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

**By Mike Jezek**

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**Mike Jezek**

Please understand, I'm not going to list every disease that can afflict a sales letter. Rather, I'm going to display 5 response killers I sometimes see when working with clients. Is your sales letter afflicted with any of the following?

1) To Much Windup. Get to the point right away in your sales letter. Make your offer crystal clear. Try to at least do this by paragraph #2 as a general rule of thumb. Most people skim online sales letters.

2) Wordy Sentence Structure. If you're not a polished writer – odds are you have overburdened sentences. Cut out all excess and contradictory words to make your point. Wordy sentences make persuasive arguments weak. They kill response.

3) Inappropriate Use Of "Hot Words". Use "hot words" where relevant. Example: Unless you're writing about strange phenomenon in nature or health matters or supplements -- think carefully about using the word amazing, astonishing stunning, mysterious, miracle, potent, or the phrase "guaranteed to work."

4) Inappropriate use of NLP or Hypnotic Sales Techniques. Some of these techniques work. Because of the hypnotic selling craze, I'm seeing sales letters riddled with NLP and the like. Be careful. Many of these techniques are obvious – and

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can lead a reader to think you're playing mind games with them. The result? No sale. Just write a letter to your mom, ask for the order 3 times, back up your facts, then delete your mom's name and use the prospect's name in her place. You'll immediately gain people's trust. And close more sales!

5) An Unbalanced Sales Letter. Many people saturate their sales letters with too many exclamation points, bolding, underlining and too many font colors. Result: A hyped up sales letter decreases believability. Many people try to play the "no hype" angle. I have never written a successful sales letter with zero hype. Solution: Mix an equal portion of hype with believability and you'll see results.

Your's FREE! 10–Minute Sales Letter Critique By Pro Copywriter Mike Jezek. Find out where the weak spots are in your sales letter. And what's necessary to start your own buying frenzy. No obligation. Your's free. Go to [www.irresistiblecopywriting.com](http://www.irresistiblecopywriting.com) and get your free critique today! Copyright 2002 Mike Jezek. All rights reserved.

### **Seven Deadly Newsletter Sins (and How to Cure Them)**

**By Claire Cunningham**

#### **Seven Deadly Newsletter Sins (and How to Cure Them) by Claire Cunningham**

Newsletters can be great communication tools, but they take work. Here's a quick list of common problems newsletters run into and how to fix them.

1. The snooze–letter — a newsletter so boring it puts readers to sleep.

Cure: Find out what your readers want to know and write about it. Keep the tone lively. Don't know what readers want? Ask!

2. Audience too broad — a newsletter with a broad audience (customers, employees and distributors, for example) may meet no one's needs very well or might meet one group's needs while ignoring the others.

Cure: Different audiences = different information needs = different newsletters. Your newsletter will be better read if it provides information that's relevant to the specific audience.

3. Too long — Most folks are strapped for time. They won't tackle a long newsletter.

Cure: Keep your newsletter short. (1–2 pages an issue )

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4. I have a friend.... – Everyone has a friend, relative, spouse, or whatever who knows something about marketing and/or communication. Doesn't mean they know anything about newsletters. The results include poor writing, poor design, poor targeting, and poor performance.

Cure: Use people with newsletter experience.

5. Published once in a blue moon - Infrequent publication builds a reputation for poor follow-through. Probably not a good thing for your business.

Cure: Identify the problem. Is it your procrastination? Hire a pro to drive the project. Is it a complicated design? Hire a designer to help you simplify. Keeping your newsletter short will make it easier to publish more frequently.

6. Delegatophobia - Fear of delegating has killed quite a few newsletters, and many business people suffer from this disease. If you've been accused of being too "controlling," you're probably infected.

Cure: Be honest! Do you REALLY have time to write this newsletter? Do you have a writer on staff who can take on this project? If you don't have the internal resources, hire a project manager and writer. Then let them do their jobs.

7. The disappearing act - One issue followed by...nothing. Maybe that initial issue took more effort than expected. Maybe content wasn't planned in advance. Whatever the reason, a disappearing act

doesn't say good things about your company.

Cure: Make the newsletter a top priority. Plan ahead. Stick to your schedule. Hire help if you need it.

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