

Sales Letter Secrets

Part 2



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

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Overview of Sales Letters – Part 2



- To continue the flow of the previous section, and show you powerful additions that you can make that will increase your sales beyond what you thought your writing ability could achieve.
- To lay down some strict rules which will assist you in avoiding the pitfalls that many others fall into. Lets 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 which will lose you sales.
- 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 of 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.

Supercharged Sales Letters - Part 2

In the previous section, we left off after having 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. Without further ado, let's continue creating your well oiled and structured sales letter.

The next step in this process is to further enhance the confidence your readers have in your product. I won't re-visit this again, as we already talked about testimonials, and proof that your product works 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

Next up comes the placement of any bonuses you may have and have decided to give away with a membership to your site or the sale of your

product. When looking at 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. Either way, the number one reason for adding bonuses to the end of your sales letter is simply to add value to your product.

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.

The second rule here is to not go over the top. Remember, even though your bonuses are related to your product in some way, you don't need to write a whole extra sales letter to sell the bonuses, because let's be honest, they're getting them either way, and you don't want to waste time or distract by going over the top with detail. A few short, quick and punchy bullets about each of your bonuses will do it. Go further, and you might find this section dilutes 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. You're trying to push people over the edge here to buy your product, and if you give away too much and 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

Next come your guarantees. 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.

Most importantly here, 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, through no fault of your own. 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. It's safe to say, though, that most widely used and effective are those that entail money back if something goes wrong. Standard service really, to 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.

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.

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

Ok so here we are, piling on the reasons for the reader to buy your product, and squashing their fears and reservations at an ever increasing rate. 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 gratification 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, we have something that's as important as any part of the sales process, and that is closing the sale, 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. It's something that people just starting out don't like to do, or do in an indirect roundabout way trying to avoid this, and the fact is, the sales process can only do so much. If you don't request a signup or ask the customer to buy, it's all been for nothing.

Something else you should remember to do here 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 limit the damage done by asking for the cash is to make it seem less damage than it actually is, 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.

When you're doing this though, don't make the fatal mistake of telling the reader that your super sales system only costs as much as a cup of coffee

at lunch every day for a week, but remember to compare it to the advantages the customer will enjoy with your product. It's highly unlikely that your readers and potential customers are going to give you their cash if what they're getting in return isn't 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.

Something else you may be tempted to try is hiding your price, and actually only listing it after clicking the order now link. Something that in effect will 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. Now, personally I don't like this one because as far as I'm concerned, if someone is really that interested to see how much this is going to set them back before they're done reading the sales letter, the sales letter isn't catchy enough and isn't doing it's job.

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.

PS

Next up, comes the PS's. I don't agree with the claims that they're the most read part of the sales letter, but I do agree that they work. They are 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.

Easy as that. Follow the above guide, take into account the rules, and track everything. That's it, you're done. If you thought writing effective sales letters was hard, time consuming or you simply weren't able to do it properly, I hope to have proved you wrong with that last section..

You now know how to write attractive and catchy headlines and re-enforce correctly with sub-headlines, or the settle in line as I like to call it. Write a quick and easy connection making introduction, that's both interesting and informative for your readers, leading into the main chunk of your sales letter, defining your product and selling it's benefits. Adding value and crushing doubts in your readers minds being the final steps to that all important order link, plus a little something extra in the form of PS's to convert some extra sales.

See, it's not hard, or complicated in any way. I understand how writers block hits people sometimes, and it happens to the best of us, when we sit and stare at the screen with a blank look, not knowing how to start or continue. That'll still happen alright, but now you won't be one of the ones out there that don't know what works and how to go about it.

You won't write something now and wonder if it's totally wrong, or if anyone is going to read it, or wonder for hours on end how to structure each section. We're not done yet though, now you have the format and structure of the sales letter, there's 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. The biggest problem that seems to pop up in people's sales letters is that they're confusing, or have the user click on a load of stuff to see other stuff. Now recently, someone I used to know back when I started out in online marketing went ahead and created this website. The product itself doesn't seem so bad, but the sales letter hurts my brain, even when I go over there just to see what he's doing with some spare time on my hands. [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. I understand if you have a multiple product site. That may be some sort of membership that offers more than one service for example. If all the products and services are related, great, place them in bullets on the same page, allowing the reader to skip over if they're not interested. If the products are totally unrelated however, it might be time to take a look at how you're selling them and consider splitting them up into separate focused sales letters and sites. That's another issue entirely though.

For now, just remember to 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. This is probably the very first thing that I learned about structuring multi-product sales letters, with my very first site that offered ad tracking, autoresponders, conferences and a host of other stuff at the same time. Linking off to separate features just confused the heck out of my visitors, and 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. As I mentioned in the previous sales letter section, some of the best sales letters I've ever read that have just totally sucked me in using the same format as we've been talking about throughout this guide. Some have taken me over an hour to read, and turned out to be big selling products with great visitor to sales ratios.

So here's the thing. 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. Now back when I first started, I wrote 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. I wasn't really all that confident about keeping things as they were, as the people that I was selling to were busy people. People who don't want to hang around for ages reading long reams of text. Or so I thought anyway.

So I went away and created this list type sales letter that I thought would do so much better, and ran a split run test with the very long and very short versions. A week and a half and twenty five new signups later from the long sales letter, and still staring at a blank from the shortened version, 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, and wipe them out. Contrary to some very strange examples I've come across in my time online, there is no reason for any other text to exist other than to distract, confuse or get in the way.

We saw this example earlier, but it applies here too. See your sales letter as kind of a bridge. The starting point on one side is the headline, and anyone who successfully gets across the bridge to the other side has hit

your order link and purchased your product. All those little niggly bits that have no place, all those distractions, and problem areas are giant dirty holes that customers that should have been yours, are falling through on the way to your order link. All you're doing is plugging those gaps by removing the un needed areas and distractions, and giving the best chance of a safe crossing, which of course means money in your pocket.

So here's the deal. 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. There are so many renditions of this, and I'm guilty of doing this, too, in draft versions of texts. It's only natural if you've been around something for a long time that seems simple, obvious, or the norm to you. Remember it's not necessarily the norm for others. 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, especially when you're talking about your products benefits. Remember your product isn't good. It's not cool, or nice. 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.

It may sound like hard sell, but not so when coupled with my favorite writing style, which couldn't be easier for anyone to do, and that's just typing as you'd talk. It goes from hard sell TV ad sounding, and changes instantly to have a personal, but excited and confident feeling 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. We already talked about the four aims of your sales letter, but if you take a closer look at what we've just been discussing there's a particular structure about it. 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 example we used earlier here, 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. It's the snowball effect of your sales letter, and it works like a charm.

Track & Test Everything

Rule Number 7, finally, but most importantly test and track everything. Every single word you've just read has been tried and tested. Imagine what would have happened if I decided not to test and track. I guarantee you this report wouldn't be here today, not least because I'd have nothing to tell you, but also because I'd most likely be back selling stuff for other people, or taking a course somewhere on how to get a good job making someone else a bunch of cash.

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.

So there we have it, a complete guide and framework for creating successful sales letters for a large number of different products. 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. Even if you find your sales letters are a carbon copy of what I've written above, you don't have to wonder if you're going about this the right way or not. 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, can receive something that's near and dear to people, 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

- Welcome to section two of the sales letter creation section of the course, where we'll continue to give you a tried a tested means of creating sales letters for your products from the very same template we, and many top marketers use to create theirs and shift large numbers of products without you having to do any extensive studying or be an expert copywriter.

- 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. Let's inspire further confidence to combat this problem.

- The first thing you need to do is, as we already discussed and won't go into again in detail, is add more testimonials, 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, let's take this a step further now 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 are there for a reason and actually relate to your product.

- Your bonuses don't have to consist of e-books. In fact, it's even better if they don't. 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 two rules that you need to keep in mind when adding bonuses. As simple as it may seem, 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. Simply giving away a free e-book with no indication of value doesn't cut it.

- 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. You definitely don't want to create any distractions from the main focus of your sales. 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.

- Third, and finally, don't give away too much. You're trying to push people over the edge to buy your main product. Giving away too much and inducing the too good to be true effect in readers minds, unfortunately 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. Let's face it, 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: a big confidence builder adding to previous sections. You're really building up the ammunition now, and the weight of the readers 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 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 through no fault of your own. Aside from the moral and ethical problems with this, I believe it's also illegal and could get you and your business into trouble.

- Standard service really, to 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. One option to avoid this (my favorite solution as it happens) 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.

- 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. This course for example, if you think back to when you ordered, you would have probably received the warm-up and prep course. We did this on purpose so in effect, you could start your course right away instead of having to wait for the delivery, simple but effective.

- 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.

- A great way to limit the damage done by asking for the cash is to make it seem less damage than it actually is, or compare the price to something people can relate to in every day use. The norm seems to be comparing to a cup coffee 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.

- When you're doing this though, don't make the fatal mistake of telling the

reader that your super sales system only costs as much as a cup of coffee at lunch every day for a week, but remember to compare it to the advantages the customer will enjoy with your product. It's highly unlikely that your readers and potential customers are going to give you their cash if what they're getting in return isn't at the front of their minds.

- Something else you may be tempted to try is hiding your price, and actually only listing it after clicking the order now link. Something that in effect will 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. Now, personally I don't like this one because as far as I'm concerned, if someone is really that interested to see how much this is going to set them back before they're done reading the sales letter, the sales letter isn't catchy enough and isn't doing it's job.

- 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.

- Next up after your call to action comes your PS sections. I don't agree the claims of some that it's the most read part of the sales letter, but I do agree that it works like a charm.
- They are here for one reason and one reason only, to re-enforce the benefits the customer would be receiving from clicking on that order link. These have to be your most benefit packed, trust building, justification adding sections, because it's the last chance you have to give your customers that extra little shove they need to be convinced to buy your products.
- See, it's not hard, or complicated in any way. I understand how writers block hits people sometimes, and it happens to the best of us, when we sit and stare at the screen with a blank look, not knowing how to start or continue. That'll still happen alright, but now you won't be one of the ones out there that don't know what works and how to go about it.
- Finally, I'd like to give you 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.' Don't worry about the length of your copy, if it's well written and well bulleted, readers will be able to skip parts they don't care about, the odd bonuses they don't want or already own for example.

- Rule number two. In addition to rule number one. Don't be constrained by length. The best sales letters I've ever read have always been long and structured. A short, small list of features and benefits planted on a single page don't do half as well as the long copy. I tested this previously with my very first site, and never went back, or even thought about going back to short copy after seeing the results.
- Rule number three. Create empathy with your readers, and enforce your expertise while enticing with benefits, crushing doubts and finally asking for the cash. These are the only things your sales letter is there to do, nothing more, nothing less. If you can spot points in your copy that don't have a reason for being there, and deviate from your plan or these rules, remove it, because it's not needed and will only distract readers, and detract from your final sales figures and profits.
- 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. Remember, they can't hear your tone of voice, it's easy to misunderstand things when this is the case as you'll know if you've ever spoken to someone online or through a messenger. 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 number five. Don't be afraid to spice it up, and don't confuse this with hype. Hype is unfounded or untested spicing up a product, going so far as to give the idea that the benefits are bigger than they naturally are. Spicing something up, getting excited about your own products or its effects is nothing bad. I get excited about the stuff I create all the time, that doesn't mean I'm hyping it beyond all proportion.

- 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. It may sound like hard sell, but when coupled with my favorite writing style it doesn't read like that at all. Something which couldn't be easier for anyone to do, and that's just typing as you'd talk. It goes from hard sell TV ad sounding, and changes instantly

to have a personal, but excited and confident feeling 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 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 for now, which you will surely develop in the future and through the launch of each of your products, piles on the reasons for buying at each stage, culminating in a final push, and the climax of the sale itself.

- 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. I've seen some backwards sales letters that pile it on for the first screen of text, and by the time I'm half way down the watered down second screen I'm bored because they've run out of stuff to say, and I'm leaving to do something more interesting. It's the snowball effect of your sales letter that constantly piles on the reasons to buy, and it works like a charm.

- Rule number seven, finally, and most importantly, track and test your methods. Let's say for a moment that I didn't track and test anything, I guarantee you that this manual would never have gone up, and you wouldn't be reading the results today, not least because I would have had nothing to tell you, but also because I'd most likely have been back selling stuff for other people again.

- 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 supercede 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.

- 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.

- So there we have it. You now have the knowledge that you need to go out, and create profitable sales letters in a way that you know for sure sells real products. 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, can receive something that's near and dear to people, 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.