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Creating Sales Letter Lists That Make Your Customer's Drool

By Karon Thackston

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You've seen them a hundred times. Those lists that copywriters use within their sales letters that tell you what the product or service offers. They might say something like:

- THE most important (and most overlooked) aspect of copywriting
- The 4 personalities of your customer and how to get each to respond to your copy
- 21 words that make your headline POP!
- The 7 steps for turning features into sales generating benefits
- How to add emotional triggers that increase the desire to buy
- Why some testimonials can actually HURT your sales (I hope you aren't doing this!)
- The 9 secrets to turning ordinary "sales copy" into a powerful "solution" your customer has to have
- Why your USP could actually be killing your brand

But how do you create an effective list that draws customers in? What are the keys to turning a list of nuts and bolts into a menu of enticing delights your customer has to have? Hold on tight, I'm about to tell you!

Take a look at the list above. What do you notice? What things do the listed items have in common?

1. An effective list must provide a benefit - not a feature, but a benefit. It answers the question "What's in it for me?"
2. An effective list must "tease" the reader. Notice that one item above says "The 4 personalities of your customer and how to get each to respond to your copy." That teases the reader. It doesn't tell them what the 4 types are, but lets them know that the product or service will tell them.

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3. An effective list uses "power words." Power words are those words and phrases that people are prone to respond to. These include things like specific numbers ("21 words that make your headline POP"), "how to" statements ("How to add emotional triggers that increase the desire to buy") and "secrets" ("The 9 secrets to turning ordinary "sales copy" into a powerful "solution" your customer has to have").

4. An effective list uses lots of adjectives. Don't just state "The secrets of 12 mentors", instead say "The inside, life-changing secrets of 12 mentors."

Let's do one together. We'll use the example of a widely-known book. See if you can guess what book it is.

You'll get:

- 10 time tested, proven guidelines for personal and business success.
- The one investment that can multiply your wealth by 100 fold almost immediately.
- Little known advice that guarantees your future - eternally.
- The inside, life-changing secrets of 12 mentors - learn from their victories and failures!

Can you guess what book it is? It's The Bible! Using the list method, we've been able to pull out some of the benefits of The Bible, and format them in such a way that they get their point across in words most average people relate to.

As you can see, including lists within your sales letters can boost your profits tremendously! Just remember to think like your customer, and use the 4-step process outlined above. You'll be knockin' `em dead in no time!

FINALLY! The 1st copywriting course that takes you step-by-step through the process of writing emotion stirring, profit generating copy AND gives you the LIVE feedback you need to succeed! Get it today - with THREE FREE bonuses! <http://www.copywritingcourse.com> or <http://www.ktamarketing.com>

Close More Sales With A Strong P.S.

By Grady Smith

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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.

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 PROFITmachine! 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>



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