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10 Recession–Busting Sales Letter Tips!

By Larry Dotson

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1. Highlight all the important keywords and phrases in your ad copy. You could use bolding, underlining and color to highlight the important words.
2. Highlight buying incentives like free bonuses and money back guarantees. You could place them in boxes or in front of a different colored background.
3. Use short sentences or sentence fragments in the body of your ad copy. A short burst of words can catch a skimmers eye with one quick glance.
4. Place colorful graphs, pie charts and other charts in your ad copy. Use charts that will grab a person's eyes and also support your product claims.
5. Place attention grabbing pictures above and within your ad copy. A powerful technique is to use before and after pictures of people using your product.
6. Use a headline that catches the attention of your target audience. One of the most effective ways is to use a free offer as your headline.
7. Make your ad's keywords and phrases stand out by enlarging the text. This technique works wonders with headlines and sub headlines.

8. Make your product's list of benefits and features stand out by using a symbol in front of each of them. The symbol could be a dash, solid circle, star, etc.

9. Use sub headlines to break up your ad copy and to capture a skimmers eye. You could make them even more powerful by highlighting them with color.

10. Use attention grabbing adjectives to describe your product. For example sizzling, incredible, high power, ultramodern, killer, eye popping, etc.

Larry Dotson is the co–author of "The HypnoticWriter's Swipe File" a collection of hypnotic words and phrases that sell. You can visit his web site at:<http://www.ldpublishing.com>

"Magnify Your Sales Letter's Potential By 50% Or More With A Technique That 95% Of Website Sales Letter's Aren't Using!"

By Mike Jezek

You don't want your competitors to read this!
Friend, in the next few moments, I'm going to go ahead and reveal to you a simple and yet, little known technique that's being neglected by 95% of the website sales letters out there. This technique when applied to your website's sales presentation can increase response. What am I talking about?
I'm talking about the "Lift Letter."

Having a lift letter integrated with your website's main sales letter may just be the shock force that sends a surge of more sales rolling in. Ok, you may be asking, "What is a lift letter?"
A lift letter is nothing more than another one or two page sales letter in addition to your main sales letter. Question.
Have you ever gotten a direct mail package containing a little folded note urging you to buy, which was usually a canary yellow or light blue color? That's a lift letter.
Many direct mail packages use them. However, there has been debate as whether they are worth the cost. Why? As you know, conducting a direct mail campaign can be expensive!
And most savvy companies, once they have a successful direct mail package, try to streamline it to make it more cost–effective without suppressing response. And sometimes that lift letter is scrapped. But how does this apply to you?

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You have a website business. And chances are, you have a 6–14 page website sales letter. To add a link on your website to a web page with a lift letter on it won't cost you a cent! How do you set up a lift letter?

At the remaining last 2–3 closing paragraphs of your website's sales letter, simply add a link saying something like this:
Still unsure? [Click here.](#) /Want more proof?
[Click Here.](#) /Need another opinion? [Click Here.](#)

These links simply lead to a web page with a 1–2 page lift letter. You could even have a lift letter of 5 pages, as there are no set rules here. You can also place one of these links in a P.S. as well. Or even on an order page.

Tips for creating a compelling lift letter:

It can simply be a long testimonial or endorsement.

It can be in a memo format. It can be in a news release format.

It can simply be a sales letter with someone else's signature at the end. The main point to remember here is that your lift letter needs to be signed by someone else other than you or your company to make your sales presentation more believable and persuasive.

Go ahead and start testing a lift letter to see if it pulls in more sales for you. And tell me about your success.

Yours FREE! Free 10–minute Sales Letter Critique! I'll reveal the weak spots of your sales letter and show you how to boost your response. Just email me the link to your sales letter. Hurry, available for only the first 25 who respond! www.irresistiblecopywriting.com Psychological Sales Letter Specialist (TM) Mike Jezek

"Magnify Your Sales Letter's Potential By 50% Or More With A Technique That 95% Of Website Sales Letter's Aren't Using!"

Three Big Ol' Tips for Better Sales Letters

Recession–Proof Customers Are Over the Hill – Ha!

SALES LETTERS FOR SUCCESS

EMAIL HELPS YOU MAKE THE SALE

30 Powerful Business eBooks

The Art of Kissing

Smoothies for Athletes

Instant Info–Product Business

Ebook Authors Interviewed



This Free E–Book has been brought to you by Natural–Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!