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Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Create Your Own Sell Them Hard Sales Letter

By Eduardo Queiroz

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Don't fool yourself. You can write a sales letter that demands people hand over their money simply by learning the secrets of the pros.

Following is a simple plan that if you follow, can make your sales letters hook visitors and lead them down the road to whichever destination you want.

To start, write a headline that hooks the visitor. If you're creating a website sales letter, this should be in bold print and the first thing your visitor sees.

If you're creating a sales letter for an e-mail ad, then your subject line will be the hook that grabs them and makes them open the e-mail to read more.

Point blank, your headline needs to make a promise. Write your headline with the guarantee that if the reader invests the time then they'll be rewarded with finding out how the promise will work for them.

Second, you want to lead the reader further into your sales letter by expanding on the subject of your headline. Your first paragraph in your sales letter's body needs to further entrance the reader by giving details of your promise, and outlining exactly how it's going to benefit them. So, I might write something like this:

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"In the next few minutes you'll discover how to gain instant access to my member's only area. Inside, you'll have instant access to fresh, up to date content, e-books, forums, and one on one consultation with marketing experts that can literally shoot your business into profit making overdrive!"

After leading them in, the body of your copy should continue on with benefit after benefit directed towards the reader and how it's going to help them solve a problem.

Give different benefits that will appeal to different readers. For instance, if you're selling a book starting a home business, the first benefit could be more money.

A second benefit could be addressing the comfort of working from home. If the money doesn't make them want to buy, then perhaps being able to saunter down the hallway in their pajamas will grab them and make them find your offer irresistible.

Keep going this way. Outline every benefit, and go into detail about how it will solve their problem and improve their life.

After the body, you'll want to give them a call to action. You need to tell people what you want them to do.

If the goal of your sales letter is to have them visit your website, then say, "Click here now for an Amazing Discount!" Tell them specifically what you want them to do and they'll do it.

Finally, close your sales letter with a strong P.S. that outlines in short the benefits they're going to receive and restate your guarantee, telling them there's no risk for them to order now. Everybody will read your P.S. that's grabbed by your headline, so you really have to make it sell hard. And make sure to give the customer a link to click in the P.S. in case the mood strikes them.

And there you have it. My simple plan to writing a sales letter that makes you money. Use it as a guideline for everything you write. And create a sales letter for yourself that works hard to make you money.

Eduardo Queiroz is giving away his FREE report that many consider the most dangerous report online because of the massive profit building secrets it reveals. Get it now by e-mail!

mailto:free_course@makenetmoney.com

The BIG Website Traffic Lie!

By Grady Smith

The BIG Website Traffic Lie! by Grady Smith

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

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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 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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