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How to Write a Million Dollar Sales Letter

By Bruce Barton

How to Write a Million Dollar Sales Letter by Bruce Barton

When you consider that the average successful letter gets about a 0.02% response, Barton clearly leaped past anyone else in his letter writing skills. But what was his secret?

After studying Barton's letters, books, private memos, speeches, and advertising campaigns, I've discovered Barton's method. I've used his technique to write my own letters and I've been astonished at the results. One letter got a 20% response. Another nailed a 10% response. Still another is approaching a 97% response (ninety-seven per cent!)! (It, too, is in *The Seven Lost Secrets Of Success*.)

I will now reveal the technique I've been using: Bruce Barton's "Secret Formula."

Barton said that good advertising copy (and letters are advertisements) had to be three things: (1) Brief. (2) Simple. (3). Sincere. In an eye-opening essay he wrote back in 1925, Barton said the following:

About Brevity:

"About sixty years ago two men spoke at Gettysburg; one man spoke for two hours. I suppose there is not any one who could quote a single word of that oration. The other man spoke about three hundred words, and that address has become a part of the school training of almost every child."

About Simplicity:

"I think it might be said, no advertisement is great that has anything that can't be understood by a child of intelligence. Certainly all the great things in life are one-syllable things -- child, home, wife, fear, faith, love, God."

About Sincerity:

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"I believe the public has a sixth sense for detecting insincerity, and we run a tremendous risk if we try to make other people believe in something we don't believe in. Somehow our sin will find us out."

Let's look at these three steps a little more closely.

Brevity. A short letter isn't necessarily what Barton meant. I've read many of his letters and memos. Most of them were so brief they were blunt. But those were not sales letters. When Barton wanted to persuade you to donate money to a good cause or buy something he was selling, his letters were longer, sometimes several pages long. (Again, see that sample letter in *The Seven Lost Secrets Of Success*.) Barton knew you had to give people a complete explanation before they would buy.

Simplicity. Barton's letters were always simple and easy to read. He strove for clarity of

communication. No big words, long sentences, or convoluted passages. He was clear and direct and conversational.

Sincerity. Barton was always sincere. He once dropped a million dollar advertising account because he didn't support the client. That sincerity came through in everything he wrote. Readers could pick up on it.

Finally, Barton's letters were "... phrased in terms of the other man's interest." Barton said your letters had to go straight to the reader's selfish interest. He said the favorite song of every reader is "I Love Me." As Barton said in 1924, "The reader is interested first of all in himself... Tie your appeal up to his own interests."

The next time you have to write a sales letter, consider Barton's formula. It helped him write letters that are still talked about today, and it helps me write letters that are making my clients rich. Now use it and see what the formula will do for YOU!

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The Monsters Out Of The Cage – Part 2

By John Colanzi

The Monsters Out Of The Cage – Part 2 by John Colanzi

In part one of this article we covered why electronic publishing is such a powerful breakthrough, allowing even the new online marketer to cash in.

If you missed part one you can get a copy via autoresponder.
[Mailto:monster1@internet-profits4u.com](mailto:monster1@internet-profits4u.com)

How to Write a Million Dollar Sales Letter

For the purposes of these articles we're going to assume you've either written your own ebook, are a reseller for the author, or you've purchased the resale rights to a book.

You've got your money machine, how do you get it to start spitting out cash.

Here's a simple step by step plan to getting started on a shoestring budget and reinvest profits to grow your money tree.

Step 1:

The first thing you'll need is a collection of classified ads that will peak the readers interest and take action.

The purpose of the classified is to get you the lead. It's not designed to make the sale.

If you'd like to learn how to write powerful classified ads download a free copy of "How To Make A Fortune With Classified Ads" at: <http://johncolanzi.com/classified.exe>

The classified ad is the most powerful tool in your arsenal. They're low cost and carry a big punch.

Step 2:

You've got your classified ads ready to start pulling in the leads, now you'll need a powerful sales letter to close the sale. Sales letters are an art in themselves.

If you haven't written sales letters before, the best place to start is by reading "Million Dollar Sales Letters". This

famous book contains 15 powerful sales letters that have created millions of dollars in sales for companies such as the Wall Street Journal.

Find a sales letter that fits your offer and customize it to fit your style. You can download a free copy of this awesome book at: <http://johncolanzi.com/letters.exe>

Ok. You're almost there.

How to Write a Million Dollar Sales Letter

- * You've got the next sure–fire best seller.
- * You've got the attention grabbing, lead generating classified ads ready to work their magic.
- * You've got your million dollar sales letter ready to close the sale and start filling your inbox with orders.

Wow! We've come a long way. In part 3 we'll work on setting up your order grabbing direct response web site.

In the words of Hannibal Hayes from the A Team, "I love it when a plan starts to come together."

Wishing You Success

John Colanzi publishes the "Street Smart Marketing" newsletter. To subscribe <mailto:ezmailer-subscribe@listbot.com> If you want to cash as an e–publisher and make 100% profits visit: <http://www.internet-profits4u.com>



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