search

Engines?"

- "Your Computer Could Be Infected With Hundreds Of Little Spying Software Programs And Sharing Your Computer Activities With The World!"
- "How To Profit From Your Own Highly Successful E-Mail Newsletter Starting Today"
- "98% Of Web Businesses Fail Within The First 18 Months, Do You Want To Know What The Successful 2% Know?"

Crafting a Sizzling Sub-Headline

The sub-headline appears under the main headline and enforces the main headline. The sub-headline gives you a little space to expand on what you've just said and to do something very important — to give the reader a reason to read on. A widely used sub-headline is "Don't go anywhere, because this could be the most important letter you'll ever read." It's kind of a settle in line. That's your aim, to settle the reader in and to stop him from going anywhere.

You could use a sub-headline to answer a query posed in the headline.

For example,

Part **A** could say:

"Want to lose 15 pounds within 3 weeks at an affordable price?"

Part **B** could say:

"Well, this is how you can do it...."

More examples of sub-headlines:

- "You're About To Learn The Secrets eBook Millionaires Don't Want You To Know..."
- "The next five minutes are going to change the way you think and feel about getting search engine traffic"
- "Has Your Privacy Been Compromised Without You Even Knowing?"
- "You're About To Learn How To Virtually Guarantee Your Business Success!"
- "You're About To Learn The Secrets Only The Pro e-Mail Marketers Know!"

A Strong First Paragraph

The next crucial questions are:

- How do I begin my sales letter?
- Do I tell the reader immediately what it is I am intending to sell?
- Do I tweak his interest slightly so he can comprehend why he needs my product or service?

The course of the initial paragraph of your sales letter depends on the theme you've chosen. That subject will dictate whether your lead paragraph will follow a specific creative approach or focus on your offer.

Once your initial paragraph is at par with your theme, the focal point should shift to your warm-up. An inefficient warm-up will paralyze a sales letter and lose its impact.

A great sales piece will get to the point instantly. Your objective is to command attention and draw the interest of the reader. Your immediate goal is not to lay out the groundwork for what it is you are intending to sell; rather it's to create immediate interest in the topic that you have chosen.

The initial paragraph should be in first person — "I." A speedy way to destroy the credibility and impact of a sales letter is to talk in the third person or to include 'we' in the letter. To begin a letter with "we" can spoil your response.

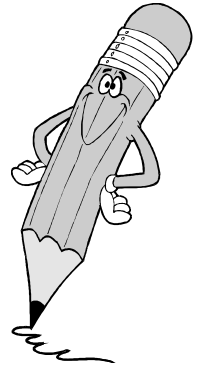
Follow these rules to create your first paragraph:

- a. Make it theatrical, interesting and directed to the exact target audience.
- b. Keep your paragraph concise.
- c. Keep your sentences precise.
- d. Keep your words short.
- e. Use "you" to engage the prospect.
- f. Make your message come from a single person, on a very individual basis, with the aim of building a one-on-one readership throughout the piece.
- g. In assessing any sales letter, one of the basic things you should do is examine the lead paragraph. Does it match the approach and taste of the six points listed above?

The introduction of your sales letter should quickly answer the questions "Who are you?" and "Why should the reader listen to me?" The easiest way to do this is a quick and easy header, "From the desk of [Your Name Here]." And what are you in relation to the product? The owner of the site? Designer of the software? Pioneer of a new product? Tell us who you are. If you're an authoritative figure, the reader is more likely to listen to you. Your aim is to make a personal connection between you and the reader.

Warming Up the Reader

You can use a few short sentences to warm up the reader in your introduction. Your first few sentences should reveal how you discovered a problem; or how you came up with the solution; or how your solution earns you more money; or how you are able to earn more cash, get more leads, catch more fish, lose more weight, and so on.



You do not need to write a long warm-up introduction, nor does it have to be complicated or awe inspiring. Your goal is to **1)** describe the problem that you've discovered; **2)** briefly mention that your product or service solved it; **3)** and to what extent. Your lead-in introduction is your chance to showcase your expertise, introduce your product or service, and lead nicely into the features and benefits section of your sales letter.

So what exactly do you write? There are so many different venues. Your main aim is make things bigger and better. Make the problem bigger, make the solution better, make the gains bigger, and avoidances more important.

Follow these tips:

- Spin a yarn that the reader can identify with. Use a conversational tone.
- Announce a new product or service, an exclusive event, or important news.
- Flaunt your unique selling proposition.

- Speak to the reader as your equal: "Dear fellow car purchaser, are you aware of. . ."
- Start with something innovative, perhaps a quote or anecdote.
- Identify the reader's problem, one that your product promises to solve.
- Ask a question that might excite the reader.
- Let the reader in on some secret or uncommon information.

There is no rigid formula to a lead-in paragraph, but your sales letter will produce responses if you follow these rules.

Examples of strong first paragraphs and lead-ins:

Example 1

Dear Friend,

Do you constantly wish you had the strategies that would push your new business startup into the stratosphere of profits?

Are you tired of all the fluffed up, rehashed eBooks that aren't even written using factual information?

If you answered yes to either of these questions, you're in for a real treat.

Today you're going to learn the Secret Internet Marketing Strategies that have not only taken my business to the next level, but also the businesses of many of my clients.

This is the day your marketing changes forever and becomes easy, fun and a truly exciting task that you no longer have to dread doing.

You no longer have to wonder if you have a strategy or a set of tools that actually works or may leave you laying flat on your face.

To gain the edge in your market your business needs...

Example 2

Dear Friend,

I hope you're ready for a wild ride into the operation of a successful business.

Every other e-Book, membership site, physical course or audio course has failed to show you something very important.

In fact, this is the most important factor when it comes to setting up your business and the main reason that almost ALL of people fail who attempt to open an online business.

I know, you may be a bit skeptical and that's understandable but today I'm going to turn that skepticism into 100% pure confidence and show you the real way to secure funding for your business and tell you everything you need to know to complete your business plan!

The truth is...

Example 3

From The Desk Of: Your Name Here

Date: Date Of Writing Here

Let me take you back five years for a moment. While I was working on my online business with about 12 months of experience and one measly website under my belt, I discovered something that was so significant, from the day I found this (by accident might I add) I never did business in the same way again.

Because of this one simple fact, my profits immediately, and to this date, have multiplied by 10 times! All at a cost of oh...lets see...60 seconds of my time per day. That's a pretty painless way to get yourself such a significant increase in the size of your monthly paycheck.

So how did it happen and what does it mean for your business? I'll tell you...

Body of the Sales Letter

The body of your sales letter is the main body of text that directly talks about individual parts of your product or service and how it's going to help the reader. The body copy should use the same tone and endure with the theme of the headline. You should highlight the benefits and offer proof of any claims. Remember, benefits sell, features don't. Your basic objective is to create a need or desire for your product or service and make people do what you want them to.

Offer Bonuses

Everyone loves a good bonus. This is especially true in sales letters. A bonus can be any product or service that adds additional value to the main product or service you are selling in your sales letter. A bonus can be a free e-book or special report or a special membership. It can be tangible or intangible, such as a free consultation or free coaching.

Whenever you add a bonus, always add its price or value, as this gives the impression that the reader is getting something of cash value, rather than a "freebie" or something anyone can get for free.

The second rule is to not go over the top. Remember, even though your bonuses relate to your product or service in some way, you don't need to

write an extra sales letter to sell the bonuses. Use a few short, quick and punchy bullets about each of your bonuses.

Thirdly, don't give away too much. You're trying to push people over the edge to buy your product or service; if you give away too much and give the impression that your offer is too good to be true, this will devalue your product or service; it also shifts the focus of the bonuses being more valuable than the product itself. This leads to more doubts in your reader's mind. Remember, a bonus is a bonus and not your main product or service.



Guarantees Guarantee Success

If you offer a product or service without a guarantee, you might be on the verge of losing a great percentage of potential sales. Nowadays, scams are widespread. Since there is no official police or moderator on the Internet, such scams are even greater as a consequence.

Because of these swindlers, coupled with the challenges of buying on the Internet from unknown merchants, potential buyers shop cautiously and need reassurance before they buy. Guarantees are, therefore, essential to quell potential buyers' fears about purchasing from you. Guarantees can do two vital things that will help grow your profits: increase sales and reduce returns.



When you offer a guarantee, you diminish the cynicism around the purchase of your product or service. Guarantees give you an almost immediate trustworthiness with prospective buyers.

Guarantees increase perceived value. Take for instance the story of the Monaghan brothers.

Both the brothers were into a home base business. They required money to pay through college. They worked in shifts and attended college when they were free in the other shift. After going through loss for about one year, one of the brothers sold his share in the business. The other stuck to the small pizzeria. In some interviews he recently gave, Tom Monaghan said that he was not too sure he was doing the right thing. And rest is history. His decision was the best one he ever made. His business, based on a simple guarantee — "Pizza delivered fresh in 30 minutes or it's free" — made his pizza business a billion dollar industry of today. His business, of course, is Domino's Pizza.

Guarantees increase sales and reduce returns. When people order, particularly from the Internet because of its expediency, a "No Harassment Return Policy" adds to the expediency factor and instills a greater self-assurance in the buyer's mind. So use guarantees to guarantee your success.

SEVEN TIPS FOR A GRAND GUARANTEE

1. Make the guarantee easy and unqualified. Drop the excuses and fine

print.

2. Be sure your total organization believes in the operating philosophy dictated by the use of guarantees.
3. Be familiar with your clients enough to realize whether the guarantee at all helps the client.
4. A guarantee should be a two-way road, so include some upside if you surpass performance potential: ask for "success" fees.
5. Indicate which clients can claim the guarantee and which cannot. Restrict the number to minimum.
6. React quickly if a client requests that you make good on your guarantee.
7. Monitor your performance to save surprises.

Guarantees fall into five very different categories:

- **The Money-Back Guarantee:** This guarantees that your customers won't squander their time or money. It also defends customers if the product breaks or fails.
- **The Satisfaction Guarantee:** This guarantees that your customer will be happy and satisfied with your service or product.
- **Price Protection Guarantee:** This can either offer a fixed price, ensuring the price and/or payment terms won't change or increase (for example, life insurance) or ensure that they won't find a lower

price elsewhere.

- **On-time Guarantee:** This helps suppress the fears in time-crunched clientele. Businesses like printers, car repair shops, and cable companies can find such an offer tempting.
- **Absolutely No Questions Asked Guarantee:** This can be functional towards anything. Just try it out and see.

Here's an excellent example of a guarantee:

100% Risk-Free Guarantee:

Worried? Don't be! Your success with [name of product] is completely guaranteed. In fact, here's my **100% Better-Than-Risk-Free-Take-it-To-The-Bank Guarantee:**

I personally guarantee that if after a full 12 months, you honestly believe [name of product] doesn't work for you, then let me know and I'll issue you a prompt and courteous refund. Plus, the free bonus gifts are yours to keep regardless, just for your trouble. Hey, it doesn't get much better than that!

You get to try out [name of product] at my risk, while you see if it works for you or not. And if it doesn't produce, and have you earning a nice living from the Internet I honestly want you to ask for your money back. And I'll let you keep the free bonus gifts as my way of thanking you for giving it a try.

There is absolutely no risk, whatsoever on your part. The burden to deliver is entirely on me. If you don't produce the kind of results that I have told you about above - then I'm the loser, not you.

Instant Gratification

Remember we said writing a sales letter should be emotion-driven. What better way to add an emotion of excitement and anticipation than to give the reader instant delivery of something. Even if your product is shipped out the next day, give your reader something he can use right away.

YOU WANT IT
WHEN?

Instant gratification will increase sales. It's fast, quick and easy, and spurs impulse buying. People want something now. Tell your reader their copy of the product is waiting for them on the next page; or a free bonus is waiting for them after they complete their order.

Closing or Call-To-Action

If you solicit the reader to place an order or to contact you, you must make it easy for the reader to reply. You must support the sales letter with a prepaid envelope and an order form. If not suitable, provide a toll-free telephone number, an email link, and/or your website address. Always thank the reader for his patience.

A Final Suggestion

Getting the reader to spend his hard-earned money on your product or service is a challenge. The best way to ensure this is to test your sales letter on a select group of readers and let them offer their opinions and insights if anything is missing in your sales letter.



***PSSSSTTT!* Include a P.S. In Your Sales Letter**

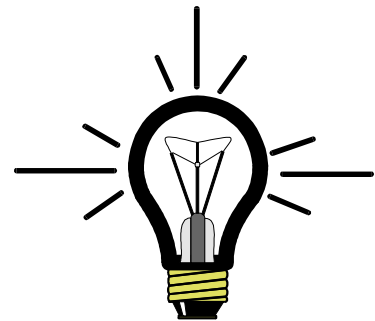
People do like to know who has sent them the letter, and tend to quickly scroll down to the end of the letter to see whose signature is at the bottom.

The next thing they see below the signature is a Postscript (or P.S.). Truly enough, your P.S. can be the second (after the headline) or third (after the opening sentence/paragraph) most read element of your sales letter. Most copywriters use not just one postscript, but also several (P.P.S).

Most postscripts tend to be fairly small, usually about 3 or 4 lines to sum up the offer, corroborate the deadline, and comprise the call for action.

Webster's defines *PS*: this way... (verbatim)

"Postscript -- To write after; a paragraph added to a letter after it is concluded and signed by the writer; an addition made to a letter or composition after the main body of the work has been finished, containing something omitted, or something new occurring to the writer."



For marketers, it provides one final opportunity to influence readers into action. The best way to use your final "addition" is to highlight or re-state a main point of significance to the reader.

Employ these tactics. The P.S. is one of the most-read elements of any sales letter. It ranks second only to your headline and sub-heads in terms

of readership priority.

Here are a few examples of effective P.S.'s:

P.S. It's so easy, and it's guaranteed. If you don't make money after following the simple steps in [your product], we will refund you the purchase price of the book. Can you afford to spend 30 minutes a day on your financial freedom? Can you afford NOT to? Grab the book! You have nothing to lose and total financial freedom to gain! Don't waste another minute. Start your Internet empire and journey to total financial freedom right now!

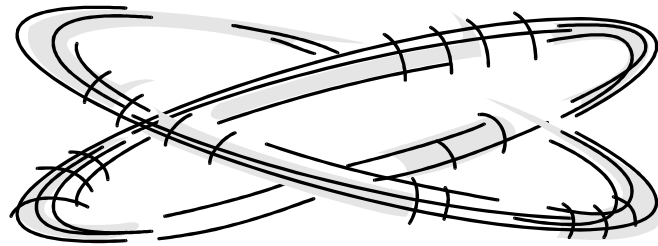
P.S. You will be so glad you can finally stop trying to get your website online the hard way. Don't spend weeks trying to "figure it out" let [your product] do it all for you!

PS: We cannot guarantee this introductory price for much longer. Make your order now so you don't miss on the opportunity of a lifetime. By now I'm sure you understand just how valuable [your product] could be to your life; do not even think about delaying this important purchase even for a while.

PS: If you are looking for high quality content for your website, Adsense sites, promoting affiliate programs, promoting your own products, to create an unstoppable viral income or anything else for that matter! Than [your product] is for you!

Keep it concise and precise. A succinct summary is sufficient to uphold the reader's interest. If you need more room, create a second P.S. Adding supplementary P.S.'s is an effective strategy, especially with longer sales letters.

Chapter 3:



WRITING YOUR SALES LETTER

"A writer is a person for whom writing is more difficult than it is for other people."

Thomas Mann (1875 - 1955)



How To Write An Effective Sales Letter

- a. **Build Credibility.** Besides mentioning the benefits, you should also put in testimonials of people who have already used and benefited from your product or service. This builds credibility.
- b. **Make It Memorable For Your Reader.** Most unsolicited mails get tucked into the dustbin. Your mailer should have something unique for people to consider spending more time on it. For example, a car repair service might include the top 10 tips for car maintenance and so on.
- c. **Emphasize Aesthetics.** The letter should be user-friendly. It should have attractive visual impact. The aesthetics should be well defined. Also, it should be easily navigable.

- d. **Include A Call To Action.** Include a postcard, prepaid envelope and/or an order form. If not appropriate, supply a toll-free telephone number, an email link, and/or your URL.
- e. **Always Include An Enticement.** The letter should include an incentive for acting promptly – a discount, special offer, gifts, and so on.
- f. **Resist Doing "Mail Merge."** Technology has made life easier no doubt. But try to avoid writing mass mailers. Customize each letter according to the needs of the reader.
- g. **Forge Everlasting Connections.** Try and forge everlasting relations with your customers. For this you have to “under-promise” and “over-deliver.”
- h. **Test Market.** Whatever technique you intend to apply, always test the market.
- i. **Hit The Right Chord.** Your sales letter should not be too formal and full of jargon. That might inhibit the reader.
- j. **One Final Tip:** Before sending out the mailers, make sure you have calculated all aspects. You would certainly not want to be flooded with offers without having the appropriate resources.

You don't need to be an award-winning copywriter to create effective sales letters. Writing effective sales letters is more about using the write words to create emotions and to describe the benefits about your product or

service than it is stringing together flowery prose. Did you know many professional copywriters use proven “templates” to create sales letters; they don’t stare at a blank sheet of paper and start from scratch, as if they are writing an article or a short story. A template helps copywriters place their emotionally-driven words and phrases, with their benefits, in specific spots in their sales letters. If you compare sales letters from different sources, you will realize most sales letters follow the same format and structure. Many of them use very similar words as well.

Every individual has some form of buying resistance. The basic aim of your sales letter is to triumph over your reader’s buying resistance while coaxing him to take action. You notice these hurdles in many stated and unstated customer comments, such as:

- ✓ “You don’t realize my real problem”
- ✓ “How do I know you’re competent?”
- ✓ “I do not believe you at all”
- ✓ “I don’t need it at present”
- ✓ “It won’t help me in any way”
- ✓ “What happens if I don’t find it useful?”
- ✓ “I can’t afford to buy it”
- ✓ and so on.

“ You don’t need to be an award-winning copywriter to create effective sales letters. Writing effective sales letters is more about using the write words to create emotions and to describe the benefits about your product or service than it is stringing together flowery prose.

”

The sales letter must play on the reader’s emotions to inspire them to take action. The sales letter should attack those “hot buttons” or emotional

pressure points; doing so, you can persuade the reader to buy. The two main motivating factors are: 1) the promise of gain; and 2) the fear of loss.

Would you rather buy a \$60 course on **“How to Enhance Your Career”** or **“How to Prevent being handed the Pink Slip?”**

The second title will sell better. Why? Because it addresses the fear of loss.



A 12-Step Model to Write Foolproof Sales Letters

STEP 1

Try to Get Attention

Presuming the reader has opened your envelope; the next important step is to get his attention. The headline is the foremost thing that your reader will notice. People have a very limited attention span and usually shove their mail into the wastebasket unless the headline jumps out to them.

The following are three examples of headline templates that are proven to get concentration.

HOW TO _____ ”

THE ESSENTIAL SECRETS OF _____ DISCOVERED!”

WARNING: DON'T EVEN DARE TO _____ UNTIL YOU _____.

STEP 2

Identify the Reader's Problem

Now that the reader has given you his full attention, you have to go straight to the problem area. Try to empathize with the reader.

Another method is to agitate the problem. You present the problem, then excite it so that the reader really feels the pain and anguish of his situation. People hate change, unless they feel immense amounts of pain, then they change. In fact, companies are not diverse. Most businesses drag along doing the same old thing until things become so worse that they have to change. So agitate the problem to a point where the reader feels it is necessary to change.

STEP 3

Provide the Solution to the Problem

Now that you have identified the reader's problem, you become the "savior" by providing her with the solution to the problem. You introduce your product or service and show her how all her problems will vanish once she gets your product/service.

STEP 4

Present your Credentials to the Prospect

Just telling the reader that you can make her life more comfortable and convenient will not prod him to jump in and grab your stuff. You need to

build trust and prove your credibility. You can do this in the following manner:

- Listing successful case studies and instances.
- Naming prestigious companies (or people) you have done business with.
- Mentioning your work experience.
- Showing important awards and accolades that you have won.

STEP 5

Show the Benefits of Your Products

Now you need to tell the reader how she will personally benefit from your product or service. Don't just mention the features. Nobody is interested in just the features. What you can do instead is, you can draw two columns. In one column, you can write the features and in the other, mention any conceivable benefit that they can receive from the feature. You can also use bullet points for each benefit to make it user-friendly to navigate.

STEP 6

Give Your Social Proof

After you've presented all your benefits, now you need to build your credibility and trust with your reader with testimonials from contented

customers.

Testimonials are influential selling tools that establish your claims to be true. Another way of making your testimonial even more influential, include pictures of your customers with their names, addresses, and phone numbers. Most readers won't call to find out. But if you include the numbers, it lends you greater credibility.

STEP 7 **Make Your Final Offer**

Your offer is the most essential element of your sales letter. If your offer is great, even a mediocre sales copy will make it irresistible.

Your offer can come in many different layouts. The best offers are usually an attractive blend of price, terms, and free gifts. It is always more lucrative to add more and more benefits to your offer rather than just lowering the price.

STEP 8 **Give a Promise or Guarantee**

You can make your offer even more appealing by taking out the risk factor from it. Remember that people have a built-in fear that marketers are out there to cheat them.

Give a very strong guarantee, but only if you have enough confidence in

your product or service. If you provide a guarantee and later do not abide by it, your credibility is shattered. So be careful. If your product or service is good enough, very few people will actually need any refund.

STEP 9

Inject the Elements of Scarcity

Most people take their own sweet time responding to offers, even when they are appealing. There can be many reasons for it, like:

- They don't feel enough discomfort to make a change.
- They are too busy and eventually forget.
- They don't believe that the perceived value justifies the price asked for.
- They are just plain lazy.

To stimulate people to take action, you need to add incentives to the offer. You can create a sense of scarcity by informing your reader that either the supply or the quantity is limited. You can also mention that your offer is valid for only a limited time period.

Your offer could say something like this:

"If you purchase by (so-and-so date) you will get a whole bunch of free gifts."

Or

Our supply is limited to only 60 (product or service) and you will receive it on a "first come, first served" basis. After they are exhausted, there won't be any more available."

Or

"This price is valid only for the next 15 days."

But once you have made such an offer, you cannot go back on it and keep extending the last date. This will make your customers lose confidence in you.

STEP 10 **Call To Action**

Do not presume your readers know how to obtain the benefits from your offer. You must guide them carefully on how to make the order in very comprehensible and concise language. Tell them whether you want them to call you, fax you, or click the order button on your website.

STEP 11 **Give a Warning**

A good sales letter should persist to build emotion, even after your call-to-action.

You can use the “risk of loss” strategy to let the reader know what would happen if they do not take action on your order. Maybe they would continue to:

- ✓ **Struggle forever.**
- ✓ **Lose the chance to receive all your valuable goodies.**
- ✓ **No improvement in life.**
- ✓ **See their competitors benefit and rise in life.**

Try to paint a sad picture in the psyche of the reader about the penalty of not taking action now. Convince the reader how much he is missing out *right now, this instant!* Then make the reader feel the pleasure of what he will gain if he takes action right now.

STEP 12

Close with a Proper Reminder

You should always include a postscript (P.S.). In your postscript, you might want to remind readers of your enticing offer. If you’ve used scarcity in your sales letter, include your call-to-action, then remind them of the restricted time (or quantity) offer.

Using this 12-step formula, anyone can write an efficient sales letter that sells.

Here are a few extra tips to help you write a stronger sales letter:

Tip 1: Always Mention the Features/Benefits – The biggest obstacle to write a brilliant sales letter is starting one. To help rid myself of writer's block, I list all features of my product or service. Then on another sheet of paper I list all the benefits that derive from my product or service.

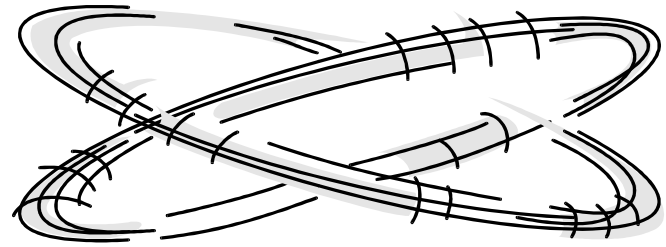
Tip 2: Once you are done with the sales letter, forget about it for a day or two. I see most of my mistakes after I come back to my sales letter, refreshed and with an open mind. This allows me to be more practical when I edit my sales letter.

Tip 3: Develop a "swipe file" to enhance your creativity. When you see a well-executed print or website sales letter, keep it in a file or store it in a folder; then refer back to your secret swipe file again and again. Keep comparing ideas.

Tip 4: Create a customer profile. Before you start writing your sales letter, create a customer profile sheet by recording everything you know about your target customer. Your customer profile sheet should include his needs (both immediate and future needs); his desires; his wants; his problems (real problems and potential problems); his goals; and his fears.

Tip 5: Keep your sales letter as lengthy as it needs to be. You can make it a short 2-page article or a 50-page ebook. The essential purpose of both is to inject emotion and spur action.

Chapter 5:



SALES LETTER FUNDAMENTALS

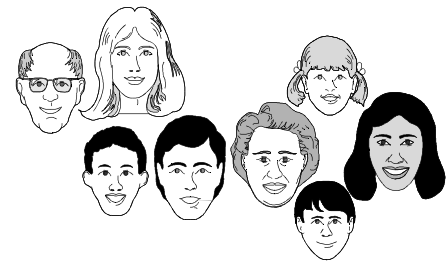
"A writer is a person for whom writing is more difficult than it is for other people."

Thomas Mann (1875 - 1955)

Here are the top six fundamental questions your sales letter should answer.

QUESTION 1 **Who Are Your Prospective Customers?**

Before writing your sales letter, you must target your customer group. You should know to whom you want to sell your product or service. If you were offering a golf stick designed to play golf, you wouldn't market it to men in general. You'd taper it down to people who played. Always be specific to generate specific results.



QUESTION 2

How Is Your Product or Service Different?

What makes your product different from the competition? Have you undertaken a comparative study? Is there anything unique about your product? If so, flaunt its uniqueness to your readers. This creates demand and desire for your product or service.

QUESTION 3

Why Should The Prospect Have Faith?

With all the scams and fake information spreading through advertising by dishonest people, skepticism sets in pretty fast. So you need to build credibility and trust with your reader, almost immediately. You can accomplish this by offering statistics and customer testimonials.

QUESTION 4

What Are All The Benefits Your Product or Service Offers To The Consumer?

List all the visible and not so visible benefits that make your product or service irresistible.

QUESTION 5

Why Might Your Prospect Reject Your Offer?

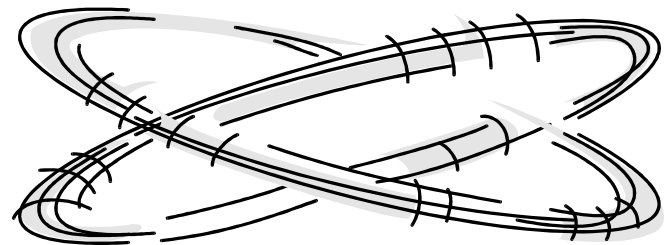
Walk a mile in the shoes of your prospective buyer. This way you will know what objections or concerns he may have. Once you know what they are, find the solutions.

QUESTION 6

Why Should Your Reader Act Now?

Why does your reader need to act now? Give him an authentic motive to act instantly. Give him a special price if he acts within the next few days. Or tell him quantities are restricted; once the stock is exhausted the price will rise. Always make sure your exigency is credible.

Chapter 5:



DRESS FOR SUCCESS

*"A writer is a person for whom writing
is more difficult than it is for other people."*

Thomas Mann (1875 - 1955)



Does appearance matter to you? Like most people—including your customers and prospects—the answer is "Yes." Predominantly in sales, appearance is essential. For example, in a competitive situation, the look of the salesperson usually is the deciding factor in who closes the deal.

Appearance is crucial to the success of your sales letter.

The marketer with an extremely targeted mailing list, a strong offer, and successful copy — and who pays cautious attention to how his sales letter looks — will generate more offers than a copywriter who focuses only on content, with no regard to aesthetics. Professional aesthetics strengthens your sales letter.



Tips on how to make a sales letter look good

Tip 1: Always use a reader-friendly font. Almost all newspapers and news magazines use Serif fonts for mostly all of their editorial content. Fonts like **Times Roman**, **Courier**, and **Century** are far more readable than fonts like **Arial** and **Helvetica**.

Tip 2: Make your headline catchy. Keep your opening paragraph between one and three lines.

Tip 3: Try to restrict the length of your paragraphs between 4 and 6 lines. Your sales letter should look inviting and reader friendly. Sloppy, bulky 9-11 sentence paragraphs will make your sales letter

uninviting to read and you will turn off readers.

Tip 4: Vary the length of your paragraphs so that it does not become too mundane.

Tip 5: Set the body copy of your letter in 10-11 point type. Use sub-heads, bullets and other devices to attract attention. Always consider the audience to whom you are writing. If you're writing for the 20-something crowd, you can use 10-point type. On the other hand, if you're targeting the "grown-up" market, you may want to use a 14-point font type. Centered, emboldened sub-heads and other eye attracting devices can enhance readership.

Sub-heads, bulleted lists, emboldening, and other devices will give your sales letter added appeal and increase response. Use these devices carefully and don't over do it. Overuse of them can counteract their overall effectiveness.

Using these 5 tips will attract more eyes, make people read for a longer time, create more leads, and, ultimately, close more sales.

Always remember your sales letter is contending with many other sales letters every day, sent by sales people begging for attention. To cut through the clutter, your sales letter needs to be excellent, diverse, proficient, and relevant.



Attention Is Critical

For any marketer, attention is a prized product. With consumers

bombarded with thousands of advertising letters each day, the challenge is how to make your message stand out of the crowd becomes even more serious.

Any winning sales letter must achieve two things:

1. It must make the prospect read through the whole letter.
2. It must prompt the prospect to carry out the desired action.

If the marketer failed to achieve Step 1, Step 2 is impossible.

Many marketers try to make the envelope very attractive. They know their battle is half won if they can make the prospect open the letter.

For online marketers, there is no envelope. The subject line of the e-mail becomes the envelope teaser. Some webmasters create flash images to attract readers.

Here are some tips to grab attention:

- 1.** Tests show a **RED headline** gets noticed over any other font color. The color red is often related with danger, but it also signifies, "**This is significant. Read me!**"
- 2.** Get rid of anything from the page that doesn't hold up the sales message or distracts from it. This comprises most animated graphics and intense colors for the page backdrop that contends with the foreground text. Nothing strikes just simple black font alongside a white background.

Limiting your choice to just three colors or less will instantly make your sales letter more reader-friendly.

3. Do not make the text too wide, as it becomes monotonous to read from a single line to the next because too much head and eye movement is required.

4. The headline must be catchy and interesting and should jump out at you.

5. The format and design of the sales letter should be appealing to read. Suitable highlighting, bolding, bulleting and subheads all make the letter simple to read.

6. Make the letter very inviting and appealing.

7. The letter should prompt the user to keep reading. You need to go on nudging the prospect to read further.

8. Be EXCLUSIVE. If all of the sales letters in your sector look and read identical, then why should a prospect read yours? You can use mascots, humor, cartoons, and so on.

9. Focus your message on the reader, not on your organization or product. This is a chief collapse of big businesses which think that everyone should be familiar with how great they are. But your prospect is essentially inspired by selfish desires. He needs to know what's in it for him.

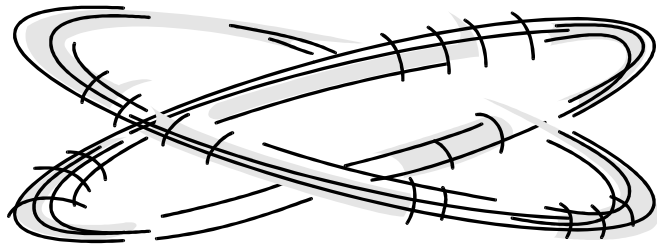


16 TIPS TO FORMAT YOUR SALES LETTER

- 1) The headline should be catchy; readers should see the headline immediately without scrolling.
- 2) The best color to use for the headline is **RED**.
- 3) Insert your name near the top of the page, before the body of the "sales" text, and at the bottom of the "sales" text.
- 4) Scan your real signature and insert it into the sales letter.
- 5) Use sub-headlines.
- 6) Sub-headlines should be the identical color as your main headline, **RED**.
- 7) Draw interest to your testimonials by inscribing them in separate boxes. You can also use a separate color for the box.
- 8) A good testimonial states specifically what the satisfied customer liked about your product, service, etc. Highlight the specific thing that your customer liked.
- 9) Don't put the price in red, as red would mean stop. It may be good for the headline, but it is not for the price.
- 10) Bonuses should relate to your offer.
- 11) Highlight important parts of your sales letter.
- 12) Use a payment method that has some credibility and acceptance. Even better, include several different payment methods.

- 13) Just like they work on paper, sticky notes on your website encapsulate your visitors' attention for a few seconds. Use those extra seconds to work for you.
- 14) Use white space to give a break in the clutter. Give the eye rest.
- 15) The font and color should be readable and attractive.
- 16) A sales letter should always use a call to action. Specify how you want your reader to act. Don't presume he will know.

Chapter 6:



POWERFUL PHRASES and WINNING WORDS

*"A writer is a person for whom writing
is more difficult than it is for other people."*

Thomas Mann (1875 - 1955)



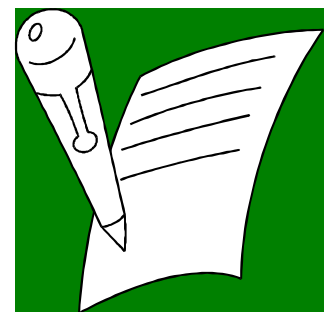
Powerful Phrases in Sales Letters

A slogan is a “noun, usually repeated and persuasive that creates a memorable catch phrase, motto, or jingle, that expresses a particular aim or concept. A concept that you want to stick in your audience’s mind like glue to paper.”

What makes a slogan unforgettable? It’s concise, first of all — normally 10 words or less. The slogan should sway to a particular rhythm.

What are the benefits for using slogans? Brevity, as mentioned earlier, meets the requirements of today’s fast pace. Slogans can manipulate decisions, persuade, and add trustworthiness. A slogan can make it easier for the reader to remember and identify a product or service.

A powerful phrase helps your reader envision how he will feel when he owns your product or uses your service. It creates an imagined feeling and motivates your reader to translate that feeling into reality. A power phrase increases a reader’s longing for your product or service and causes an emotional decision to buy. You can increase your sales by using powerful phrases in your sales letters.



Creating a power phrase is simple. First, record a few of the main benefits that your customers will receive when they decide to buy from you. Then merge a few highly expressive action words about one or more of those benefits into a short phrase.

Here are some power phrases used by different types of businesses:

- "Quick! Simple! Affordable!"
- "I assure you immediate results of my product."

Look at the words used in the above two power phrases. Power phrases use effective words to create forceful statements.

Most effective power phrases usually unite 3 words or 3 groups of words together in a series. Take for example:

“ A powerful phrase helps your reader envision how he will feel when he owns your product or uses your service. It creates an imagined feeling and motivates your reader to translate that feeling into reality. You can increase your sales by using powerful phrases in your sales letters.

”

- "Save time. Save money. Save Hassle."
- "Quick! Simple! Affordable!"
- "Enjoy it while at home, in the office or in your car!"
- "Authority, Performance and Momentum!"

There are five major slogan types:

1. **A feature:** an exclusivity or difference between a substance, product or object. Example: "Write an ebook in 10 days."
2. **A benefit:** a result that someone receives. Remember, this saves you [time or money].
3. **A query:** thought-provoking methods. "*How would you like to earn without having to invest a single penny?*"

4. **A challenge:** a dare. Example: The Marines, "*We are only looking for a few exceptional men.*"
5. **A structure:** a design that might be put together for a particular purpose.

There are seven ways to make a slogan memorable:

1. Make it thrilling
2. Be arrogant
3. Self-referencing
4. Figurative, playful or humorous
5. Inspirational or motivational
6. To generate painful memories
7. Use of dramatic language

Life slogans help invigorate goals, dreams, and even change beliefs. Businesses use slogans to enhance brand recognition in commercials, sales literature, presentations, on websites, in e-mail signatures, and even at speaking engagements. Be imaginative, use a slogan in each of your sales and marketing processes, and change them regularly if you need to.

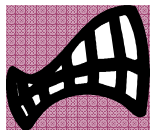
Where do you start to build slogans? Read through any of your notes or material. Emphasize phrases that contain high energy. Rhyme helps create outstanding slogans. Read poetry for cues or language that influences or inspires.



Boost Sales with Emotional

Are you upset that your sales letter isn't receiving proper outcomes? Are you at your wit's end on how to boost sales via your sales letter?

If the answer to the above questions is in the affirmative, then I would suggest that the solution to your dreary results is included in one single yet powerful word - Emotion. As you may have by now realized, buying judgments are found on the basis of emotion the sales letter must build on the reader's sentiment to a position where they are motivated to take action. The letter should try to attack those "hot buttons" or emotional pressure points, which will persuade the reader to buy. The main two motivating factors are the promise of gain and the fear of loss.



So how do you insert more emotion into your sales letters and thus charge up the selling ability of your copy? Here are a few examples.

1) Agitate Ache: Try to get inside the head of the reader. Focus on the problem the reader has. Point out to them how because of this problem, they're stalled, irritated, worried, and unable to achieve their sincere needs. You need to stir up their apparent problem and make it appear better than it actually is.

2) Attention-grabbing Tales: Stories are wildly successful in appealing to emotion. Watch a catastrophe, you'll feel miserable. Watch a sci-fi movie, and you'll almost certainly feel thrill. Watch a horror flick, and you'll feel frightened. So interlace stories into your letters that awaken expectation in accomplishing a goal, avoiding difficulty, or attaining an

aspiration. You can also include stories on what happened to someone who did not try out your product in solving their problem. This kind of story will create the dread of loss, which is more compelling than want to gain in most people. Tell a story about someone whom your readers can with no trouble connect to.

3) Use Emotion and Not Logic: It's true that a number of words blaze stronger sentiments than others. You want to assess your target marketplace and discover what keywords your prospects actually respond to. The important thing to keep in mind is that almost every single word has an emotional ingredient to it. If your proposal is gain-oriented, then words and phrases like "money"; "get rich fast"; "million dollars"; and "earn from home" will stimulate your readers. Choose five or six keywords that'll swirl up the emotion you want in your reader and delicately place them throughout the sales copy to flash an emotional response.

As I have already said, there are innumerable ways to inject emotion into your sales letter. There are a multitude of emotions. You surely cannot put all these emotions in your sales letter. Most sales letters aim at one or two main emotions and then appeal to a few more. The more sentiments you can merge into your copy, the more commanding your letter will be.

Your sales letter should methodically explain the benefits of your product or service. Simultaneously, your product or service should resolve a quandary that your probable clients have stumbled on. In reality, any winning sales letter will have to accomplish an authentic need.

The appropriate sales letter should acquire trust from the very beginning and tell a motivating tale all throughout. This is not an assurance of an

instantaneous sale but the start of an association, built on trustworthiness.

Of course, you have to apply emotion morally and sensibly. If you plan to apply it, think for a while and ask yourself how you would react if someone else aimed that kind of communication to you. This will assist you in deciding on your course of action. Test marketing at every phase is important for writing that "perfect" sales letter.



Words to Avoid

There can be times, when no matter how many sales proposals you mail, the effect is nil. Do you know precisely why people don't seem eager to buy your product? Have you ever marveled why your opponents make more sales even though they have an awful product to offer?



You may feel that people are just plain uninterested in buying your product or service. You may also feel that your price is on the higher side. Or worse still, you may feel that you have a useless product or service and decide to quit altogether or maybe change your line of business.

Here you must stop and think for a while. Is it maybe not your product that is responsible? At times it's your own sales letter that turns out to be the main culprit. Maybe unwittingly you have used certain words which have had the opposite effect on your prospect.

So, what are precisely those bad or evil words you should in no way utter in your sales letter?

1) Buy. Never solicit people to take out their purse and pay out their hard earned dollars. Keep in mind, most people get wary the moment they see this word. Whatever business you're doing, using this word can obliterate your business in no time. Instead of using the word "buy," modify it to "receive" or "invest."

2) Learn. This term is sure to remind people of the old days, when they had to study and learn in school. Believe me nobody is interested in wracking their brains as they did when they were students. These days, people want quick information and have no time to learn. It is better to use the word "find out" Instead of "learn".

3) Tell. People will not pay attention to you if they don't identify you. Examine these two sentences carefully: "Let me just tell you how you can lose weight in one week" and "Let me disclose to you how you can lose weight in one week." Which statement do you think that will make an impact?

4) Things. Using this word will make your sales letter very dull and boring to read. As a substitute of using the word "things," consider changing it to "tips," "tricks" or "techniques." Trust me, this will guarantee a better and more open frame of mind.

5) Stuff. This is the word that most marketers use to explain how great the product is. Compare these two sentences: "Call us to receive fabulous stuffs" and "Call us to receive fabulous gifts." Which one do you think would generate more response?

Every sales letter has a set of vocabulary that is destined to activate the emotional buying spark within you. This language has to be cautiously assessed.

Appraise carefully; in the sales letter selling you some get-rich-quick ventures, you will encounter the use of certain words such as **“turn-key.”** This entails that the business that they are asking you to join is all set to run, and that no or negligible work is necessary on your part to make a profit. But more often than not, this word in the sales letter is used to explain software that you still need to install, learn and work with to appreciate the service or product you are being provided. This is not right.

Be very aware of the word **“could”** and **“immediately get rich.”** You could earn up to \$100 to \$1000 monthly. Assess what is the normal earning for someone who joins your affiliate program. Do not try to mislead or bluff. Though these words generate immediate response, you must use it only if you mean it. Remember there is absolutely no shortcut to success. So do not try it.

The success of any sales letter depends mostly on the words you use and how you craft them to serve your purpose. Once again, you do not have to be an English scholar to dole out an effective sales letter; you just need to write simple English in a friendly and conversational tone.



How to Create Rapport

Here are a few methods for creating rapport:

In sales letters, we can frequently include a few statements that are clear

yes questions.

For example:

- You realize how significant this is for you, don't you?
- Don't you deserve the best?
- Isn't this the best time to start it?

Adding a question mark as contrasting to a full stop is still open for discussion, so use what you feel will be finest for your circumstances. Your objective is to make your prospect agree with you and do what you say. Play on their emotions.

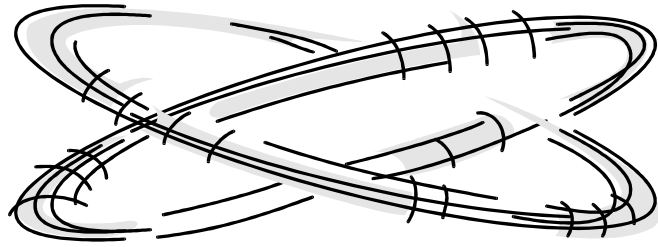
Another method is analogous to the above-mentioned technique. You can include testimonials from satisfied customers. They are very useful in enhancing the perceived value. But use genuine testimonials. Do not try to bluff.

Mirroring is another method where you become like your prospects in appearance, tone, and jargon that they're well known with. For example, you will not talk to a doctor, as you will to an accountant or event manager.

Rapport is very alike to building credibility. The major dissimilarity between projecting an image of credibility and building a bond is that your prospect may trust you and yet she is not open enough to spend her hard-earned cash on your product or service. The basic fact is people have faith in those who are more like them.



Chapter 6:



LETHAL SALES LETTER BLUNDERS

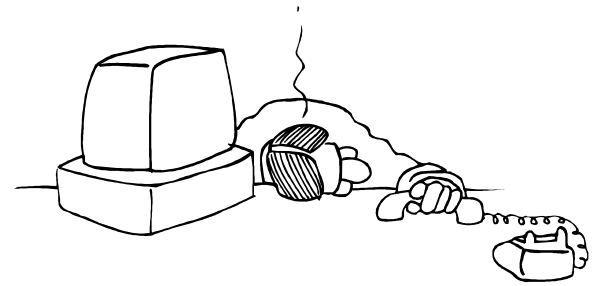
*"A writer is a person for whom writing
is more difficult than it is for other people."*

Thomas Mann (1875 - 1955)



Why Sales Letters Lose Business

Any copywriter can tell you numerous ways to lose a sale even when you are confident of winning it. Here a few reasons why your sales letter could lose sales; and here's how you can avoid these costly errors:



RULE 1 - DISTRACTIONS

Don't distract and confuse readers. Keep everything on the same page and don't divert readers off to five or six different areas to see the benefits of each part of your product. It's plain confusing, and loses sales. If all the products and services are related, place them in bullets on the same page,

allowing the reader to skip over if they're not interested. If the products are unrelated, then decide how to better sell them and split them up into separate sales letters.

RULE 2 - NO CONSTRAINTS

Don't constrain yourself by length. Some of the best sales letters use the same format as we've been talking about throughout this guide. Some have taken me over an hour to read, and turned out to be big successes. Sales letters are effective both short or long, depending on what you are selling.

RULE 3 – THE FOUR NEEDED ELEMENTS

Your sales letter should do these four things: 1) enforce your expertise; 2) entice readers with benefits; 3) crush fears and doubts about your product or service; and 4) ask for action. When you're done writing, read through your sales letter and see if you hit all these points. Keep focused, and remove any irrelevant parts of your sales letter. If it doesn't enforce your expertise, entice benefits, crush fears, or ask for action, it plainly doesn't need to be there.

RULE 4 - SPICE-UP YOUR SALES LETTERS

Spice up your sales letter. Write with flair. Avoid sounding boring and dull. Use descriptive words, especially when you're talking about your benefits. Remember your product isn't good. It's not cool, or nice. It's amazing, astounding, rock solid, laser targeted, and unbeatable. Get excited and

replace some of your descriptive words with something spicy and interesting.

RULE 5 - KEEP IT STRUCTURED

Sales letters maintain a uniform structure. We start off with the headline; the sub headline pulls the readers into the sales letter; then we lead the reader to the introduction with some reinforcement, proof and testimonials; then we sell our benefits, guarantees, our call-for-action, and lastly, our PS's. The structure of our sales letter piles on the weight of interest and excitement at an incremental rate, culminating in the climax and purchase of your product or service. The look of your product or service gets better and better, and faster and faster, picking up the pace and piling on those benefits, crushing those fears and doubts, and then taking your well deserved rewards in the form of a sale. Don't deviate from this structure. It's been time-tested and proven to work over the centuries.

RULE 6 - TRACK & TEST EVERYTHING

Test and track everything; this include your choice of words, benefits, P.S.'s, price, and audience.

(g) What Are Lethal Sales Letter Mistakes?

To create a successful sales letter, the reader must open, read, believe, and act on your sales letter. To do this successfully, your sales letter must draw interest and generate a craving for your product or service.

A successful sales letter is supposed to achieve the same result as a

successful salesperson. Similarly, like a salesperson, the sales letter will also want to avoid certain mistakes.

Here are a few lethal mistakes, which most sales letters make.

Lethal Sales Letter Mistake # 1

Don't use mass mailer attitude. If you are sending your sales letter as a mass mailer, the receiver might not appreciate that fact. The moment he sees your sales letter as bulk mail, he will throw it away.

Writing your letter with a "herd mentality" instead of focusing on an individual will destroy any bond and credibility between you and the reader. A sales letter is the only kind of marketing tool that is one-to-one. So make it as personal as possible.

People often confuse ads and sales letter. Both are intended to get new customers or sell a product or service. But there are significant differences in how they act.

A sales letter is a more individual form of advertising than an advertisement. Thousands, even millions of readers, will read an ad in a magazine or newspaper. A sales letter is for the intended reader's eyes only. Even though sales letters are often printed in bulk, the reader still considers the mail as more personal than an advertisement in a newspaper or magazine.

Unlike an advertisement, a sales letter is more personal, informal, and warm. This conveys a more informal and natural tone. In this manner, the

reader gets a better feel of the writer's character, interest, and seriousness. A sales letter is effective at building one-on-one relationships with your readers.

LETHAL SALES LETTER MISTAKE # 2

Do not write long, boring letters. What is a long sales letter? Even a one-page sales letter can seem long. It's not the length that is long, but the content of the letter. People watch lengthy movies, read lengthy books, and so on. They read, and continue to read, because they are interested. If you sound like a bore, your readers will struggle to get past your first paragraph. Offer an appropriate product or service at a suitable price and present it in an interesting manner. Half the battle is won.

LETHAL SALES LETTER MISTAKE # 3

Do not stick to grammatically correct English. At school your teachers and professors corrected your assignments according to the formal rules of grammar. But in reality, it's a different ballgame in sales letter. You should write your letter in more "common" and informal conversation, to make it more user-friendly. You might have to break certain grammar rules. You might need to start sentences with "and" or "but." You might have to use abbreviations and fragmented words. The basic objective of a sales letter is not to earn an *A+* on grammar, but to generate sales.

LETHAL SALES LETTER MISTAKE # 4

Don't let the reader make an excuse to not read your sales letter. In reality, no one is interested who you are or what product or service you are

offering. They are interested only in how they can benefit. You have to grab your reader's attention in the first 20 seconds, or even less. Start with a provocative sentence or slogan. Try to attack the emotions. Hold onto your reader's attention and never loosen your grip.

LETHAL SALES LETTER MISTAKE # 5

Don't write your sales letter as an anonymous author. The reader wants to know who you are and why he should listen to you.

For example:

Put in testimonials of people who have used and benefited from your product or service. Put in stories. To make your testimonials even more influential include pictures of your customers with their names, addresses, and phone numbers. Most readers won't call to find out. But if you include the numbers, it builds greater credibility.



The Pitfalls of a "What If" Approach

- "What if I could demonstrate how you could save money in spite of not cutting down your daily expense?"
- "What if I tell you that you can enhance your market share in 3 months time?"
- "What if I can make you lose weight in no time?"

What if your reader has already heard these “phony” statements before? Do think he will be motivated enough to buy?

Scheming selling practices are unsuccessful when it comes to dealing with customer opposition. To avoid such opposition, you need to address the reader’s opposition during the sales process itself. This means asking the right questions early and customizing your product or service to solve their specific problems.

True, many readers will still object to buy your product or service. The best way out of this condition is to inquire about their real needs, trying to gauge their trouble and offering them a product or service that they will benefit from. And for that, you need to put in a good amount of time on them.

You need to ask first-rate questions that make your reader think. This may sound easy; in reality, it is complicated because challenging questions are hard to ask. Many salespeople recognize these types of questions as personal and imagine their customers will not be enthusiastic to answer them.

You can ask questions like:

- ✓ What are your short-term goals?
- ✓ How do you intend to accomplish these objectives?
- ✓ What confrontations are you experiencing in reaching these objectives?

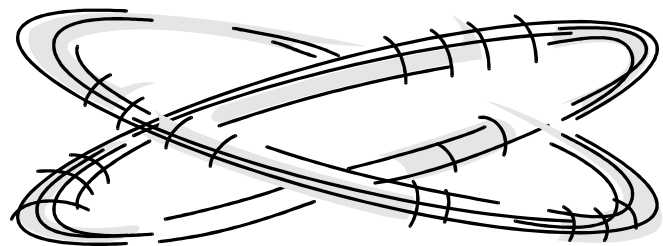
Your basic objective is to find what problem the reader is facing and how you and your product or service can solve it.

Let's not run away from the truth. Buyers today are much more complicated; in all probability, they have heard every line similar to whatever you want to say. And they loathe people who use clichéd and traditional lines or manipulative approaches.

Most people articulate certain objections about making a buying decision. Thus sales are closed because your buyer sees the worth in your product or service or because you have proved yourself as a specialist who can help resolve their problem.

Just asking "What if I could" is not a successful advance. It's clichéd and hardly works nowadays.

Chapter 6:



Writing Style

*"A writer is a person for whom writing
is more difficult than it is for other people."*

Thomas Mann (1875 - 1955)

(i) How to Overcome Writer's Block

You require writing a sales letter, but you just can't find the words. You think and think and think but to no avail. So what do you do now?

It's a difficult situation and happens to all writers. But there's a great way to make your creative juices flow out.

Ask questions.

Are you really aware of your product?

Suppose you are selling a treadmill. You really need to know how it feels to use it. When can you use it? What are the limitations and side effects?

Knowing and caring about your product gives you the passion to tell the whole wide world about it. To praise it. To love it. To flaunt it.

So now the first block is overcome. Now that you know the product and you have fallen in love with it, you can blabber on to describe it.

Next, record the reasons why and how it'll help you, if at all. Will it make my life easier? Will it add value? Will it solve a problem? Also, is it too expensive? Is it too ugly, and so on.

List everything: the good, the bad, and even the ugly.

You need to find out the reason why people will buy from you.

What is so unique about your product or service? The best way to do this is to brainstorm.

Shortly, you'll have so many opinions hitting you that you will not be able to keep pace. Just continue the process till you have exhausted all ideas.

Once you are done, look at what you have penned down and make a list of all the spectacular ideas you have. List them in order of priority.

Now you have the rough draft for your sales letter.

Utilize the most significant basis on the list, the main motive why someone should buy your product, and turn this into a marvelous headline.

Permit the ideas on the list to pour into your sales letter using sub-headlines or highlights when you need to stress a point. Soon, your sales letter will have almost written itself.

In conclusion, when you write your sales letter, keep in mind to write it to only one individual at a time. Make it special!

Here are five more insider secrets to avoid writer's block and write a "killer" sales letter:

- 1.** Spend a few hours each day by going through some of the most effective sales letters of all time. Try to learn the nuances. Try to see how they use the headline, how the lead paragraph is constructed. Look at the style, the structure, and so on.

2. You should also amass all of the best sales letters you find and generate a notebook out of them. Afterwards, when you sit down to write a sales letter, you can flip through your notebook of sales letters to get ideas for your project. Do not copy these letters. This would be considered plagiarism. Just pick out the basic ideas and put it all in your own words.

3. Research your prospective targets till you know everything about them. You must realize their wants, their desires, their dreams, and their aspirations. You must know what motivates them and what does not. Once you know that, it will be far easier for you to write a sales letter that will have some positive effect on them. Your letters need to be personalized.

4. After you research your prospect, learn to relax. Once you have completed your investigation of the customer, forget about it all for a day or two. This will allow you to be more practical when you start writing your letter.

5. There is only one way you can ever find out if a sales letter will be winning or not. It has to be undergo a test. You have to send it out to a number of your potential prospects to see if it makes progress or not. If yes, then great. If not, you need to again go back to square one and put your brains to work.

(I) A Rapid Lesson In Writing Sales Letters In A Lucid Manner

What kind of sales letter demand attention? What kind of sales letter improves the selling process? What kind of sales letter keeps the reader's interests intact till the very last word?

I would say that it has to do with the “conversational tone” of the sales letter. You feel that you are at home with a good friend who is giving you some advice over a refreshing drink and snacks. You are relaxed and comfortable.

So how do you generate a conversational tone?

1) Use succinct sentences. When you talk to a friend, you talk in phrases. You do not use long, winding, and difficult jargon-filled sentences.

2) Use descriptive word pictures. Use words that will create an image in your mind. Describe it thoroughly. Create an image.

3) Write whatever comes from your heart. Do you edit when you talk to your friend? Rarely. Similarly, keep writing whatever comes from your heart.

4) Talk to your prospect in his own language. Mention something with which he can identify.

(m) What Is Better – A Long Or A Short Sales Letter

Does a long sales letter generate sales or a short one? In actual fact, long or short is relative. The basic objective is to make it interesting. If the sales letter is interesting, then it can sell your product or service whether it is one page or 24 pages.

Tests show that a long, interesting sales letter constantly translates more

readers into buyers.

Why is this so? A long and interesting sales letter makes the reader feel at home with a friend. It evokes a feeling of companionship, which deepens as the sales letter proceeds. It talks to you as if it knows you and cares for you. It creates a bond.

Your letter has to identify with your readers and try to know their real needs.

Your sales letter should empathize with the reader and realize his problem. It should make the reader feel that you do care. This creates a sense of trust. The reader feels you understand his problems and you want to solve his problems.

Your letter should be customized for each prospect. Avoid the "crowd mentality."

Faith is the most significant emotion that you need to win. Once your readers trust you, they will not only purchase your product or service, but they will also recommend it to others. Grape vine or word of mouth is another valuable marketing tool.

So use long interesting copy for your sales letter.

(n) Do You Always Have To Use Correct English

Many copywriters believe they always have to use correct spellings and proper English when they write a sales letter. However it is not always the

case. Copywriting has got very little to do with "actual writing."

Only a mere portion of the whole letter involves "actual writing." It is basically how you format it and how you present information to your readers.

For example: What if I sent you a sales letter that I typed with an aged, broken up word processor, with all kinds of grammatical mistakes. And the sales letter said, behind all these typo errors, I have chosen you through a lottery to give you a billion dollars as a windfall gain. Do you care about the errors and spelling mistakes? No. You are now on Cloud Nine with joy.

On the other hand, assume that I type out a perfect sales letter on the best quality paper. No spelling or grammatical errors. I also spray in some perfume. But at the end of it I am trying my best to sell you an old dilapidated building in the outskirts of New York. Do you care? Oh, no.

It's not how you articulate that really matters, it's what you state.

(q) The Ten Basic Rules Of Writing A Good Sales Letter

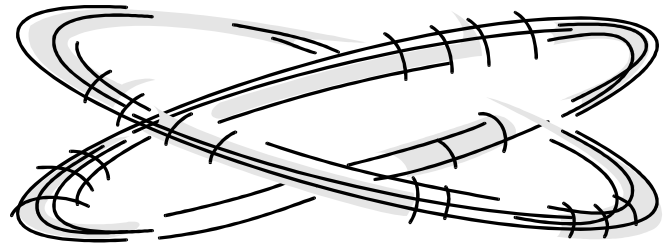
For many small businesses, a sales letter is the only marketing tool. They might not have a budget for anything else. A carefully mapped out sales letter can create magic for your bottom line. Just follow a few guidelines as mentioned below and see your profits rise.

- **You must always target the wants, needs, and desires of your prospective clients.** Walk a mile in the prospect's shoes before writing any sales letter. Remember what they are looking for in the letter is "What exactly is in it for me?" So tell them what is there for them.
- **Avoid the crowd mentality. Write to specific people.** You should write to a real and living person. Write the letter as if you're writing to one friend, not to 1000's of people.
- **People buy benefits and not features.** You should begin by distinguishing the benefits from the features. The sales letter should be able to influence your reader to buy your stuff based on the grounds of what benefit the product/ service derives and not based on its features. It is the benefit the buyers buy and not just the feature in isolation.
- **Hook your readers with the first line itself.** You have to compete with several unsolicited mails at any given time. So your letter should be crisp and catchy. The headline should make the reader read the first line, the first line should make him read the second, and so on.
- **Provide the reader with specific and relevant information.** Do not go on and on about a product or service. Do not go around in circles. List specific benefits and tell them how their life would be easier with the benefits that are being offered.
- **Your sales letter must sell.** The basic aim of your sales letter is to sell, isn't it? It must sell. And for it to sell, it must be written in a

conversational tone. Talk to your prospect in a lucid and friendly manner. Chuck the ornamental language and think of basic grammar rules as optional.

- **Test your sales letter.** Try and ask yourself, if someone was writing the same letter to you, would you get convinced enough to spend your hard-earned dollars on it?
- **Make the sales letter as lengthy as it has to be.** There is nothing called too long or too short. The basic thing that matters is the interest factor. The sales letter should be interesting and appealing.
- **Focus on the aesthetics.** Use user-friendly fonts and templates that will make it visually appealing. You can use bullets and highlighters to break the clutter. Try not to end any page except the last page in a complete sentence. Most newspapers apply this tactic. If you do not end the page in a complete sentence, the reader will automatically navigate to the next page for completion.
- **Tell the reader precisely what to do.** What do you want the reader to do next? Does he have to send in a reply card? Or does he have to place an order? Or call for more information? Schedule an appointment? Notify him accordingly. Do not presume he would know. It is amazing how many sales letters fail to inform the reader about the subsequent step. They consider that the reader to be a mind reader. But sadly enough, this is not the case.

Chapter 6:



CHECKLISTS FOR SUCCESS

"Good ideas are not adopted automatically. They must be driven into practice with courageous patience."

Hyman Rickover (1900 - 1986)

Final Checklist for a Sales Letter

- 1) It is better to use the prospect's name and title.
- 2) Try to make the sales letter user-friendly and special.
- 3) Use anecdotes and slogans and catchy headlines
- 4) Try to write like you generally talk. Read your first draft aloud to see if it has a lucid and free flow of words.
- 5) Keep your paragraphs concise and use uncomplicated language. Speak in their lingo.
- 6) Once you have completed the letter, forget about it for sometime. This will help you to be more practical when you edit your letter.

- 7) Ask for criticisms and comments from friends and relatives about your sales letters.
- 8) While keeping to a standard format, opt for something eye-catching like brightly colored paper.
- 9) Use a user-friendly font.
- 10) Always use P.S. or P.P.S. to attract attention.
- 11) Use testimonials whenever available to enhance your credibility.
- 12) Give a genuine and irresistible offer.
- 13) Send out a few reminder letters.
- 14) Give an "act now" option in terms of deadlines, free offers, limited stocks, and so on.
- 15) Tell them what to do next. Don't presume your prospects know it for sure.
- 16) Make your sales letter forceful, thrilling, and appealing.
- 17) Use provocative and catchy slogans, something that attracts.
- 18) Whenever possible, try to give a money-back or satisfaction guarantee.

- 19) Include a reply card, phone number, and /or URL.
- 20) Keep it short and sweet, precise and succinct.
- 21) When you make your letter uneven, it is more probable to be opened, as it would have added to the curiosity factor. You can use rubber bands, cotton balls and other spongy things to make mail bumpy from the inside
- 22) You can enhance readership when you hand-address each envelope. But see if your budget permits that. If not, do not overstretch.
- 23) Don't distinguish your envelope with a business logo because it diminishes the ratio of openings.

Businesses always look for ways to improve their marketing results, and this necessitates a more customized targeted method. A well-written targeted sales letter goes a long way to enhance your sales value. If you can connect with the reader through emotions and convey in your writing that you want to solve his problem, then you can convince the reader to buy your product or service. To do this successfully, follow my tips and templates in this book to craft a spectacular sales letter.

(b) The Last Word

By now, you are conversant with many aspects of crafting a good sales letter. Let's just flip over a few basics of an effective sales letter.

1. Create hope. An effective sales letter should create hope. People are

always hard-pressed for time. Thus, they need products and services that will make their life convenient and comfortable. So keep inspiring hope.

2. Create a sense of urgency. To stimulate people to take action, you need to add incentives to the offer. You can create a sense of scarcity by informing your reader that either the stock is in limited supply or that your existing offer is valid for a limited time period.

3. Appear as an authority on the subject. If you manage to do so, no matter what you are selling, readers will be more likely to buy what you have to sell. Set up the belief that you are only trying to help people and you do not really benefit from the sale.

4. Be unbiased. Pretend to be unbiased while writing your sales letter. People hate being cornered into buying. They feel cheated, even if they are not.

5. Persuade fear in your prospect. Use this strongest emotion to your advantage. Try to get inside the head of the reader. Focus on the problem the reader has. Point out to your readers that, because of this problem, they're stalled, irritated, worried, and unable to achieve their sincere needs. You need to stir up their apparent problem and make it appear bigger than it actually is. Then tell them how they can fall into trouble if they don't take action to solve it. Then show your readers how your product or service will help them overcome the problem.

6. Try to be different. Distinguish yourself from the crowd, or else why should anyone buy from you? Sometimes the best way is to tell your readers not to buy your product or service. Yes, it sounds foolish, but it is

not. Tell your readers to go and buy products and services from your competitors. And when they are dissatisfied with what they had purchased, they should try your products or services.

Successful sales letter writing is crucial for the web business owner or entrepreneur. You make a lot of your profits on the basis of sales letter writing. If you cannot communicate how wonderful your product or service is, and convince your readers to buy, you will not make it. So learn to articulate the benefits of your products or services.

You don't have to be a superb writer to create effective sales letter. What you need to know is how to sell to people. You need to get under your reader's skin and train yourself to think like him.

Now you know the rules of the game. Put these tips and guidelines to work. Your sales letter will close sales and create long-term profits. **-END-**

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