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## Writing Effective Sales Letters To Supercharge Your Marketing

Six Quick and Easy Steps

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Compiled & Edited By S. Kumar

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# Introduction

Let's face it, *if you can't write a sales letter, you can't sell your products*. It's a fact. That's why we're here to walk you through our **proven template** piece by piece, step by step so that you can emulate it to your hearts content.

Where do you start in a sales letter? How do you create an attractive headline? How do you **connect to your viewers** in such a way that they can't take their eyes off your site until they've purchased your product?

We're about to answer all those questions and more. The great thing about this is you don't need to go on any extensive copywriting courses, you don't need to spend years practicing and *there's absolutely no need for you to be an expert* or experienced writer in any way. As long as you can write in English, this template works every time.

## Overview of Sales Letters – Part 1

- To introduce **writing to sell** in an easy to follow and repeatable format.
- To show you simple but **effective ways** of coming up with headlines that suck people into the rest of your sales letter.
- To imaginatively expand on the headline and further **pull attention** through a powerful sub headline.
- To keep things interesting as we go along, still with the sole intention of selling your product, the **power to captivate your readers** with simple effects is easier than it seems.
- To show you **what to do** in each case if you get stuck for ideas or inspiration and how to keep those ideas and your writing flowing.

- To demonstrate how **quickly** you can create a sales letter over the course of a few hours for long copy.
- To explain how to **let your thoughts and words flow** with the intention of getting the bare bones down and going back later to make it sound mouthwateringly good to your readers.
- To **enforce your authority** on the matter and to offer proof for demonstration and trust building purposes.
- To **differentiate between features and solid benefits** when writing your sales letters and the importance this plays in enticing customers

## Power Packed Sales Letters - Part 1

Writing a sales letter can be something that can be pretty scary if you've never done it before. *Get this wrong and no one's going to buy your stuff*, which simply means **no money for you!** That's exactly the reason we've put together a kind of **step-by-step**, top to bottom, start to finish explanation, allowing you to **adapt on your own terms** with changing times and circumstances.

No matter where you go on the net, no matter what you're buying, there are all sorts of **different types of sales copy and techniques** around. And our focus here is writing a **focused**, long copy. I say long, the length varies from product to product, but it's important that you know **focused single product sales letters** are the most **effective** for marketers for the simple reason it allows you to focus your marketing efforts on **small but highly targeted market**, send them directly to your site and know they'll be

interested.

This type of **focus and organization** allows us to carry out smaller targeted campaigns and differs from the multi product sites, like online superstores in that they have to shed a lot of money into advertising than even the most efficient and profitable of us.

If you've ever been writing a sales letter and got stuck, or worried about your response rates, or your methods, or even never written a sales letter before, this guide will show you a **quick and easy** top to bottom **formula to follow** and add on some rules to finish off. You don't have to be the best writer in the world, have the greatest imagination in the world, or have a masters degree anything like that. If you can write and read English, **you can write effective and profitable** sales letters, so let's get started.

## The Attention-Grabber Number 1

First comes the headline. The oh-so-well-known and the most apparent block of **larger-than-life bold text** at the head of the sales letter. *So what's the intention of the headline?* The answer is twofold. Its **first** job is to capture the attention of the visitor. To snap them out of whatever they're doing and **divert all their attention to your copy!** The **second** and most importantly, it's to **persuade the reader** to read on. It's a **short, sharp taste** of what you're offering designed to make the visitor drop everything, snap out of their daily grind like trance and listen to you.

When writing your headlines, it's important to spend a little time playing with some words. To catch the attention in the first place, **your headline needs to be short and to the point.** It's not a summary of your product. As with your product itself you can categorize a positive headline in the same way. It

should ***Solve a problem, avoid pain, or gain something*** that the reader wants. Your headline has to show this right away.

The **how to headlines and discover headlines** are popular because they work. It's a simple case of expressing the solutions your product offers, directly or indirectly. For e.g. *Discover how to make seven dollars for every dollar you spend online. Find out how to increase the size of your list ten fold in just a month.* It's as easy as that. Whenever you're writing a headline, just remember **the main aim of your product**, the main problem it solves, or the main advantage it gives the customer and tell them.

For e.g. just observe how Derek Franklin for [Search Automator](#) has achieved this.

If you don't like the how to approach, you can always go indirect and use the how I approach. Find out how I increased my sales tenfold in just three months with one simple technique. Watch as I create a sales system that earns me ten times my investment every month, without fail. There's nothing wrong with this approach at all. Personally, I prefer method one, **telling someone directly what they can gain**, but this kind of story telling method works too.

## **Give Your Headlines Meaning**

### **- Be Specific**

Online marketing where there's a heck of a lot of competition and giving **specific figures and stats** is going to help you **stand out and be unique** against the hundred thousand million however many there are people who

use the rather unimaginative 'Make more money online' headlines. Most importantly, it's going to keep people reading, for the simple reason you're no longer one of the crowd and visitors are going to read on to see what you offer instead of labeling you 'just another one of them'.

For a **live example of a specific headline**, take a visit to **Melanie Mendelson's** site and observe [how she gives sold proof](#) for her claims [on her sales page](#).

## Don't Hide Your Intentions

It's important not to hide the meaning of your. If you're sending traffic to your site that's interested in your products in the first place, **there's no need for you** to hide anything. Fact is that if *you're hiding your solution* until further down the letter, why would someone read on if they've been sent to your site to find out about a seemingly different topic than you presents them with?

So, as you can see, it's not difficult at all, no matter what your product. **Use exact stats to stand out** and be noticed and tell your visitors about the problems you're solving, what they can gain by reading your reports, or how to avoid something unpleasant without hiding your intentions.

A **live example** could be [13 PopUp Bonanza](#). Observe the **Exact Stats** that stands out from this page.

Here are a couple more examples **specific headlines** for you. **1.** *Find out how I catch five or more specimen fish every single time I hit the water, no matter what the venue.* **2.** *Discover the technique that turned an amateur golfer into a competing professional in just three months. Learn how to use the software that saves me ten thousand dollars in legal fees every time I*



*buy a new house.*

One thing to remember is **testing**. Don't think just because you have a headline that isn't so bad that it always has to stay that way. Under no circumstances **get too anxious** about this, because it's not set in stone and you can change it whenever you feel the need. Think like this, follow the above guidelines and you'll be **writing enticing and profitable headlines** without that old 'Uh. I don't know what to write' feeling coming over you. That's the first step sorted.

## Attention Grabber Number 2

Next is **the sub-headline**, a couple of lines of text **under the main headline** there for the simple reason of enforcement. It gives you a little space to expand on what you've just said and do something very important. And that's give the reader a reason to read on. It tells the reader *'don't go anywhere, because this could be the most important letter you'll ever read'*.

Many sales letters use this approach but whoever did it originally, congrats because it really does make a difference. It's kind of a **settle in** line. A take your hands off that mouse, don't click the dreaded x or get distracted with anything else kind of line. So that's your aim, to settle the visitor in and to stop them going anywhere.

A **live example** of a sub-headline could be that of [Alexis Dawes's Desperate Buyers](#). Note the sub-headline **immediately** after the main headline.

Of course there's other ways to do this too. How about *'take your fingers off your mouse, sit back and take a well deserved time out while I show you*

*something that I guarantee will change the way you look at affiliate marketing, forever'. As harsh or as laid back as you'd like it to be, don't forget the reason it's there; as a feed in from your headline into your main letter. It's a 'Settle In Line'. If it meets that criterion, you're set.*

## Lead-In & Introductions

Many people **miss out on this**; *an introduction*. Who are you? If I've just landed on your site, why should I be listening to you? Simple, *tell us your name and who you are* for a start. Start by making that **connection to the reader** and making it personal.

Think of a sales letter with no introduction, no name, just a headline and sales letter. I guarantee you'll be reading through and be wondering who you're listening to, that's if you even read at all. *The internet isn't a personal medium*. People can't see your facial expressions or hear the tone of your voice. In fact, as far as anyone is concerned, if you don't introduce yourself, *you're just a faceless nobody*.

So tell us who you are at the start of your sales letter and we'll **start listening to you** as if you were a person. Have quick and easy header like, **'From the desk of YourNameHere'**. And what are you in relation to the product? Just the owner of the site? Designer of the software? Pioneer of this brand new fish catching system? *Tell us who you are*. If you're an authoritative figure, we're more likely to listen to you.

As a **live example**, you can **observe how brilliantly Joel Comm establishes himself** on his sales page at [What Google Never Told You About Making Money With AdSense](http://www.learnhomebusiness.com).

But how to start the introduction? Well, I hope you're up for a writing a bit of a story here. And it's **not quite as complicated** as writing a make believe story. All we're going to do here is come up with a **few short sentences** about how first off you *discovered a problem and came up with the solution* and now you have the solution you're able to earn more cash, get more leads, catch more fish etc.

Go back to **Joel** [Comm's sales page](#) again. You will get the hang of it.

All you're doing here is describing the problem that **you discovered** and saying that you solved it with your product *and to what extent*. No need to blab on for pages and pages if you don't want to, but this is your chance to **show off your expertise**, introduce your product and **lead nicely** into the **features and benefits** section, stopping your sales letter from just becoming a big boring list.

So what exactly do you write? Know that your **main aim** is make things **bigger and better**. *Make the problem bigger, make the solution better!* Like with most things, **once you start, you'll flow** more easily. So, what I'll give you now is a place to start, a middle and an end. The gaps in between you can fill with information that you believe is relevant to your product.

## Where Do I Start?

So, starting out the introduction, here's an **example for a list building product**. *Talk about how you were sitting around one day and spotted something and wondered how the heck there's people out there with lists of hundreds of thousands and you and your marketer friends only had lists of three or four thousand.* As we all know, **lists are the lifeblood** of online marketers and with a hundred thousand ready to buy people at your disposal, you become one of the big guys with **huge potential incomes**.

Note here that we talk about **what the list** does for the owner of it personally. A big list means nothing, a **big list that gives you the ability** to pull in thousands of dollars whenever you want to buy something, does mean something. People don't want a big list really, they *want the advantages and gains a big list grants them*, so expand on your points and always talk about the advantages and freedoms each benefit gives the potential purchaser.

So you set out and **spent years researching** this until you finally found a solution. This solution took your list from four thousand and doubled it every month for six months and is still doubling today.

You wanted to make one hundred percent sure it worked, so you went out and used your best marketer friend as guinea pig. It went so well and the results were so easily replicated, you went out and tried it on a group of five marketers that had just started out. *Here's what happened...* (End example 1)

You see, It works for anything, even products that you haven't created yourself.

BTW, If you would like to **possess 13 different kinds of hot unblockable PopUp Creators** that instantly boosts your Opt-In List, sales and conversion rates by up to 224%, you may [visit the 13 Unblockable Popup Bonanza](http://www.learnhomebusiness.com) and *induce gliding, floating, sliding, spinning and other different types of unblockable PopUps* on your websites

Here's another example of a story.

## Gone Fishing - More Enticing Stories

So, here I was sitting by the riverbank in 2001, catching a minimal amount of carp. About half way through the day, this other angler comes along and sits opposite me, sets up his gear and within five minutes he's in. Twenty seven pound Carp. Half an hour later, before he's even finished setting up his other rods, he's in again, thirty two pound carp and this is how the day went on, **he pulled out one after the other**. I could only imagine the amazing experiences he'd had. I wonder, are all his fishing expeditions like this?

[**Note here again**, we're playing on something a *little different*. In the previous example we talked about the list owners not wanting the list itself, **but the advantages it brings**. In that case *it was money*. In this case with the catching of all these fish, *it's the adventures and experiences*. A form of entertainment, which often is **as powerful** as the *standard gaining something* you want, avoiding a potential problem and 'removing things that you don't want' themes of sales letters. Continuing ;]

After about three hours of me **catching nothing** and him pulling these fish out one after the other, I go on over and start talking as you do. What followed was probably **the most enlightening conversation** about fishing I'd ever had and it totally *opened my mind*. I headed back to my swim, set up my gear all over again and **started pulling these huge fish** out of the lake and to this day, no matter the venue, or the season, *I'm catching more fish than anybody else on the lake*. You should see their faces! This one single conversation was so powerful and changed the way I look at fishing forever. You can imagine that **immense proud feeling** after every fishing trip. So naturally, I told some friends about it. *And here's what happened...*  
(End example 2)

(Note that, in this example 2, we're playing on entertainment and gaining something again. *Nobody really wants to catch more fish. They want the gains that come from catching more fish*, in the above case, *the immensely proud feeling*.)

See how easy it is to **write an enticing story** that enforces the **power of this product** to provide a solution to a problem? Like I said earlier, this is just base for your work. You can see a clear **start, middle and end** in both of these examples. Downright simple, all you're doing *is talking about how you came up with it* and what it's done for you in a big way and how you don't know how you got by without it.

Also note, **how you enjoy** hearing about other peoples lives? This is what keeps **people gripped** and reading. All you're doing is telling them a story related to your product that they can relate to also. If you're sending the right traffic to your sites and they're interested in what you're talking about, *they won't be able to tear their eyes off your words until you're done talking*.

## Feeling Your Sales Letters

In addition to this, you're playing on the **advantages** that come with it, *the feelings, the happiness, the pride, the adventure and the entertainment*. Nobody wants to catch more fish for the sake of catching more fish, but they want to do so **to gain those feelings**. This is very important. Really expand on those gains, because as in the above examples, a big list, lots of money, lots of fish catching, cheap cars, half price housing mean nothing on their own. It's the **gains, the feelings and the avoidances** that matter. If you're not selling those feelings and those advantages and gains, your

product on reading your sales letter will seem **more like an empty shell** with no meaning, than an exciting product that everyone wants.

If you're still stuck for ideas and you're not sure how to go about this, *check out some of the big name marketers* that you know about and trust. You can find [many example sales letters](#) that follows the principles outlined here.

I can assure you; all those sales letters have a purpose and is loosely based on *this simple story telling formula* to start out with. Remember though what you're writing for. I've seen some great introductions fall down because they lose sight of the goal. You're keeping the attention of the reader and at the same time **re-enforcing a practical use of your product** and how it's improved the lives of yourself and your target market.

## **Cementing Yourself in Your Prospects Mind**

Let' look at the end of the last two examples I gave you. *So what did happen?* **Testimonials** happened and **your proof** happened. This is your chance to **really hit home** about **how good your product** is and how well it solves a problem and there's two ways to do this.

*First, use testimonials*, something that's easily requested and received by people happy with your product. If you've given it to people you know before releasing it, ask them to write something for you. If you've already released the product, **ask your customers** to write for you and collect as you go along.

A **live example** could be [Allan Says's Private Posts](#). Just observe how **arresting testimonials** are interwoven in the sales copy.

*The second, alternative is to **use proof** in place of testimonials here. Bank statements or screenshots from your payment processor to prove income from sites, photo's to prove how many fish you caught, your before-and-after scorecard from your golf rounds, things like that.*

There can be **no better live example** than [Alexis Dawes's Desperate Buyers](#). She comes straight with **actual screen shots of her proof!**

*Now I'm not saying that you should replace testimonials, far from it. If you decide not to put testimonials in the midst of your sales letter, you can always put them down the side of your page. **Both of these methods work**, it's really up to you. I personally believe this adds to sales letter rather than detracts from it.*

One more **live example** where **both proof and testimonials** are liberally used can be found at [Rob Benwell's Blogging To The Bank](#). Take look at his site you will know the hang of **providing proof** on your sales page.

What both of these methods do is **answer some questions** going on in peoples minds. The biggest one of those being, *can they trust you*. These two methods **effectively eliminate the initial doubts quickly and effectively** without beating around the bush.

Eliminating **doubt and squashing fears** becomes an integral part of writing your sales letter, because lets face it, anyone who writes a sales letter with the sole mindset of sell, sell, sell, isn't going to get very far without this all important element. We'll talk more about this later.



# Meaty Goodness

Next comes the **meaty goodness** of your sales letter and that's the main **body of text** that **directly talks about individual parts** of your product and how it's going to help the people that buy it. Again, something that many marketers get wrong is that they blab too much, one huge, dirty, disorganized body of text written in an entirely unattractive way that no one can be bothered to read. Or they *just provide a list of features* telling the reader what the product does. Nah! I think not.

So let's look at **how to correctly** go about informing your visitors about your product while *keeping it interesting*. First up I'd like to tell you now that the more organized approach of **bullet points** is the right way to go about things. It's fast to read, looks nice and best of all if the reader isn't interested in a particular part of your product, they'll be able to skip over that point and move onto the next. *So point one here is actually use bullet points.*

Of course it's never that simple. ***Please remember that mere listing of the features is never enough!*** The reason for this is because it's boring and it's breaking one of the rules of sale letter writing we talked about earlier; **assumption**. Just because it's totally obvious to you what your product does, it may not be obvious to your potential customer!

**Remember, benefits sell, features don't.** There are *two ways* to go about this as you're **dissecting your product** for all to see on your sales letter.

**Method one** is to simply list the features as **mini titles** and in the same bullet, expand on them and talk about their benefits. **The second method** is similar and just **mixes the two together** instead of separating the feature and the benefit.

Personally, I prefer method number one over method two, because it really **allows the reader to see** what you're getting at from the outset and in turn lets them skip over it if they're not interested or are looking for something else in your product.

A **fine example** of using number one method could be [Wade Winger's Google Profits](#). Just note how he lists **the mini titles** and **expands** on the features.

## Features and Benefits Defined

I want to touch on this one more time before we end part one. Sometimes it's hard to define what a feature is and what a benefit is.

Let's look at the fishing example again.

*'This product includes the ultimate fishing handbook'.* **Feature.**

*'Guaranteed to increase your catches five fold within a week of use.'* **Benefit.**

*'Featuring the top 500 places to fish in the country, including the exact locations of record catches'.* **Feature.**

*'Taking you by the hand and increasing your chances hundreds of times of getting you into the record books alongside the all time greats'.* **Benefit.**

It's **important** to know how this works, because a plain list of features may sell to people who already know what your product is about and what it does, but *if you start to attract people* that haven't bought this type of product before, *you're losing sales*, because **the listed features mean nothing to them**, until you tell them *what it does to impact them in a positive way*.

You can see a **live example** of **features and benefits** in the sales page of Paul Handforth's **best selling** manual [How to Be a Lady Killer!](#)

Ok that's all for the first section on sales letter writing.

There's more though, stay tuned for **part two**, where we'll talk further about *re-enforcing your position, eliminating problems and worries* that may arise in your **potential buyers' minds** and give you some general rules to follow that apply to the whole of your sales letter.

Before we get into part 2, here's a short summary of part 1!

## Summary of Part 1

- Sales letter writing is something that can be **pretty scary** for the newbie. Bad sales letter means no one will buy your stuff, simple as that.
- Without being a master-class writer or having ever taken any special writing courses, you can **pull together a sales letter** with a *solid response rate* using a simple but **effective, non complicated formula**.
- We are concentrating on long copy. That's a *single product per site*, which is **totally focused** and has one intention -- to get people to buy your products.
- Understand that we're focusing on single product long copy for now, because it's **far easier and less costly** as far as your advertising goes.
- This type of **focus and organization** allows us to carry out smaller **targeted campaigns** and differs from the multi product sites.

- If ever **got stuck** writing a sales letter and/or worried about your response rates, or your methods, or even never written a sales letter before, use these **quick and easy** top to bottom formula to follow and add on some rules to finish off.
- Your *attractive headline* should be the **starting point**. The larger than life bold text at the top of the page is used to *grab the reader's attention immediately* and pull them into reading further and secondly give them a **short sharp taste** of what you're offering.
- When writing headlines, think about your wording. It needs to **be punchy and to the point** to pull the reader out of the trance of their daily grind.
- *How to headlines and discover headlines* are popular because they work. It's about **expressing the solutions** your product has to give the reader directly or indirectly.
- Whenever you're creating your headline, remember the **main aim** of your product, the a solution it has for a problem for, the advantages it will give them and tell them about it.
- Your second option for your headline is the **indirect story approach**. Don't tell them what they will gain - *instead give them a taste of something you know how to do*. And show them how to do
- Notice that both the **direct and indirect examples** above are very specific. Within three months, seven dollars for every dollar you spend on your marketing, increase your list size five fold every month and so on.
- One is to **give greater focus** on your product and allows the reader to **visualize and specifically imagine himself** within a particular situation, spurring him to read on, to find out how to put himself in the situation that he wants to be in.

- Second, it gives your product **a sense of individuality**, makes you stand out from the crowd and inspires confidence.
- Remember to **test your headlines**. Don't think because you have a headline that's doing ok that you can't change it and test those changes, because **often, small changes will make a big difference** in your sales letter.
- Remember that your headline is not set in stone! You can change it whenever you feel it's necessary. Think like this, follow the above guidelines and you'll be **writing enticing and profitable headlines**.
- Next comes your **sub-headline**. *This is a couple of lines under your headline* that are placed to **re-enforce your headline**. It gives you a small amount of space to expand on your headline claims and almost comforts the reader into sitting back and continuing to read.
- Now personally, I'll be honest. The whole 'don't go anywhere because this could be the most important letter you'll ever read' doesn't excite me anymore and doesn't often hold my attention. It's rather overused to say the least and has a very 'talking at you' feel. *I prefer something a little softer. Sit back in your favorite chair and relax while I show you why what I'm about to show you will change the way you look at online marketing forever.*
- Of course there's **other ways to do** this too. How about; 'Take your fingers off your mouse, sit back and take a well deserved time out while I show you something that **I guarantee** will change the way you look at affiliate marketing, forever'. Don't forget the reason why it's there; *as a feed in from your headline into your main letter.*
- Next comes your **introduction**. Who are you and why should I listen to what you have to say? It **creates the empathy** and answers those questions immediately.

- So tell us your name and who you are for a start. People can't see your facial expressions or hear the tone of your voice. In fact, as far as anyone is concerned, *if you don't introduce yourself, you're just a faceless nobody*. We need to fix that.
- Next up comes the **best bit**, the introduction containing a **little bit of a story**. Often this story talks about *the problems you or your customers had* before using the product you're selling and then *showing what happened after you started using the product or service*. Think of it as a before and after photo in words.
- Your main aim is to ***take your headline and sub-headline and begin to flow into the introduction of your product***. What better lead in than to really cement in your readers mind the problems your product solved or advantages it's giving to you over the people who don't have it. **Make the problems bigger** and more prevalent and **make the solutions clearer**, the gains bigger and avoidances more important.
- If you're **stuck for ideas** on what to write, head on over to some of the [big marketers sites](#). You'll see that a large majority of them **use this method of storytelling** to great effect.
- By this point, it's likely that your powerful headline and sub-headline **pulled the reader** into the letter, the introduction of yourself and your position made things more personal, **created some empathy** between *you and the reader*.
- Your story, or introduction **makes it real**. *Specifics are the key here*. I caught more fish using this product won't do it. Give the reader something to **grab on to**, something that shows them that what you're telling them is **indeed a reality** that they'll be able to **achieve** what you have and then that's a good reason for them to read on!

- A story keeps things interesting, personable and the reader will **start to imagine and picture themselves** in your position in the story from an early stage, which in turn makes them feel great and start to believe that this is possible and in turn will continue reading to find out how it's possible.
- Now take things **a step further!** *Introduce several other parties* and even **more proof** that what you have works. This is before we've even introduced the product itself. So what did happen to the people you taught or to the people whose product you gave?
- This is your chance to really **knock home** how good your product is, make it even more real for your reader, **spark their imagination** further and **add to the trust factor**, proving once and for all, what you have wasn't a one off and it's entirely possible that the same positive things could happen to them.
- **Testimonials** come to mind of course. A couple of short stories or thank you messages from **real people to prove your worth** and that your product wasn't a one hit wonder. These are relatively easy to get. Just give your friends or family your product, ask them to test it and display the results, or even request some from your current customers.
- Use **proof**. You have the **choice of using more proof** from your personal experiences, such as photo's, before and after, bank statements proving earnings is a pretty hot one nowadays.
- **Testimonials and proof** go towards **answering a big question** in the customers mind. *Can I trust this person* and what they're saying?
- The **meaty part of your sales letter** and the main body of your sales letter. This is the text that talks directly about the **individual aspects of your product** and how it's going to assist the people that buy it.

- The best way to do this is **through bullet points**, quick easy points that don't blab, nicely break up the page and stop it from looking like a bundle of long tedious text.

- *Listing the features is simply never enough!* It's boring and it's **breaking one of the rules of sale letter** writing we talked about earlier; assumption. Remember, **benefits sell**, *features don't*.

- Make sure that each bullet point explaining a *feature of your product has a benefit attached to it*. There's two ways to do this. Method one is simply to **list your features and explain the benefits underneath**. Method two is to **mix your features in with your benefits**.

- A plain list of features may sell to people who already know what your product is, but if you **start to attract people** that haven't bought this type of product before, you're *losing sales simply because features mean nothing unless they benefit the buyer*.

That's all for this section. If you would like to have a software that will aid you in writing a professional sales letter, check out [Vincent Q. Abrugar's Sales Page Builder V.2.](#)

Let's move on to [Part 2.](#)



## Overview of Sales Letters – Part 2

- To continue the flow of the previous section and show **you powerful additions** that will increase your sales **beyond what you thought!**
- To lay down some strict rules which will assist you in **avoiding the pitfalls** that many others fall into. *Let's stop dropping your customers in the water while they're crossing that bridge.*
- To re-enforce even further your **personal excitement** about your own products displayed through your sales letter, without tell tale hyping.
- To give you a **list of guarantees** that you can use with your own products that are designed to push customers over the edge and hand you their cash.
- To discuss **instant delivery** and how a simple few words about this can **easily double your sales.**
- To pay **close attention to closings** of sales letters and to show you how they can be some of the **most powerful tools** you have in your arsenal to push more readers over the edge and turn them into customers.
- To address some **general rules** of sales letter writing **to give your writing a real kick** and really bring it to life whilst avoiding the pitfalls of the modern day marketer.

## Power Packed Sales Letters - Part 2

In the previous section, you created an attractive **headline**, a settle in or **sub headline**, a good solid **introduction**, as well as concreting your expertise in the readers' minds and pushing home the main **benefits** of your product in an effective and interesting way.

Now, let's continue **creating your well oiled and structured** sales letter.

You need to further enhance **the confidence your readers** have in your product. We already talked about **testimonials and proof** in the previous section. Make it **extra juicy** and place it right after your bullet pointed product benefits to suck the readers in a little more, starting the climb to the climax of your sales letter.

## Bonuses Done Correctly

The number one reason for **adding bonuses** to the end of your sales letter is **simply to add value to your product!**

When considering what bonuses to offer, be as **imaginative** as you are when you create your products. It doesn't have to be an e-book or special report worth a particular amount of cash. **It can be anything**, *even your time, maybe a free one hour consultation* or something to that effect.

A couple of rules to remember when writing your bonuses section:

*First*, **add the price or the value**, as this further gives the impression that people are getting something that's **actually worth some cash**, rather than

a random free piece of advertising or manual that they can get for free anyway.

A relevant **live example** could be the sales page for the **eBook+Audio course** – [The Power Of Charisma](#) – *or* – [How to Be a Lady Killer](#) -.

Observe the way the bonuses are laid out with **values and relevancy** to the main theme of the page.

*The second rule here is to keep the balance.* You don't need to write a whole extra sales letter to sell the bonuses! You don't want to waste space and distract your readers by going over the top with detail. A **few short, quick and punchy bullets about each of your bonuses** will do it. Do not **dilute the initial aims** of your sales letter and that's of course to sell your product or service.

*Third and finally, don't give away too much.* If you give away too much, it give the impression that what you're offering is **too good to be true**. This actually **devalues the product and shifts the focus of the bonuses** being more valuable than the product itself! This leads to more doubts in your readers minds, which is not good considering that's what we're trying to squash. Keep in mind a bonus is a bonus and not your main product and you'll be fine.

## Guarantees to Seal the Deal

An integral part of any sales process is **gaining the trust of your readers** and *eliminating risk for them*. The easiest two ways to do this are with the *testimonials and proof* we talked about earlier and **through guarantees**.

You don't want to guarantee something that you can't keep, so if you're *in*

*marketing or selling an info product, **never guarantee your results** no matter how confident you are in what you're doing, because some people just won't listen to what you're saying, go about things **half heartedly** and then shout at you because you guaranteed them something that they didn't achieve! Aside from the moral and ethical problems with this, I believe it's also *illegal and could get you and your business into trouble.**

There's actually a **huge amount of guarantees** that **you can honor** in a number of different ways depending on your product or service. Most widely used and effective are those that entail **money back guarantee** if something goes wrong.

With **intangible products** this is a little more difficult. With info products for example, *there's always going to be the odd time waster that tries to get your product for free and ask for a refund.*

One option to avoid this is to **only offer a refund** on those that have taken your teachings, put them to work and can come to you and show you that it doesn't work. Not only does this inspire a shed load of confidence in your product, again adding value and eliminating reservations in your customers' minds, but it ensures you won't get any cowboys **trying to take you for a ride** and get your star five hundred dollar product for free. The only catch is you have to be **super confident** in what you're offering at the same time.

Now listen to this:

**"Private Posts by Allan Says is one product where I can offer a 100% money back guarantee with the full confidence that NOT a single buyer will ask for a refund after reading this and hearing the 27-Part Audio Course. Period.**

**-- S. Kumar**

That's a guarantee given right at the top of the [sales page of Private Posts by Allan Says](#). This shows the sellers supreme confidence in the product that he is selling.

It's definitely something that you should take some time out to ponder over if you haven't got a plan for this right away. When you're working on this, try to be **specific** too. *A one hundred percent satisfaction guarantee doesn't hold much water nowadays if it's not tied in with something like a refund or returns policy to target a eliminate the risk, because lets face it, to take out your wallet and hand a load of cash over after reading a written page by someone you don't know takes a mighty large amount of trust.*

## Instant Gratification

The next thing you want to do is **assure them instant delivery** of something. Even if your product is due to be mailed out the next day, give them something that they *can access right away*.

The reason for this is just because **instant gratitude** is a big part of the fast paced world of the Internet. It's fast, quick and easy, allowing for impulse buys at the click of a few buttons. People **want stuff quickly** and to not waste time.

It's not a big thing, just remember to tell them that their copy of the product is waiting for them **on the next page**, or within two minutes they'll have the knowledge to beat their fishing buddies ten times over, every trip they make, small, but mighty important instant gratification.

# Closing the Sale

*Next up, is closing the sale and asking for the cash!* All too often, both in the real world and online, if you've ever trained a sales team or been on sales team that's being trained, **the number one thing** that'll be drilled into your head is *closing the sale and asking for the cash*. If you don't request a signup or ask the customer to buy, it's all been for nothing.

One more thing to remember is **offer alternatives** to the standard pricing. Just remember to try and give a **little something extra** to capture those people who can't afford your five hundred dollars straight up, or want to take a year's subscription at a discounted rate for your membership site giving you a big wad of cash up front.

A great way to ask for the cash is to **make it seem less damage**, or compare the price to something people can relate to in every day use, or enhance the gains of the product compared to it's cost. The norm seems to be comparing to a cup of coffee for a day or lunch sandwiches for a week or something similar to that. So *ask for the cash and diminish its importance a little by relating to inexpensive every day objects*.

A **great live example** of closing can be seen by visiting **Marlon Sanders's [Push Button Sales Letter Software Sales Page](#)**. Just observe how he **coolly closes** the deal!

When **make it seem less damage**, always remember to compare it to the advantages the **customer will enjoy** with your product. Your potential customers will not pay you if **they are not clear** on what they're getting in return *at the front of their minds*. It's just another way of adding value and giving the readers the impression that your three hundred dollar price tag isn't actually as much as it sounds **when compared to the benefits** they're receiving.

Never hide your price and listing it after clicking the order now link. This will in effect stop the reader from scrolling right down before you've sold them on **all the benefits of your product** and deciding it costs too much.

In my experience, this really doesn't make a big difference, if at all, so if you're following this section and writing your sales letter from it, leave it out for now, but bear in mind it's something **you're free to track** and test for yourself at a later date if you want to see the results for yourself.

## The Power Of -- PS

**P.S.** is there for one reason only and that's to **re-enforce the benefits and guarantees** of your product, designed in such a way that they put the **most powerful benefit** and the most powerful doubt crusher together, packaged nicely with a **second order link** in an attempt to push those few extra readers over the edge and persuade them to click on your order link.

A **classic example for P.S.** functions can be found at **Paul Kleinmenlman's [Private label Rights Success Website](#)** where he sells some classic Internet marketing Niche products.

That's it, you're done. You have completed to your **first draft** of your sales copy!

But hold on! Now you have the **format and structure** of the sales letter. But there are a couple of rule sets that I'd like to go through with you. **Things to keep in mind** whilst writing your sales letters that will keep you and readers flowing and to the point and most important, get a wad load more of them to hand their cash over.

# Rule 1 – No Distractions

**Rule Number One: *Don't distract and confuse visitors.***

*Many sales letters are confusing, or have the user click on a load of stuff to see other stuff! I used to know some one who had this website. The product itself doesn't seem so bad, but the sales letter hurts my brain. Click here to see this, click here to see the features of that, hover your mouse over the little orange bit to see the pay plan and so on.*

**It just doesn't work.**

Try and **keep everything** on the same page and don't **divert the 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 big time. My sales compared to targeted visitors went up **more than three times** after consolidating with bullets in a focused way all on the same page. Not a bad deal for a little extra work.

# Rule 2 – No Constraints

**Which brings me to rule number two: Don't be constrained by length.**

Some of the best sales letters I've ever read that have just **totally sucked** **me** uses the same format that we've been talking about throughout this guide. Some have taken me **over an hour to read** and turned out to be big selling products with great visitor to sales ratios.

*Go through the live examples given in this guide.* You will find all types of sales letters with all kinds of length.



Don't fall into the checklist trap. A small list of features planted on a page is **no match** for the structure we talked about above. I had this big long sales letter, a little after the previous example of amalgamating **all the features into one** and needless to say it was a tad large. My reason was, people just don't want to hang around for ages reading long reams of text.

*Or so I thought anyway.* But I was terribly wrong!

So I created this list type sales letter thinking that it will do better and **ran a split run test** with the **very long and very short versions**.

After week, the long sales letter showed 25 new orders while the shortened version still drew a blank! I had to actually check of everything was working correctly *because the short version was performing so badly*. Testing time was over.

I never went back. Thinking that short sales letters would outperform my long ones was probably the **most profitable test** that I've carried out with regards to sales letters. Without the testing though, based on the untested and incorrect assumptions at the time, it probably would have been the most expensive. Thankfully that thought was squished at an early stage.

## Rule 3 - Four Elements of a Successful Sales Letter

**Rule Number Three: Your sales letter should only ever be doing one of four things, enforcing your expertise, enticing with benefits, crushing fears and doubts about your product, or asking for money.**

When you're done writing, take a read through your sales letter and see if you can **spot the points** at which you may have **deviated from your original objective**. Simply wipe them out. There is no reason for any other text to exist other than to distract, confuse or get in the way.

*See your sales letter as kind of a bridge.* The headline is the starting point and anyone who successfully gets across the bridge to the other side has **hit your order link** and purchased your product. All those distractions and problem areas are giant dirty holes through which **your customers are slipping and falling** on the way to your order link.

So **keep focused, rip out all those irrelevant parts** of your sales letter. If it doesn't enforce your expertise, entice with benefits, crush fears or ask for cash, it plainly doesn't need to be there. Plug the gaps. Remove the dead wood. *Stop losing customers through the holes.*

## Rule 4 – No Assumptions

**Rule number Four: Never assume anything about your readers.**

*Remember it's not necessarily the norm for others what is obvious to you.* Depending on the market you're going after, there's going to be some degree of variation in the type of visitor you get and their previous experience on the subject.

There's so many variations of this, but let me give you a few examples. "Inverted commas" is a good one that seems to be taking sales letters by storm recently. When you're talking about something in a focused way, coming out with something contained in inverted commas may mean something to you, but could well mean **something different to someone else** and is very easily misunderstood, along with sarcasm, irony and slang.

## Rule 5 – Spice-Up Your Sales Letters

### Rule number Five: Spice it up a little.

Your writing style *doesn't have to be hard sell* all the way, but don't make it boring. Make it **colorful & Bright**, especially when you're talking about your **products benefits**. Your product is **amazing, astounding, rock solid, laser targeted and unbeatable**. Get a little excited and replace some of your descriptive words with something a **little more spicy** and interesting.

*Just type as you'd talk to an excited friend!* Your sales letter instantly acquires a **personal, but excited and confident feel** about it. There's nothing wrong with **injecting your own personality** either if you want to, in fact *this actually adds to your sales letter*. Just remember to avoid the pitfalls we talked about earlier whilst making your benefits sound a little more juicy and attractive.

## Rule 6 – Keep It Structured

### Rule Number 6: Don't lose your structure.

Take a closer look at what we've just been discussing there's a **particular structure** about your sales letter.

We started off with **the headline and the sub headline** pulling the readers into the letter, then we went on with an **intro** and some reinforcement, **proof and testimonials**, then **benefits** of your product, **guarantees**, damage limitation making the price seem less significant and **then the PS's**.

Similarly to the customers coming over the bridge, notice how at **each stage** you're piling on the weight at an ever increasing rate, *culminating in the climax and purchase of your product*. The look of your product just gets better and better and faster 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.

Never lose that and **never get it upside** down. I've seen *some backwards sales letters* that pile it on for the first screen full and by the time I'm half way down I'm bored out of my skull because they've run out of stuff to say and I'm leaving to do something more interesting.

## Track & Test Everything

**Rule Number 7, finally, but most importantly test and track everything.**

Every single word you've just read in this guide has been **tried and tested**. Imagine what would have happen if I decided not to test and track.

There are all sorts of additions to sales letters that have been popping up for as long as I've been online, the "Yes! I understand that I'm getting..." pages that supersede order links, the "click here if you've decided not to order in the PS area at the end of the sales letters" and a whole bunch more innovative ways to increase sales and convert extra sales, but for now, just remember *not to try anything new unless you're tracking it*, because you'll go broke without knowing what's destroying your sales and you'll go broke not knowing that the sentence you just deleted was responsible for 99% of your sales.

One other thing I'd like you to remember is *no matter how good your sales letter, if your traffic isn't quality, it won't sell*. If your product isn't selling, your sales letter may not be to blame and no amount of changing it will do any good.

Either way, you can be a **lot more confident** in your sales letters now. One thing that never ceases to amaze me is the **ability all of us as marketers** have to **turn a black and white page of text**, into something that through only the **power of the words**, money from someone that doesn't know us and that's never met us and from a page that an hour earlier was blank.

On a most basic level, that's **very powerful** and **why you should always feel real proud** when you make a sale, no matter how small.

## Summary Of Part 1 & 2

- We left off the last section having completed the **introduction** to your product and displaying them to the reader in a **clean and effective** way.
- The next step down the line is to further **re-enforce the element of trust** in the readers mind. Remember, you're doing something **very powerful** here, selling to people through words, people you've never met and probably never will meet in person.
- The first thing you need to do is, **add more testimonials and more proof**. We've already instilled trust relating to yourself, prior to introducing the product, now **we need to tie in** and *have your product associated with positive results*.
- Once you've done this, **the next step is to add value**. You've already got your **product benefits listed**, which is going to provide the base reason for

your price. Now, let's take this a **step further** to show people they're actually getting **more for their money** than they first bargained for.

- Bonuses, it's simple, it's straight forward, it's well used and it's been **proven to work**. The important parts here are **two-fold**. First, make sure your **bonuses are imaginative** and they actually **relate to your product**.
- Your bonuses need not be e-books. You can come up with something special, *something that no one else is giving away*. How about a series of **special additional reports written by you** relating to, but not a part of the original product? How about a short free of charge, no strings attached one-on-one consultation?
- There are **three rules** that you need to **keep in mind** when adding bonuses. Many violate these rules *and end up devaluing their product totally*, which is the opposite of what we want to achieve.

**Rule one: be specific.** Again, how much is your bonus worth? Give it a **monetary value** to demonstrate that the customer is actually getting something that's usually charged for and is worth real money.

**Rule number two: don't go over the top.** All your bonuses should be *related to your product in some way* and *you don't need to write a whole extra sales letter for your bonuses*. A few **short, punchy bullets** outlining the value, the cost if they were to buy separately and some of the benefits they will gain is enough to do the job.

**Rule number three: Don't give away too much.** Giving away too much and inducing the too good to be true effect in readers minds, unfortunately *looks like false and exaggerated claims* will put people off and undo all that trust you worked so hard to build up in previous sections.

- Ok, lets **continue to pile on the trust** by eliminating risk. People don't like spending money unless they have to and a good way to get them to

spend any in the first place is to **remove risk from them**, i.e., if anything goes wrong, or the sales letter doesn't do exactly what's claimed, their money will be safely returned.

- **Guarantees is a big confidence builder** adding to previous sections. You're really **building up the ammunition** now and the weight of the reader's reasons *to buy your product is getting stronger and stronger*. Through each sentence so far you've piled on the reasons to buy. Guarantees are an integral part of that.

- There are a massive number of guarantees out there to be had that you can offer and it **varies from product to product** of course. It's safe to say, though, that the most **widely used and effective** are *those that entail money back* if your product doesn't do what's been advertised. No one should have any trouble doing this if their product is a quality piece.

- **Never guarantee your results**, no matter how confident you are in what you're doing, because some people go about things half-heartedly and then they blame you **for no fault of your own**. It's also **illegal** and could get you and your business into trouble.

- Offer a refund if things don't work out. Although with intangible products this is a little more difficult. With info products for example, there's always going to be the odd time waster that tries to get your product for free and ask for a refund.

- Buying something from someone you've never met, or don't know personally, **takes a huge amount of trust**. It's that trust that we're building at every turn here.

- Next up, **instant delivery**. Even if you're mailing your product, you'll need to have something ready for people to **pick up and download** right away. Customers like instant gratification, getting something straight away.

- Next, *after inspiring so much confidence and putting forward our guarantees*, we have to **close the sale**. Something people in real world sales and online marketing forget to do: **asking for the money!**
- Next up after **your call to action is your PS sections**. Re-enforce the benefits and the guarantee here.
- You have finished the first draft of your sales letter.
- Finally, some set rules and guidelines for creating your sales letter in this way and following the outlined processes above.
- Rule number one is don't distract and confuse visitors with dirty great popups, or masses of links reading 'click here to read this, click here to read that and see this and that.'
- Rule number two. Don't be constrained by length. The best sales letters I've ever read have always been long and structured.
- Rule number three. Create empathy with your readers and enforce your expertise while enticing with benefits, crushing doubts and finally asking for the cash.
- Rule number four. Never assume. Keep your sales letters simple and focused and above all never assume that the reader knows what you're talking about.
- Rule number five. Don't be afraid to spice it up and don't confuse this with hype. It's amazing, astounding, rock solid, laser-targeted and unbeatable. Get a little excited and replace some of your descriptive words with something a little more spicy and interesting
- Rule Six. Never lose your structure unless it's for a tested and proven reason that you have yourself personally carried out and you can guarantee yourself that it works.



- Notice the simple structure and starting point that we've given you
- The look of your product just gets better and better and faster and faster and faster, picking up the pace and piling on those benefits, confidently crushing those fears and doubts and then taking your well deserved cash.
- Never lose that and never get it upside down.
- Rule number seven, track and test your methods.
- Just remember not to try anything new unless you're tracking it because you'll go broke without knowing what's destroying your sales and you'll go broke not knowing that the sentence you just deleted was responsible for 99% of your sales.
- Remember, if your sales aren't as strong as you'd hoped, it's not always your sales letter that is to blame, it could quite easily be the quality of your traffic.

**Thank you very much for taking time to go through this.**

**I sincerely hope that these tactics mentioned here will fire up your sales and conversion ratios.**

**So before you begin to write your next sales letter – refer to this manual. You will come across something that you can actually use!**

**Courteously – S. Kumar**  
**[www.learnhomebusiness.com](http://www.learnhomebusiness.com)**



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## Some Recommended Products

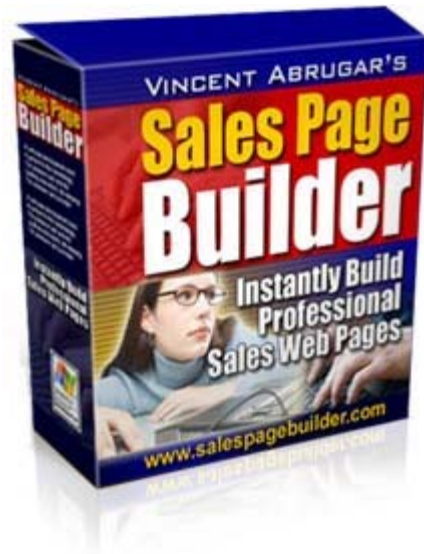
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### Sales Page Builder V.2

Two exceptional Sales Software's bundled into one! **Sales Page Builder + Sales Letter Creator!**

These two revolutionary new software's not only creates the sales copy for you, it also formats it entirely for the web.

All you have to do is follow the detailed instructions and simply fill-in-the-blanks. Once you have entered your information, push click and the info you input is immediately transformed into eye-popping sales copy that is sure to peak your viewers curiosity.



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### Blogging To The Bank

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Incredible **techniques revealed** that you can implement instantly without a website and with **minimum effort to make money!**

**3 Special Triple-Value Bonuses Worth \$241!**



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## Private Posts

"Allan Says of the Warrior Group talking! He is usually withdrawn and secretive. But when he talks, 99.99% of the people who has anything to do with online business worth calling its name, sit up and listens....!"

Private Posts by Allan Says is one product where we can offer a 100% money back guarantee with the full confidence that NOT a single buyer will ask for a refund after reading this. Period

6 Special Triple-Value Bonuses worth \$160!



!- Now With 27  
Audio Series Course  
+ PDF File -!

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13 Different kinds Of Hot PopUp Creators That Instantly Boosts Your Opt-In List, Sales And Conversion Rates By Up To 224%! Induce Various Types of Unblockable PopUps On Your Websites...!"

Most Products In This Incredible Collection  
Of PopUp Creators Comes With  
Master Resale Rights....

Use Them Yourself Or Sell Them  
For Massive Profits!



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