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20-Point Checklist EVERY Sales Letter Must Pass!

By Grady Smith

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Sales letter not pulling like you want? Need a quick "fill in the blanks" formula for marketing your next product? Here are 20 essential components of the hard-selling sales letter:

- 1) Does your headline speak directly to your potential customer and give them a strong, specific benefit of your product or service?
- 2) Did you start with the strongest benefit of your product or service, then work your way down to include the least important benefits for your potential customer?
- 3) Do you explain how your product or service is better or different compared to your competitors?
- 4) Does your sales letter speak directly to your prospect? In other words, instead of saying, "people that like horses will love this book" you say, "If you love horses you'll love this book."
- 5) Do you use "you" twice as often as "I" in your sales letter?
- 6) Is your sales letter easy to read using short sentences and paragraphs?
- 7) Do you use power words and write with the goal of keeping your reader's interest?
- 8) Do you show your potential customer their problem; agitate it by telling them how troublesome it is, then offer your product or service as the solution?
- 9) Is your copy clear, easy to understand, and follows a flow from one paragraph to the next?
- 10) Are your strong words and phrases highlighted or bolded to draw attention and keep the reader focused?

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- 11) Is your sales letter written in a friendly, active, conversational, "me to you", tone of voice?
- 12) Have you used specific numbers and facts in your copy to build instant credibility?
- 13) Have you included credibility creators, like why you're an authority on the subject, testimonials, and case studies?
- 14) Does your sales letter have a nothing to risk guarantee that shows your confidence in your offer?
- 15) Do you include a reason why you're making this offer? Are you doing it because you are tired of seeing people scammed on the Internet and want to provide them with solid information they can use for profit immediately? Or are you giving them a dirt-cheap price because you have an overstock on inventory and it's costing you more to store the product in your warehouse?
- 16) Does your sales letter give details of what the customer needs to do? Call now. Or, simply fill out the form below, enclose your check or money order for \$24, and mail to...
- 17) Do you make it easy for your potential customer to act on your offer?
- 18) Are you offering bonuses to increase response, or do you create high-perceived value for your product or service?
- 19) Did you create a sense of urgency in your letter, explaining that the price is for a short time or quantities are limited?
- 20) Have you answered all questions a prospective customer has about your product?

Thirteen Point Checklist For Direct Mail

By Larry Brophy

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by: Larry Brophy

<http://findmorebuyers.com>

This checklist will help you make certain your Direct Mail has every chance of outstanding success:

1. Look at your Direct Mail as your recipient will look at it. Pretend you are they.
2. Remember your primary objective. What do YOU want your prospect, your customer to do?

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3. Do your #1., #2. and #3. benefits "hit" your reader right between the eyes? Make sure they do!
4. Does your Direct Mail package "flow"? Does it look like it all goes together? Like it was planned!
5. Does your package encourage your reader to open it NOW? At once? Immediately? Before they do another thing?
6. Do you see the letter first? Since 2/3rds of your audience, if they are interested in what you offer, will make a decision based on your letter – make certain your letter is in the envelope where it is easily found.
7. Does your letter address the needs of the prospect, the customer? Is it written with the reader in mind? If there are no needs, there will be no sale. Make certain you address your readers needs.
8. Does your brochure "demonstrate" the benefits of doing business with you? With pictures, illustrations, charts and graphs -- do you tell your complete story?
9. Do the graphics through-out your Direct Mail package support the copy? Do they make the copy more readable? Do they make it better? As television "improves" the script from radio, so Direct Mail graphics must make the copy better.
10. Does your reply device include a summary of your full story? Does your card, fax-back form, application, sign-up sheet, coupon say everything? So your reader knows what they are suppose to do next?
11. Have you made your very best offer? Do you have a reason for your reader to reply...now!? And is it pointedly clear?
12. Is it easy to reply now? The easier you make it the more likely you are to gain a response. Give options on how to respond; phone, fax, E-mail, walk-in, drive-through, computer, mail it...every possible option.
13. If YOU are the recipient mentioned in #1 of this list...what would YOU do with your Direct Mail? Would you respond? If so, why? If not, why not?

Answer these questions honestly and bluntly. If you don't like the answers, don't mail it. Change it.

Successful

Direct Mail takes practice – but it's well worth it!



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