

Close More Sales With A Strong P.S.

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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!**

**Close More Sales With A Strong P.S.**

**By Grady Smith**

**Close More Sales With A Strong P.S. by Grady Smith**

While a headline is designed to grab the reader's attention, the P.S. is the workhorse of your sales letter that actually closes the sales and puts money in your bank account.

Statistics show that a strong headline is a must to hold the reader's attention and propel them to dive into your letter. But once they've been hooked by your headline, the averages show that most will scroll down to your P.S. and look for a brief, to the point summary of your offer. And with a strong P.S. you're going to entice them to read your sales letter more thoroughly, or you're going to immediately hook them and reel them in based on the power your P.S. contains.

Miss the mark, and you're going to lose money.

Here's my formula for creating hard-hitting P.S. messages that close the sell fast!

First rule; don't mention the price in your P.S. unless you're going to give a complete rundown including bonuses that makes the offer absolutely irresistible. To do this, you have to be confident that the sheer mention of your complete offer and price is enough to sell it because once the potential customer knows the price they're going to make the decision to buy or not.

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Second, like writing a headline you want to give them your products biggest benefit. Again, this is used to lure the customer in and make them read more of your sales letter where you can give them specifics.

Third, give them the downside of not ordering. Let them know there's a penalty and consequence of passing, and make it a strong one!

Fourth, break it up into a P.S. and P.P.S. if you need to. Have the first show a potential customer the

strong benefit they'll receive, the second showing your downside to not ordering now.

And finally, include an order link in your P.S. so if the customer has the urge they can buy immediately. A potential customer should never have to search for a place to order your product. If you make them, chances are good they won't invest the time.

Grady Smith can turn your website into a HIGH PROFIT machine! He's offering FREE evaluation of your current sales letter and offers sales letter writing at prices you can afford. Check out his site for your FREE evaluation offered to the first 100 visitors! <http://www.mountainhighpub.com/copywriting.html>

### **The BIG Website Traffic Lie!**

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You're being lied to.

Everywhere you turn someone's pushing down your throat the belief that the secret to earning big money online is to drive tons of traffic to your site.

But I'm here to tell you the truth.

Even though traffic is huge, the real "secret" is converting more of your visitors into buyers. You do this by crafting yourself the best grab them by the throat sales letter and proposition, and you make it downright impossible for the majority to refuse.

Just look at the facts, and you be the judge...

Imagine you're driving 300 visitors a day to your site, and sell 1 in 100 of your prospects.

Sure, you can begin a massive promotion and drive 900 visitors to your site, making 9 sales a day. Or, you can polish up your sales letter and turn 1 in 3 into buyers and sell 9 without increasing your traffic.

Just think of the money you'll save, and make, on polishing your sales presentation.

Now that you know the importance, how do you put it to work? There are a couple of options.

First, you can hire someone to do the writing. Find a copywriter that shows you samples and writes in a style that you want on your site.

Second, you can do it yourself.

Start with a headline. Right up front give your products strongest benefit. Make a promise in your headline, and then explain how the promise and benefits work to the customers potential in the body of your sales letter.

Create the main part of your sales letter as if it's so irresistible that no one can refuse. Give them strong benefits. Show them your product is a huge value that can't be missed.

Close your sales letter with the disadvantages of not accepting your offer. In the beginning, explain the downside, and end the proposition with the down side.

Give a strong satisfaction guarantee, and you've got a sales letter that grabs the reader by the throat and doesn't let go until they input their credit card information.

Of course, this is a basic list of your sales letters goal. There are plenty of resources and articles online that will teach you the complete story on

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banging out a sales letter that works. Explore and learn. Never give up the pursuit of making a sales letter that puts money in your pocket. It's the best time and money investment you'll ever make for your business.

Grady Smith offers FREE evaluation of your current sales letter, and turns websites into moneymakers. Visit him for your FREE consultation and list of his services. <http://www.mountainhighpub.com/copywriting.html>



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