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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!

5 FAST Tips To Make More Sales

By Grady Smith

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You've got a killer headline....

You've lined up benefit after benefit....

But it won't make you a dime unless you can close the sale and make the reader of your sales letter hand over their cash. And a solid close on your sales letter will do just this.

Following, 5 essential parts for a "get your wallet out" sales letter close.

1) SHOW THEM THE PAIN

The reader of your sales letter needs to understand what your product/offer will do for them. But once they understand that, they need to know that things won't get better, problems won't be solved, and nothing in their situation will change.

"Passing today means nothing will change for you. You'll still work at a job you hate and pray that one day a sensible and real opportunity will fall into your lap. But I tell you, this IS your real opportunity, and now you just need to act."

Let them feel the pain. Tell them the downside of not jumping on your offer. Ask them questions so they can personalize the loss by actually thinking about what they'll be missing.

2) SHOW THEM THE VALUE

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Justify the value of your product or service by explaining the price you've chosen:

"\$67 is a true bargain when you consider this one time investment will come back to you at least 10 times. By simply investing a small amount right now, you're guaranteed to get all the information you need to make 10 to 1000 times your investment back in under 30 days"!

3) SHOW THEM THERE'S NO RISK

Take away any doubts in your potential customer's mind. Assure

them they're making the right decision, and risk nothing by taking you up on your offer:

" You are guaranteed to learn step-by-step how I made a fortune in network marketing. But if you feel you can't follow my plan, or just don't want to, then simply return my package—keeping the \$97 in FREE bonuses—and I'll give you a 100% no questions refund."

4) SHOW THEM TIME IS LIMITED

If the reader doesn't act right away chances are good they'll forget about your offer and never take action. Give them a reason they **MUST** take immediate action.

Tell them they might lose bonuses. Tell them that supplies of your product are limited. Give them a strong reason to act immediately:

"The \$39.95 price is simply a test price. After 100 visitors to this website, I will access changing the price, and guarantee you it will be rising. So to guarantee you get everything you need to get started day trading for thousands for the test price of only \$39.95 you must act immediately."

5) SHOW THEM YOUR OFFER AGAIN

After you've given them details for ordering place a P.S. that goes over your deal again and explains the benefits. A P.P.S. can be used to details that there is no risk:

P.S.: You get immediate access to my complete "Fat Burning

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Without Exercise" system that will have you shedding 30 pounds in 30 days. Plus, when you act now, you also get \$400 in FREE bonuses for helping you reach and maintain your desired weight. But to get everything, you must order now.

P.P.S.: Don't forget....you're guaranteed to see amazing results or you keep the \$400 in FREE bonuses and get a complete refund. Nothing to lose except those extra pounds starting today!

Grady Smith can double, even triple your profits and do it at affordable rates. Stop by his website, <http://www.cheap-copy.com> and find out for FREE how he can bring you more traffic, give you more leads, convert more clients into customers, and make you more money.

Sales Copy Tips

By Adam Waxler

Writing good sales copy is not an art, it is a science. There is no reason to get creative here. You want to follow the formula that has been proven to work.

Nevertheless, I am always surprised at how many sales letters on the internet can be improved upon.

Here are a list of some helpful tips when writing your own sales copy: Make your Unique Selling Point (USP) very clear. Separate yourself from your competition. What is it that makes your product stand out from the other's? Transfer Ownership. Your sales copy should make your reader imagine they have already bought your product. Use the word "you" often. Such as "you need", "your results", "you will achieve", "you will feel" etc. This way they'll already become emotionally attached before they buy. This is precisely why people who sell products at online auctions start their bids extremely low. Once someone has placed a bid they imagine they own the product and are more likely to participate in a bidding war. Turn your sales copy into a story. This will draw them in without them even noticing you are selling them something. They'll already be interested when they get to your sales pitch. Create Urgency. Make sure you show your reader that they are getting a bargain. Tell them the usual price you sell your product for is \$99. Then tell them if they order today they can buy it for \$69.95. Direct your attention grabbing headline to a specific target audience. Your readers will feel important that belong to a select group of people who buy your product. For example; "New Teachers! Discover the Simple Strategies You Can Use Right Now to End Discipline Problems Forever!" Tell your reader how fast they can receive your product or service. Their buying decision may be based on how fast they can receive your product. They may need it by a certain deadline. Sell with BENEFITS. A benefit is not what the product does, a benefit is something the product does for you. Use bullets to highlight your product or services benefits. Benefits are the key to selling anything; make them stand out in your copy. You can use dots, dashes, or circles to highlight them. Completely remove the risk of purchasing your product. Give a money back guarantee that surpasses a normal one. Instead of the normal timed guarantee, give them extra back. Tell them they can keep the free bonuses or give them an extra long guarantee such as a one-year guarantee, or even a lifetime guarantee. Create added value with bonuses. Tell your reader they'll receive surprise bonuses. This'll raise your reader's curiosity and

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make them want to buy so they can find out what the surprise bonuses are. Just make sure the bonuses are related to your product! Let your reader know this specific package will not be offered again. You must create urgency so people buy now. You may always sell the same product but not with the same bonuses or price. Establish credibility. Give your readers a couple tips in your sales copy that will help them with their problem. This will give you and your business credibility and gain your readers trust to buy your products or services.

Oh yeah...Don't Forget to Ask For The Order!

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Sales Copy Tips

5 SELLING TIPS -- TO INCREASE YOUR SALES

Three Big Ol' Tips for Better Sales Letters

Shopping Tips

Five Short Quick Tips on Web Page Titles

Time Stretching Tips

The Art of Kissing

30 Powerful Business eBooks

101 tips to stay fit and live longer.

14 Profitable eBooks



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