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10 Successful Strategies For Profitable Sales Letters

By Grady Smith

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1) Start with a headline. Right up front give your products strongest benefit. Make a promise in your headline, and then explain how the promise and benefits work to the customers potential in the body of your sales letter.

2) Tell a story. Give a little of yourself in your sales presentation. Let the reader know you, your hopes and dreams. Share the disappointments you encountered along the way, and divulge how you overcame them. Nothing endears a reader and turns them into a customer quicker than knowing who they're handing their money to.

3) Sell your product hard. Grab your products best benefits and assemble them into easy to skim exciting mini bulleted headlines. I've often purchased products online after reading the first three benefits and seeing one or two I need.

4) Give the reader something to think about. Present them with questions that keep them interested and make them think. "Are you ready to take your business to the next level"? "Are you willing to invest in your financial future?" "Can you really afford to walk away from this offer"?

5) Sell your product with confidence. Assume that anyone with any sense is going to buy your

product. Use phrases like "With your order today." This is an assumptive phrase. Everyone wants to act like they know what's going on, and some will even feel wrong not having the product because your sales letter presents it like there's no other option for them.

6) Write your sales letter from your customer's perspective. Put yourself in his or her shoes as you compose it and really feel what someone visiting your site is feeling.

7) Place strong calls to action and offer additional bonuses for ordering now. You'll see this on every infomercial you watch. Bonuses worth ten times the cost and large flashing letters that scream order now! A call to action instructs to act now, and it works! Plus, if the potential customer doesn't order at that instant, chances are slim they'll make the purchase later.

8) Give multiply ordering opportunities. Make it easy to pay by placing links in multiple places. Use bold print to make them stand out. Create a mini headline for your order link that makes it hard to resist clicking it.

9) Appeal to the reader's dream. Center in on what they hope to accomplish by visiting your site, and tell them how you're going to give it to them. If your classified ad was for an offer to make money online, then you know these people have dreams of working in their underwear. Address that dream, and you've made yourself a customer.

10) And finally, offer a strong satisfaction guarantee, and you've got a sales letter that grabs the reader by the throat and doesn't let go until they input their credit card information.

Grady Smith offers 4 FREE e-books to build your business FAST!

<http://www.mountainhighpub.com> Get 3 FREE secrets to super charged sales letters that makes you BIG profits! Grady now offers his copywriting services, and will give you a FREE critique of your current sales materials: <http://www.mountainhighpub.com/copywriting.html>

Long Copy Sucks And Other Heresies

By James Brausch

I recently finished a massive study of profitable and unprofitable sites. The average length of the profitable site's sales letter was 1.8 pages. The average length of the unprofitable site's sales letter was 2 pages.

Shorter ad copy was more profitable on average than long copy.

Of course that is heresy. Many, many famous copywriters swear by long copy. Still... the study was valid and it is a fact... known profitable sites had shorter copy than known less profitable sites on average.

I then remembered that I had done a similar study way back in June 2002. That study wasn't based on profitability, but it was comparing length of copy to an action... in that case, a click. The shorter the anchor text (the clickable text), the higher the click-thru rate... on average.

Still, I had a decision to make. Would I follow my own advice? I thought about the hours that I had spent coming up with 10–13 pages of sales letter for the three products I recently released. I thought about the hours I spent in Glyphius optimizing each of the dozens of paragraphs. Could I really just hack up those sales letters based on these two studies?

I realized that I wasn't quite a believer yet. I needed some backup data before I was willing to hack up my own sales letters. Since the results were so heretical, I suspected that most of you would also need some reassurance that the study was, in fact, valid... that I hadn't read the numbers backwards or something.

Then it came to me. Without spending the hours I usually do for one of these studies, I thought of a way to validate it with a different dataset.

Clickbank has just such a dataset! They know the profitability of the sites in their network and they show them (loosely and not completely documented) in that order in the marketplace.

I immediately went to check it out. I used the Money & Employment category first since it is also the most profitable category in the Clickbank marketplace. I went to each of the first 10 sites and did a "Print Preview" and shoved the page count into a spreadsheet. At the end, I graphed those 10 data points and then superimposed a linear line on the graph.

The original study data was confirmed. As we went down the list in order of receding profitability, we also increased in number of pages of sales copy on average.

Then I quickly went to the Marketing & Ads category. This is the category that many of us who sometimes sell to each other (the incestuous market) use. I repeated the study once again. The graph showed the same linear slope.

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OK; I was convinced. I went over and hacked away at my Glyphius.com sales letter. I got it down to a bit less than 3 pages from its old 13 pages. I read it. I was pleased with the result. It tells what is being

offered and let's them order it. It isn't redundant. It doesn't hide the price until "later" in the sales letter. It's the kind of page I like to order from myself.

How did we get into this mess of believing the copywriting "gurus" about long copy? It's really a bizarre thing to be teaching now that I look at it in retrospect.

My most successful ad copy has ALWAYS been short... no exceptions. When 911 hit, I put up a page for Gas Masks (I know... pretty cruddy thing to do... I feel bad now). I sold 340 gas masks in a 24 hour period of time. Did I write a long sales letter? No; I put up a picture, said "Gas Mask: \$2353 and had an order link.

When I sold my Jaguar last year, did I write a 15 page sales letter? No; I put an ad in the paper that said 2005 Jaguar, 10,000 miles, premo condition, \$53,000 and included a phone number (not the real details).

When I sold a house last year... the entire ad copy was much less than a page.

When I sold seats to a \$10,000/seat two day seminar, the ad copy was only a slightly oversized post card.

Why do we think we should be writing a book to sell a \$20 ebook? Who started that rumor? Has he been sufficiently flogged yet? What a waste of time. I wonder how many ebooks have sales letters that are longer than the ebook itself.

>From now on... I'm not worried about the length of the sales letter. I'll just tell about the product, give the guarantee, show a customer testimonial and let them order it. If the average profitable sales letter is only 1.8 pages long... and the average profitable sales letter is shorter than the average unprofitable sales letter... that's good enough for me.

James D. Brausch recently released a 3 hour online home study course (video format) on statistical copywriting. The home study course includes his Glyphius copywriting software. For more information, visit:



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