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## 5 Sales Letter Blunders That LOSE the Sale

By Harmony Major

### 5 Sales Letter Blunders That LOSE the Sale by Harmony Major

The average conversion ratio of most sales letters is a pitiful 1% — or worse. Thankfully, there are dozens of little nuances that can instantly boost the amount of prospects you convert to buyers. Conversely, there are just as many that can make that ratio take an \*immediate\* nose dive.

Are YOU committing any of these five response-busting bloopers?

BLOOPER #1: "This offer expires in 1.2 minutes!"

Yeah — right. And I'm Daffy Duck.

FACT: Time-sensitive offers can and DO increase response.

FACT: Hundreds of visitors won't know the difference between fake, limited-time-offer hokey, and the real deal.

FACT: You might be isolating several hundred MORE would-be customers with your dishonest "time-sensitive offer."

FACT: The smart ones will know the truth anyway.

All I need to do to find out if an offer REALLY "expires today!" is take a quick peek at the page's HTML code. If I see a jumble of JavaScript coding where today's date is supposed to be, I know I've got days, weeks, or even forever to get that "limited-time offer."

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Whoops — I just released your "little secret!" Not to worry. See the end of this tip for a quick fix.

This little coding trick doesn't bother ME personally, as I'll still buy the product if the offer is good. But, some people simply \*will not buy\* if they see the same "limited-time offer" on your page for a week. It's true! But, you can offer limited time offers WITHOUT being dishonest to your visitors.

Want to know how? e-Mail me and ask, at:

If you \*ask me\*, I'll send you an idea that I haven't seen ANYONE

else use as of yet. Don't worry, I'm not disguising a product of mine as the "idea," and you won't be added to any pesky follow-up list. I'm simply reserving the details for the few \*motivated\* marketers actually reading this article, because this idea won't be quite as effective if everyone knows how it works.

BLOOPER #2: "Use that bold; just don't abuse it."

The most important thing to keep in mind when bolding your sales page text is to bold THE RIGHT WORDS. Not only are too many bold words hard to read, but they defeat the purpose of the bolding — to stress an \*important\* point.

Visualize the words in all caps in the sentence below as the bold words in a sales letter:

"LEARN a simple, easy-to-apply, 3-step formula for steadily increasing your WEBSITE profits each and every MONTH."

Now ... wasn't that goofy?

BLOOPER #3: "Am I supposed to READ this thing or dissect it?"

Imagine the trouble you have reading an e-mail that fills your entire screen with one massive paragraph. Now, magnify that feeling 500 times over. Congratulations! You've just experienced the amount of frustration Web surfers feel when they're expected to read a 10-screen sales message composed of only 3 paragraphs.

Massive blocks of text in sales copy are just not cool.

Reading from a computer screen is already much more strenuous to

most people than reading offline documents, so make your sales page easy on the eyes by using paragraphs that are no longer than 4–6 sentences each.

**BLOOPER #4:** "Is it a person, place, or thing, Pat?"

If your visitors don't know what you're selling, they won't be very compelled to buy it — even if it IS the greatest widget in the history of widgethood. After all, if they don't KNOW it's a widget, why would they want it?

Let me give you an example.

The website of one "multi-millionaire" is selling a mystery item designed to tell you how to make millions. Throughout their sales letter, they give vague "details" of their own personal plight to making millions with "just a little work" by using their formula.

Even more interestingly, this person doesn't offer a money-back guarantee. Instead, they offer to "give you a formula that works." (In short, all they "guarantee" is that you'll get the product you're paying for — the "secret" of how they made their millions. Oh joy!)

If it's such an effective formula, why not describe it? And more importantly, why not offer a money-back guarantee? Did I mention that a very minute percentage of customers ever take advantage of such a guarantee?

Umm ... I'm not buying it. Either figuratively OR literally.

**BLOOPER #5:** "If you're going to sell it, SELL it!"

In 99% of sales letters I've seen, it's quite obvious that the writer is intending to sell me something. Not to say that this is BAD at all, because hey — we all gotta eat. However, if I'm going to buy something, I'll need to know the price.

Case in point, I've seen sales letters deliver a huge pitch about their product, but have no price for it listed anywhere on the page. Click to the order page, and still the same deal. Fill out a form, advance to the next screen, and still no go. Get to the billing information page, and only THEN do you see the price of the product.

Why was it such a secret?

If your product is worth the price, don't hide it. Trust me. In doing so you'll make your prospects think that you hid it because your product is overpriced — and they'll leave without buying.

Final Words...

So — how does YOUR sales letter measure up? If you're currently committing any of the five deadly sales copy sins above, it's not too late to repent and reform.

Remember, you could be driving hundreds of hot prospects away with each one of the flubs above. Take the opportunity now to fix your sales copy before you forget, and start increasing your hits to sales ratio immediately. I'm rooting for you!

Harmony Major reveals a simple, 3–step profit plan so easy ANYONE could follow it, at:<http://hypertracker.com/go/emag/blun414/> Start profiting today!

### **Increase Your Sales By Using Confidence**

**By Grady Smith**

#### **Increase Your Sales By Using Confidence by Grady Smith**

Does your sales letter display confidence?

I mean does the reader really believe that you have confidence behind your product? Do you confidently show them that you know your subject, and through your selection of words and phrases, are you displaying confidence that this product is the one that will solve their problem?

Confidence makes us buy, because we begin to see that the person knows their subject. The lack of confidence in a sales letter shows us they don't feel comfortable with what they're saying. It comes across as unsure.

It might not sound like much. You've read that giving the potential customer specific benefits that offer a solution to their problem is the biggest hurdle. But the reality is sales depend on how you present your material as to build confidence in you as well as your product.

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Confidence sales. There was a time when I was a telemarketing sales manager. I know, but don't hate me. Though I might have interrupted a few dinners or got you up of the couch, I am about to teach you something here.

My job was to teach telemarketing reps how to sell. I would center in on someone that wasn't making any sales, listen in to them, then after a few calls I would let them listen in as I took one for them. I would mimic their sales pitch, using almost the exact same words that they did. But nearly every time I did this I would make a sale on my first call where they had struggled through about thirty presentations without even a nibble.

Why was I able to make a sale after only one call using the exact same words of a representative that couldn't close a sale after 30 calls? Confidence my friend. It makes all the difference in the world.

So how do you apply confidence to a sales letter you're writing? Start by looking at some of the marketing pros. See the words and phrases they use to display confidence. If an online marketer is making money with their sales letter then they're displaying

confidence in it.

Check your sales letter. Do you sound confident in it? Are the words you're choosing stating that you're very sure about what you're doing? Do you show that you're the authority on the subject, and that to pass on the offer would be crazy? Of course, you might not say that, but your sales letter should reflect it.

Write your sales letter like the product is sold, you're just explaining what they're about to get. For instance, use phrases like "You're about to learn all the marketing secrets", or "You are also going to learn". Just keep in mind that the customer is already sold.

That's not to say that you don't want to write your sales letter in the traditional sense of selling a prospect. But you want to sprinkle it with phrases that assume anyone would make the purchase after seeing the benefits they'll receive.

Another phrase to use is something like "You can't afford not to purchase." It shows confidence that the reader has to make the purchase or the results could be disastrous.

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Remember though, that customers still need to feel in control of their decision. Using phrases like "You are going to buy" sound threatening. By crafting a letter that shows confidence, but doesn't demand the customer to buy, you've got a powerful sales tool that will work for you over and over again. It's a thin line, but with practice you will soon master it.

FREE \$50 Sales Letter Critique by Grady Smith details what you need to do to turn your sales letter into a profit-pulling machine. Plus, find out how you can get a killer sales letter cheap when you visit <http://www.cheap-copy.com>



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