

Sales Letter Secrets

Part 1



Write supercharged high response sales letters in six quick and easy steps

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Introduction



What is the most important thing that will decide how many sales you make? If you are thinking about the quality of your product, you are wrong. Many internet marketers release very informative products, just to discover they sell hardly any copies after launching their brand new product.

So what is it then? The answer is your sales copy. Yes, at face value, it is the sales letter that will sell your product and not just the quality of your product.

The more compelling your sales letter, the more sales you will make. Let's do the number thing... Let's say you generate

1000 potential visitors to your site per day. If 1% of them buys, you make 10 sales per day. If you have a very compelling sales letter that can convert at 5%, you get 50 sales per day. Do the math. You can easily see how improving your sales letter can get you a lot more sales and much bigger profits.

So how is it possible to write these highly compelling and convincing sales letters that people pay copywriters tens of thousands of dollars to create for their newest products?

In this course, I am going to give you an easy-to-follow template that will help you to pump out sales letter upon sales letter that is super easy to create and that is guaranteed to convert a lot more customers for your products. Just follow the instructions and I am sure you will impress even yourself. Remember, practice makes perfect.

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 without having to show bank statements with millions of dollars flowing into your account.
- To differentiate between features and solid benefits when writing your sales letters, and the importance this plays in enticing customers.

Supercharged Sales Letters -

Part 1

Welcome to the sales letter writing section. Something that can be pretty scary if you've never done it before considering the weight of it's importance. 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 decided to 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.

Now as you've probably noticed, 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. What we're going to be concentrating on here is 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 like us, 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 a shed load more to spend on advertising than even the most efficient and profitable of us, not to mention a lot of the products us marketers come out with are generally a little more off the wall, and original with new twists and delivery methods.

Ok, so here's what we'll do. 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, we're going to give 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 lets get started.

The Attention-Grabber

First up 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? Well, the answer to that 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. What you have to remember is that to catch this attention in the first place, 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 being completely unrelated to your product. As with your product itself you can categorize a positive headline in the same way. 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 again because they work. It really is a simple case of expressing the solutions your product offers, directly or indirectly. Let's say we're taking a marketing perspective. Here are a couple of direct headlines to start out. 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 poses a solution to, or the main advantage it gives the customer, and tell them.

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

Notice too that a lot of these headlines are very specific. Within three months, seven dollars for every dollar you put into your marketing, increase your list size five fold every month, and so on. This is great, because it gives an even clearer sense of focus on your product and sends out a message of individuality and confidence. This is especially true with online marketing where there's a heck of a lot of competition, and giving specific figures and stats like this 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'.

Don't Hide Your Intentions

This is why it's important not to hide the meaning of your headline or try to put off telling people about your product. 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. Factor in 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 present 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. Here are a couple more examples for you before we move on. Find out how I catch five or more specimen fish every single time I hit the water, no matter what the venue. 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.

I could go on forever, but I won't. 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. I won't elaborate right now, because we have a whole section on effective testing later on in the course. 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 comes 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. Here's a well used example for you, and that's the 'don't go anywhere, because this could be the most important letter you'll ever read' approach.

Many people claim to have come up with that line, 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.

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 a little something softer. Sit back in your fave chair, and relax while I show you why what you're about to read will change the way you look at online marketing forever.

Of course there's other ways to do this too. How about 'Prise 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 criteria, you're set.

Lead-In & Introductions

Next up, comes something that again, many people miss to

their detriment; 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.

Imagine you land on 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 here's the deal, you 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. The easiest way to do this is a quick and easy header, '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.

Here comes the fun part, and where most sales letters I see in my day to day browsing and exploring of the e-mails go wrong, the introduction. How to start? Well, I hope you're up for a writing a bit of a story here, because this is how I love to

start the sales letters that I write. Now don't get me wrong or run a mile just yet, 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.

It doesn't need to be long, and it doesn't need to be complicated or awe inspiring. 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. There's no reason 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? Well, I'll be honest with you, there's so many different ways people go about this. 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. What I'm sure you'll find is once you're writing, like with most things, once you start, you'll flow more easily, and you won't have a problem. 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)

It works for anything, even products that you haven't created yourself. Here's another example.

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)

(Again, in that example, 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.

In addition to the above points, have you ever noticed 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 such a important factor no matter what you're writing about. 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 attached to them, the advantages of carrying out such a task and

succeeding 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. Look at my sales letters. Look at Chris' sales letters and what they aim for when they start out. I can assure you, it all has 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's 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. Someone happy with a product will often tell other people about it, and that's to your advantage.

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. Now I'm not saying that 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, but to each his own.

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. What we're doing here is eliminating the initial doubts quickly, and effectively without beating around the bush so to speak. 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 up 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, but is interested in general, they'll be able to skip over that point and move onto the next, something that's made impossible if it's all one slog of text losing you customers. So point one here is actually use bullet points.

Of course it's never that simple, and neither is this. Something that I want you to remember, that should always form the basis of your sales letter and ad copywriting, is that listing 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 something does, with so many different types of people on the internet from all around the world, it's possible that it may not be so obvious to them.

Remember, benefits sell, features don't. There's 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.

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's a feature and what's a benefit. There's nothing wrong with that, so before moving on I want to give you a couple of real quick examples of each. 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 real 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.

Ok that's all for the first section on sales letter writing, and I'll tell you, if you've followed this to a tee, If I'm interested in your product, up to this point I wouldn't have clicked off your page through any fault of your writing, and judging by the testing I've done with these methods, neither would a lot of other buyers.

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. See you in part two.

Summary

- Sales letter writing is something that can be pretty scary if you've never done it before, considering the weight of its importance. Bad sales letter means no one will buy your stuff, simple as that.
- I'm going to show you 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're going to be concentrating now on long copy. That's a single product per site, which is totally focused and has one intention, and one intention only, to get people to buy your products.
- It's important first to understand that we're focusing on single product long copy for now, because without a budget, or if you're just getting started, it's far easier and less costly as far as your advertising goes to find people specifically interested in the market you're catering for, instead of having to bring in a bunch of un-targeted people from different places, and just hope that they'll be interested in one of your products, and hope that they'll even find it amongst the others.
- 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 a shed-load

more to spend on advertising than even the most efficient and profitable of us, not to mention a lot of the products us marketers come out with are generally a little more off the wall, and original with new twists and delivery methods.

- Ok so here's what we'll do. 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, we're going to give 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.
- Your attractive headline should be the starting point. The larger than life bold text at the top of the page 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, it's important to spend a little time thinking 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.
- Lets look at some examples of this from a marketing perspective. 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.

- Whenever you're creating your headline, remember the main aim of your product, the problem it produces the a solution for, the advantages it will give them, and tell them about it.
- Your second option for your headline is the indirect story approach. Instead of telling them what they will gain, give them a taste of something you know how to do and can show them how to do. 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.
- 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.
- This is done for a few reasons. 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. How many of those headlines have you seen that tell you something like 'Let me show you how to make money online'. Ignoring the fact that this is very cliché, try to visualize

making money online. What do you come up with? Now try to visualize making seven dollars for every dollar that you spend. See the difference, and how much easier it is to imagine the specifics?

- Find out how I catch five or more specimen fish every single time I hit the water, no matter what the venue. 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 when looking at headlines is testing. 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, here more than anywhere in your sales letter.
- Also, keep in mind that your headline is not set in stone, and 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 without that old 'Uh... I don't know what to write' feeling coming over you. That's the first step sorted.
- Next comes your sub-headline. This is simply 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. It's a 'Take your hands off that mouse' line.

- 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 fave 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; 'Prise 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/Snap Out Of Your Trance and Pay Attention Line'. If it meets those criteria, you're set.

- 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. Make it personal. Imagine you land on 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. We need to fix that.

- So, here's the deal. You tell us who you are from the start, and we'll start listening to you as if you were a real person. The easiest way to do this is a simple From section at the start of your sales letter, 'From the desk of Your-Name-Here'. And why should we listen to you? To answer this, simply display yourself in relation to your product. Are you the designer or the pioneer of your product? Are you the successful business owner that your readers want to be? In these two short simple sentences, you become an authoritative figure, and the readers are immediately more likely to listen to what you have to say, and more importantly, filter down through the letter put their money in your pocket.

- 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.

- There are many ways to go about this, your main aim however, 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.

- Example: 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. 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.)

- 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, so naturally, I told some friends about it. And here's what happened...

- (Again, in that example, we're playing on entertainment and gaining something again. Nobody wants to catch more fish really. They want the gains that come from catching more fish, in the above case, the immensely proud feeling.)
- If you're stuck for ideas on exactly what to write after the examples given above, head on over to some of the big marketers sites. Anyone you look up to, anyone you see as a success and somewhere that you want to be, and 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 and through your position showed that if the reader wants what you have, they should listen to you as an authority on the subject.
- 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, and that they'll be able to achieve what you have, and if the subject matter interests them, and they want what you have, then that's a good reason for them to read on.

- This method is also effective, because it 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, now they know and believe this is possible continue reading to find out how it's possible.
- Now we need to take things a step further, and 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. We'll talk more about this later.
- Second, 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.

- Both of these methods go towards answering a big question in the customer's mind. Can I trust this person and what are they saying? Once you've shown enough proof, and have created enough empathy with the reader, and you're over this hurdle, it's time to introduce your product.
- The meaty part of your sales letter, and the main body if you will, your product. 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.
- Something that I want you to remember, that should always form the basis of your sales letter and ad copywriting, is that listing the features is never enough. The reason for this is because it's boring, and it's breaking one of the rules of sales letter writing we talked about earlier; assumption. Just because it's totally obvious to you what something does, with so many different types of people on the Internet from all around the world, it's possible that it may not be so obvious to them. 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.

- 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.
- Some examples: 'This product includes the ultimate fishing handbook'. Feature. 'Guaranteed to increase your catches five fold in the first week.' 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 really 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 simply because features mean nothing unless they benefit the buyer.
- That's all for this section. What we've talked about so far will allow you to go away and begin to write your sales letters from the ground up, from the effective attention grabbing headline, to the settling in hands off that mouse sub-headline, to empathy with testimonials proof, and introductions, leading in to presenting your products benefits in an efficient, organized, clean and interesting manner, getting the most possible number of customers to actually read through what you have to say in a state of trusting and learning.

- 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. See you in part two.
- If you thought you had to be a master of ad copy and persuasion to sell your products, think again. As we've already shown this doesn't have to be as complex as people make out, and if you're capable of reading this report, you're capable of writing profitable sales letters again and again.