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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!

21 SALES LETTER TACTICS

By Peter Sharpe

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1. Write as if you had 5 minutes to stand face to face and sell your product or service to the customer.
2. Write down all issues important to your market.
3. Avoid anything that would offend anybody like specific religious reference or curse words.
4. Always place the customer first (a guy actually tried to sell me a vacuum cleaner once emphasizing that if I bought it, HE would get a trip to Florida – not smart).
5. Sell the benefits, tell success stories, mention your associations with the big shots.
6. Don't sell multiple products in a letter.
7. Do not confuse people in any way.
8. Display a picture of the product if possible. Show a "screen shot" of a web site, disk or CD-Rom if possible.
9. Show someone enjoying the product.
10. Don't mention the possibility that they might now buy.
11. Be refreshingly honest.
12. Don't overdo technical information unless it's at the level of your specific market.
13. Learn any necessary "lingo" to speak to your market.
14. Don't bombard people with exaggerated benefits, lies or even cliches.
15. Include a very long guarantee – 10 years or even lifetime.
16. Offer a free bonus, pile on the bonuses and

benefits.

17. Make your letter long enough to get the reader to spend time with it instead of making it look and feel like a garage sale or flea market flyer.

18. Always mention the price (I hate it when people don't do this). Mention the price up front if it is the focal point of the letter, but hold off until later if it is a costly item.

19. Offer rush delivery, remember that the product is the star, not you!

20. Cleverness kills sales (you want people buying, not laughing).

21. E-mail to your prospect six times, vary the letter on repeat mailings, make follow up letters flow together.

53 words and phrases to use in your salesletters and ads:

Just arrived, save, breakthrough, send no money, bonus, gift, free, bargain, now, improved, you, introducing, valuable, priority, unique, rush, the truth about, miracle, easy, hurry, today, how to, at last, limited, opportunity, yes, charter, secrets, new, amazing, only chance, announcing, revolutionary, guaranteed, discount, first time ever, special, instantly, discover, forever, premium, sensational, remarkable, revolutionary, startling, miracle, offer, quick, easy, wanted, challenge, compare, bargain, hurry.

Peter Sharpe Free Work at Home Business

Opportunity. <http://www.afreebusinessopportunity.com> Subscribe at: afreebusinessopp@realreply.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?

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.

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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!"

SALES LETTERS FOR SUCCESS

5 Overlooked, Yet Deadly Reasons Why Your Sales Letter May Be Getting Poor Results

Let Your Mistakes Improve Your Marketing And Your Profits

Six Essential Elements of Successful Sales Letters

The Buy Impulse

Killer Conversion Tactics

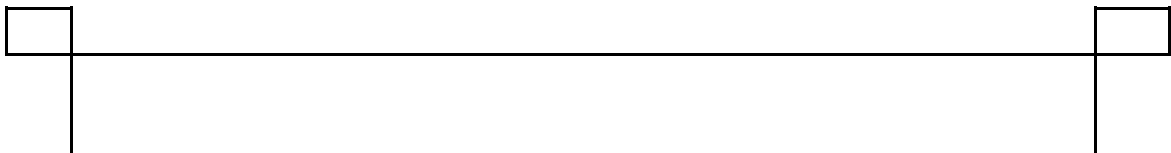
Forbidden Psychological Tactics

How To Get Reprint Rights Without Paying A Dime

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