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"How To Write A Dynamite Guarantee For Your Sales Letters"

By Mike Jezek

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Ok, this is going to make some of you uneasy!
In my work with clients I have come across some people
who were leery of going all out with their Guarantee.
And that's understandable. But let me tell you this...

A money-back guarantee on your offers will make your response soar.
It will. And the more powerful, the more outrageous
your money-back guarantee; the better your results will be!
In fact, a powerful money guarantee has been shown to be
a hot button in getting people to buy. One of the key reasons
is that all people really want in life is S.E.X. S.E.X.?

Yes, people want Security, Essentials, and the Xtras of life.
And in that order to. And a money-back guarantee is tied into
giving people the security they want. After all, people are skeptical.
Big time! So if your money-back guarantee is better than
your competitors, odds are you are going to outperform your competitor.

So what kind of money-back guarantees can you use in your sales letter?
First the bad news. You're only limited by your imagination
relevant to your particular industry. Now, the good news.
There are various guarantees you can immediately copy to
skyrocket your sales letter's response rates. Here they are:

- 30 Day Money-Back Guarantee
 - 60 Day Money-Back Guarantee
 - 90 Day Money-Back Guarantee
 - 1 Full Year Money-Back Guarantee
- (Been said to get the best results and lowest returns.)

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You can also give a money-back guarantee and allow your buyers to keep any free reports or bonuses they've received from their purchase.

You can have another company vouch for you that if you don't follow-through on your promise to give a money-back guarantee to a customer who requests one, then they will. (Clever!)

If you're a service business you can give a partial refund of services rendered or even give a refund of the entire purchase price. You can even provide a product instead as a

guarantee policy.

Another guarantee you can try- give one of the above guarantees along with \$10 or even \$50 extra. Just for people taking the time to test your offer. Yes, it's an outrageous and risky guarantee but it'll give you more leverage over your competition.

Graphic design pointers. Try adding your picture and signature to your guarantee to boost credibility. Put your guarantee in certificate form. Put the words guarantee in big bold letters that stand out.

Also, mention your guarantee at least three times throughout your sales letter. More if you have little to no testimonials.

You can even write your headline as an outrageous guarantee. Bottomline: Create a guarantee that far surpasses that of your competition and you'll achieve success.

Yours FREE: 10 Minute Sales Letter Critique by Direct Mail Copy & Sales Letter Specialist Mike Jezek. Yes, see if your sales letters are ready to unleash a buying frenzy with a free critique from Mike Jezek. Email: miknlisa@gtcinternet.com, www.irresistiblecopywriting.com

A Magic Number for Writing Sales Letters

By Matthew Cobb

When I write sales letters for my clients, one rule I always start with is The Rule of 7.

I learned about The Rule of 7 from one of my good friends who once ran for political office. In his campaign, he made certain that his name appeared seven times in all of his radio spots.

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Why? Because that's generally the number of times required before a name "magically" sticks in the mind of a prospect. The Rule of 7 is often used in radio and television advertising. But this isn't an isolated occurrence—the number seven seems to be a bit magical in other areas, like prospecting and linguistics.

Do you know the average number of times experts say you need to make contact with a prospect before they will be ready to commit?

Seven.

Can you guess how many times linguists say a person must use a word before it becomes a true part of their vocabulary?

That's right—seven.

This "magic" is the reason I try to repeat my client's product name or business name seven times in the sales letters I write for them.

The truth is, we're not really talking about magic, here. It's really about generating recognition for a name or a concept. It's about embedding something in a prospect's subconscious mind. It's about branding. I use The Rule of 7 to write sales letters, but the idea can be applied to other areas of marketing, too.

Every person and every thing has an identity—and branding is about more than just a logo. A brand identity is about who you are, what you offer and the benefits of choosing you over the competition. The name you choose to operate under—whether your personal name, your business name, your product name, or your website address—is a link to all of that information. Repetition, which is what makes The Rule of 7 work, strengthens the recognition and recollection of your brand.

Now, all the "experts" may come back later and say that "seven" isn't the right number after all. It's nine. Or it's five. Or it's eight–point–three. But it doesn't really matter, does it? Seven works well as a general rule. (Besides, it is a lucky number.)

Of course, I know that fulfilling The Rule of 7 is no guarantee a prospect will accept an offer. But I know using the rule increases the chance that a prospect will see my name or the name of one of my websites and think, "Oh, yeah, I remember Seductive Sales Letters" or "I remember Matthew Cobb."

Recognition and recollection—that's what The Rule of 7 is all about.

One word of warning, though. Just because seven times is good doesn't mean that seventy times is even better. Repeating the same name over and over again can grow annoying and cause prospects to quit reading. And then, you may not even be able to fulfill The Rule of 1.

Matthew Cobb is an independent copywriter/consultant who operates Seductive Sales Letters. Visit

"How To Write A Dynamite Guarantee For Your Sales Letters"

and sign up for the official monthly publication, The Seductive Sales Letter

Clinic.

A Magic Number for Writing Sales Letters
Six Essential Elements of Successful Sales Letters
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How To Write A High-Profit Autoresponder Series!
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