

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

5 Secrets For GRIPPING Sales Letters!

By Grady Smith

5 Secrets For GRIPPING Sales Letters! by Grady Smith

We both know that to make a sale, you need to have people actually read your sales letter. So here's five often overlooked yet simple techniques you can apply to any sales letter right now to turn your copy into an engaging, "keep them reading till the end" deal closer. Read on.

1) BREAK UP YOUR COPY WITH A FEW ONE SENTENCE PARAGRAPHS

Nothing scares the reader of a sales letter quicker than a long-winded, cluttered, blab on forever sales letter.

The remedy?

Instead of writing a short sales letter (we know long copy sells), break it up and make it LOOK smaller to the untrained eye.

You can do this with short one-sentence paragraphs.

It's an easy way to cut a long sales letter down to size and hand it over to your readers in easy to digest bites.

And it works!

Try it now. Take your existing sales letter and just break it up a bit. Divide a paragraph into a few one sentence paragraphs here and there. Make it easy and clean to read and watch what happens!

2) USE THESE TO BREAK UP YOUR COPY

Again, long sales letters freak us out. Unless we're really hot for the offer we won't want to jump in and invest the time reading a sales letter that looks like it could take us the better part of an afternoon.

Aside from breaking up sentences, add bullets that scream about benefits. Number some of your comments into mini lists. And use bold printed large font headlines to catch the eye and give separation to long runs of copy.

3) EMPHASIZE STRONG WORDS AND PHRASES

Nothing draws the eyes like a bold printed phrase or an underlined word. And it works wonders for making your copy reader friendly.

There are all kinds of techniques you can use when you want to draw the eye to certain points and benefits. Some include:

- * Italics
- * Highlighting
- * Bold
- * Capital Letters
- * Large Font
- * Underlining
- * Graphics
- * Indented Sentences

But one word of caution. Overuse of these emphasizeers can quickly lose their effectiveness when overdone!

4) START SOME SENTENCES WITH A CONJUNCTION

The easiest way to make a transition from one paragraph to another, and keep the tone conversational, is to start your sentences with conjunctions.

But again, keep it simple. It's easier to say "and" rather than "furthermore". Keep your copy simple and in a sixth grade reading level for maximum effectiveness.

5) USE FRAGMENTED SENTENCES

5 Secrets For GRIPPING Sales Letters!

Sentence fragments provide a way to place drama and emphasis in your sales letters.

Example:

Today you can have complete access to my arsenal of maximum power promotion tools guaranteed to give you solid results. But one word of caution. These tools are only recommended for those that can handle a flood of traffic buzzing their site.

I threw in "one word of caution." That emphasize the sentence, and makes it hit like a pillowcase full of stones.

These five techniques are time tested and proven. Use them

to create a sales letter that holds your reader and doesn't let go!

Grady Smith offers cheap copywriting services that can double,even triple profits at prices you can afford. Stop by for a free website critique and ebook now: <http://www.cheap-copy.com> And check out how YOU can be a high profit writer from home! <http://www.sixfigurewriting.com>

How to Write a Million Dollar Sales Letter

By Bruce Barton

How to Write a Million Dollar Sales Letter by Bruce Barton

When you consider that the average successful letter gets about a 0.02% response, Barton clearly leaped past anyone else in his letter writing skills. But what was his secret?

After studying Barton's letters, books, private memos, speeches, and advertising campaigns, I've discovered Barton's method. I've used his technique to write my own letters and I've been astonished at the results. One letter got a 20% response. Another nailed a 10% response. Still another is approaching a 97% response (ninety-seven per cent!)(It, too, is in *The Seven Lost Secrets Of Success.*)

I will now reveal the technique I've been using: Bruce Barton's "Secret Formula."

Barton said that good advertising copy (and letters are advertisements) had to be three things: (1) Brief. (2) Simple. (3). Sincere. In an eye-opening essay he wrote back in 1925, Barton said the following:

5 Secrets For GRIPPING Sales Letters!

About Brevity:

"About sixty years ago two men spoke at Gettysburg; one man spoke for two hours. I suppose there is not any one who could quote a single word of that oration. The other man spoke about three hundred words, and that address has become a part of the school training of almost every child."

About Simplicity:

"I think it might be said, no advertisement is great that has anything that can't be understood by a child of intelligence. Certainly all the great things in life are one-syllable things --- child, home, wife, fear, faith, love, God."

About Sincerity:

"I believe the public has a sixth sense for detecting insincerity, and we run a tremendous risk if we try to make other people believe in something we don't believe in. Somehow our sin will find us out."

Let's look at these three steps a little more closely.

Brevity. A short letter isn't necessarily what Barton meant. I've read many of his letters and memos. Most of them were so brief they were blunt. But those were not sales letters. When Barton wanted to persuade you to donate money to a good cause or buy something he was selling, his letters were longer, sometimes several pages long. (Again, see that sample letter in *The Seven Lost Secrets Of Success*.) Barton knew you had to give people a complete explanation before they would buy.

Simplicity. Barton's letters were always simple and easy to read. He strove for clarity of

communication. No big words, long sentences, or convoluted passages. He was clear and direct and conversational.

Sincerity. Barton was always sincere. He once dropped a million dollar advertising account because he didn't support the client. That sincerity came through in everything he wrote. Readers could pick up on it.

Finally, Barton's letters were "... phrased in terms of the other man's interest." Barton said your letters had to go straight to the reader's selfish interest. He said the favorite song of every reader is "I Love Me." As Barton said in 1924, "The reader is interested first of all in himself... Tie your appeal up to his own interests."

The next time you have to write a sales letter, consider Barton's formula. It helped him write letters that are still talked about today, and it helps me write letters that are making my clients rich. Now use it and see what the formula will do for YOU!

Vadim Rachkowanvadim@sellwide.com President SellWide Corporation <http://www.sellwide.com>



This Free E-Book has been brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!