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3 Elements That Make Your Ad Successful

By Allyn Cutts

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When was the last time you bought a car? Did you really NEED a car? I mean REALLY need a car? Chances are the one you were driving was still running when you bought the car you have now. Yep, Americans rarely buy because they need... they buy because they want to experience the feeling that comes with buying.

We enjoy new purchases. Sure, we can convince ourselves that we really needed a new one, but if we're totally honest we'll have to admit that would could've got by without it. What does this mean to your advertising campaign?

1. State The Benefits Of Your Product or Service

Capitalize on the ways a customer will improve his lifestyle by making the purchase. Will he increase his own business profits by 50 percent? Say so in the opening statement of your sales letter, or at the top of your Web page.

Don't obsess with the features of the product itself or your credibility. Frankly, customers could care less. Let's face it... they're a bit selfish when it comes to dishing out their hard earned money. All they want to know is what's in it for them.

2. Paint Word Picture That Let Them Experience the Benefits

"Wake up tomorrow, with no boss! You can spend the day with your family or on the golf course... there's nobody to tell you what to do."

A Multi Level Marketer may want his audience to feel the freedom of having no one to answer to if they become successful in the business. He'll dramatize that desire, and put the listener in the seat to inspire it to take hold until the listener is ready to sign up and get started.

3. Inspire Immediate Action

Hey, let's face it... the longer a customer lolly gags, the greater the chances he'll never take the plunge. Don't let him off the hook that easily!

Set a deadline. Put on the pressure to buy now, or miss out on the deal. Chances are pretty good that the procrastinator will get with it just to save a few bucks.

What about your sales materials? Have you taken a good look at the things you are advertising? Make sure you are focused on the benefits the consumer will experience from the purchase, and not on the features of the product or service.

Who is Allyn Cutts, and why should you care? Allyn has spent over 24 years helping businesses like yours find new customers and increase sales to current customers. Allyn is a marketing and sales fanatic, providing measurable marketing solutions that drive huge results for small-to mid-size business clients. Allyn works personally with clients to design and deliver off-line and on-line direct marketing strategies that focus on metrics and measurable results. You can learn more about Allyn Cutts at

<http://www.AllynCutts.com>

and you can call 610.437.4106 between 10 AM and 4 PM Eastern Time

Tuesdays and Thursdays.

Six Essential Elements of Successful Sales Letters

By Joanne L. Mason

Six Essential Elements of Successful Sales Letters by Joanne L. Mason

I'm about to reveal to you six essential elements of successful sales letter. These are time-tested principles that have been used by master copywriters for many decades. Include these elements in your sales letters and you can dramatically increase your income.

Success Element #1: Always Use Attention Grabbing Headlines

A great headline is your best opportunity to capture your prospect's attention. In fact it's been proven that a great headline can actually increase the responsiveness of your ad or sales letter by up 1700%! Use your headline to immediately tell your prospective customer the number one benefit that he/she will gain from your product. Keep your customer focused by using sub-headlines throughout your sales letters that go into more details about your product.

Success Element #2: Bring on the Benefits!

3 Elements That Make Your Ad Successful

Benefits tell your customers what they will receive from your product. Reveal every possible benefit so customers will be anxious to buy from you right away. Offer benefits that give you the edge over your competition. Some benefits that customers want include a fair price, great bonuses, a risk free guarantee, easy payment options, and reliable customer support.

Success Element #3: Use Testimonials to Add Credibility

Nothing adds more credibility to your sales letters than testimonials. A testimonial is the equivalent of a trusted friend or respected expert's recommendation of your product. Testimonials help customers feel at ease in purchasing from you because it says that others have tried your product and were pleased.

Success Element #4: Reverse 100% of the Risk

A great way to dramatically increase your sales is to totally remove all risk involved with the purchase. Offer customers a 100% money-back guarantee if they're not satisfied. Studies have shown that the longer the guarantee the lower the ratio of returns. If you know you have a great product you won't have to worry about very many returns, so go ahead and offer the longest guarantee possible.

Success Element #5: Give Customers a Reason to Act Now

The "everyday low prices" marketing tactics may work for huge retail stores but your small business will quickly be out of business unless you give customers a compelling reason to act now. Do you want the customer to call now for a free estimate, visit your shop or web site for "Two-for-Tuesdays", or purchase today and receive a free bonus? Determine what immediate action you want customers to take and be sure to specifically tell them to do it.

Success Element #6: PS...Don't Forget to Use Your Postscript

After the headline the second most read part of every sales letter is the PS, or the postscript. This is why it's absolutely crucial that you use a PS on every single sales letter you ever write. Use the PS to summarize your offer, introduce an extra bonus or set a limit for the offer. Be sure that your PS is intriguing enough to get your customer to go back and read your entire sales letter.

Now you have the six essential elements of successful sales letters. Even if your marketing efforts are doing okay, a winning sales letter you can actually double or even triple the results you're getting now. Apply these six elements to your sales letters and watch your profits soar!

Joanne L. Mason is the publisher of the Sales Letters Secrets, your source for great ideas, tips and techniques for creating winning sales letters. Get your FREE subscription online at www.moneymakingsalesletters.com/ezine.html Discover How To Instantly Grab The Attention Of More Customers And Increase Your Sales By Up To 1700% "<http://www.moneymakingsalesletters.com/greatheadlines>



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