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10 Tips on How To Write A Sales Letter

By Julie Kerr

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by: **Julie Kerr**

The main reason why 95% of online businesses fail is because of poor sales letter. Write your sales letter with an Individual in mind; think as if you are writing personally to them. People love to read good stories, tell them stories that illustrate a point you are trying to make.

1.Heading.

Write attention grabbing & powerful heading. Remember you have 15 seconds or less to capture your visitors attention before they click away. Offer the best benefits or the biggest promise to your visitors. Increase there curiosity by showing them self-serving benefits. Your heading should immediately create a desire in the reader to want to know more.

2. Testimonials

One of the biggest problem on the internet is being believed. Testimonials are the best way to assure people that you are not a scam artist. People want to know what others are saying about the product. In fact a good testimonial from respected well-known authorities within your targeted field will definitely build your credibility & boost sales. Try to include a testimonial as close to the top of your sales letter as you will get people immediately believing what you say even before they read your sales letter.

3. Build Interest.

Build interest in your reader by discussing a problem or telling a story. The first part of your sales letter should build interest in your readers and try to expand the benefits you got people excited about in your headings. People love to read stories, so tell them some exciting story of your past experience, but remember the story should be within your targeted field.

4. Bullets.

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Bullets are one of the most powerful persuader in sales letter. People spend a lot of time reading bulleted list. Bullets arose the curiosity of your visitor, so use them to stress the benefits of your products or services and spell out exactly what's included in your offer. Make you bullets like a mini heading. Use them to narrate the benefits of your products in a step-by-step way.

5. Comparison.

To prove that your product or services is of a great value you need to show them what you are offering is much better than your competitors. Show them that others are charging much more for a less quality product than yours. Explain them that they are getting a better deal by ordering from you. This way you can prove your products or services are of a great value.

6. Bonuses

Make your offer different & valuable by adding some good products as bonuses. Don't give away outdated junk as a bonus it will damage the credibility of your main product. Your bonuses should be as good as they can sell on their own. Remember sometimes people buy the main product just because of the bonuses.

7. Guarantee.

If you have a good product then there is no need to worry about offering a strong guarantee. Make your guarantee look like a personal promise. Try to convince your visitors that they have nothing to lose all the burden is on you to deliver what you promised.

8. Demand Immediate Action

Include a deadline to create a sense of urgency in the mind of your customer. Nobody wants to make a decision, so let your customer know that they will be missing out on a great deal if they don't act now.

9. What to do next?

Don't make your customer guess what you want them to do next. Tell them clearly that " Click here" to order or get immediate access. Make this process as simple & understanding as you can.

10. P.S.

P.S. is very important part of your sales letter as most of your site visitors will immediately scroll down to the end of your page to find out how much it would cost.

A P.S. is a best place to summarize your product or services as visitor checking your price will also have a detailed description of what they will get if they order now.

Julie Kerr provides marketing advice, business writing, and popular promotion packages. Owner of "The Best of Internet Marketing" which is the biggest and best collection of internet marketing ebooks

with resell rights and ready to take order website on the internet today at

"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?

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.

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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

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