

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

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

**How To Write Killer Sales Letters**

**By John Colanzi**

**How To Write Killer Sales Letters by John Colanzi**

How To Write Killer Sales Letters  
by John Colanzi

I'm sure you've seen those ads that grab your attention and have you ready to pull out your wallet or credit card. They are literally making you an offer you can't refuse.

Don't you wish your ads were that persuasive?

Are the marketers who wrote these ads natural born writers, or is there a formula that you can learn?

Writing to persuade is a skill that can be learned, like any other skill. It's just a matter of breaking down the process into four simple steps.

Step # 1.

The first step in writing your killer sales letter is to identify your target market.

This seems simple enough, but how many marketers do it?

When reading some of the ads I get in my inbox, I have to wonder.

I don't want to burst your bubble, but the truth is, not everyone on the planet is a prospect. Concentrate

on those who are.

Before you begin your ad campaign identify your target audience.

Step # 2.

Once you've identified your target market determine what their major problems are.

\* Do they need more money?

\* Do they need to save time?

\* Are they interested in improving their health?

Sit down and determine every problem that your prospects have and decide how your product or service can help solve their problems.

There are no shortage of problems, but there is a shortage of problem solvers. Start thinking in terms of becoming a problem solver and you'll always be in demand.

OK, you've identified your market, you've determined what problems they have, now you're ready for the next step.

Step # 3.

The third step in writing your killer copy is to let your prospects know that there is a solution to their problem. Not only is there a solution to their problem, but you have the solution.

Remember these three magic words, "I can help."

Identifying the problem is not enough. You have to show the reader that there is a solution and you have it.

Tell them every benefit they will get when they order your product or take advantage of your service.

Let them know you can help them make more money, save

time, or improve their health.

Step # 4.

The final step in creating killer ad copy is getting the prospect to take action.

Identifying your market, determining their problems and letting them know you have the solution, is not enough.

You have to make them act.

You have to create a sense of urgency.

There are many ways you can do this. You can offer a special discount for fast action.

You can offer special fast action bonuses.

Ask for the order.

Let them know they don't have to put up with their problems another day. You can solve them right now.

These four steps are a basic outline to get you started.

Start studying the sales letters you read and break them down into the four basic steps. Determine how effective the writer was in covering the bases.

Make notes on how you could improve on the sales letter. Learning to write persuasive copy is a life long venture.

You can write persuasive copy. You have the basics, the rest is up to you.

Wishing You Success,  
John Colanzi  
<http://www.internet-profits4u.com>

Copyright (c) 2000 – 2002 John Colanzi. John publishes the "Street Smart Marketing" newsletter. To subscribe <mailto:streetsmart@rapidreply.net> Don't forget to get your free email course. "Five Days To Launching A Successful MLM Business." <mailto:mlms@makenetmoney.com>

## **Killer Ad Copy**

**By Phil Basten**

Not everyone is a writer. Good copy writing is a science and can be learned over time. Great copy writing is an art and should probably remain in the hands of those who can craft it well.

Words have power. They can make you laugh, cry experience great joy, provide encouragement or they can destroy your confidence. They need to be used very carefully. You can compell people to take an action you want through the power of your words.

When writing sales copy, you need to consider what response or action you want your reader to take.

To do this you need to talk to your reader on a personal level, get them emotionally involved in and draw them in through the power of your words.

Paint a picture of what your product or service will do for them and then anticipate and answer all of their questions and doubts before they have a chance raise them.

Many books on copywriting have been written. They can guide you and teach you to be a better writer than you are now – mostly by getting you to avoid making a gross faux pas thereby making your ad copy acceptable or passible.

For the most part, however, if you are not a good writer, you probably never will be.

You can face this reality in one of two ways. You can tear your hair out and expend valuable time and energy trying to do what you cannot or you can get help – not book help – professional help from someone with the know how, expertise, experience and the talent to write compelling, effective ad copy.

Good sales letters can mean the difference between making sales or not making them. They are critical to the growth of any business. They are an absolute **MUST HAVE**, if you are serious about succeeding.

When you need great ad copy, hire a killer Sales writer and use their talents to enhance your sales letters or your website. It's well worth the investment.

Phil Basten, President of JPE Advertising, is widely recognized on the net as a copywriting expert. He has 35 years of advertising and marketing know how under his belt. He can write you compelling, Killer sales copy designed to boost your sales. Right now you can even Hire Phil's talents Free. See how here...

Phil Basten is President of JPE Advertising. This well known Online Ad Agency has been operating online since 1997.

## How To Write Killer Sales Letters

Mr Bsten has 37 years of advertising experience working for some of the world's most prestigious ad agencies, Ogilvy and Mather, Fortune Advertising and Leo Burnett,

He is known as the AD Man called on frequently to write persuasive, direct response, ad copy for literally thousands of clients offline and online.

Killer Ad Copy

How To Write Your Way To A Fortune

How To Write A Killer Sales Letter

Killer Copy – What is it and how you can MASTER the Art!

Master Headline Creation In 3 Easy Steps!

Write Around The World FREE!

Build Your Own Mail Order Empire

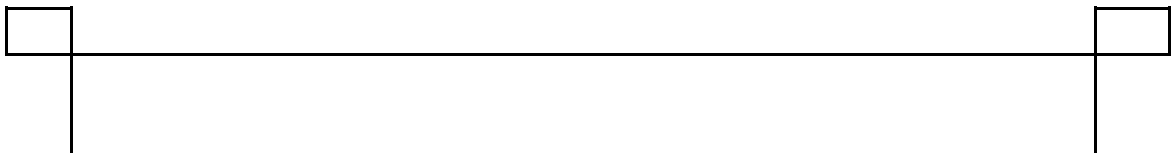
Killer Conversion Tactics

30 Powerful Business eBooks

147 Killer Epublishing Strategies



**This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).**



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