

INCREASE YOUR SALES BY INCREASING YOUR BELIEVABILITY

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By Bob Leduc

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People won't buy from you until they're confident you will deliver exactly what they expect to get. You can help them develop that confidence by making certain every claim you make about your product or service is fully believable.

Here are 3 ways you can increase your believability with prospects — and generate more sales. All 3 work for any business. And you can use them with any marketing method including the Internet.

#### USE TESTIMONIALS

Testimonials from satisfied customers are powerful selling tools. They establish your believability because they prove you already delivered what you promised to other customers.

The most effective testimonials describe a specific result your customer enjoyed by using your product or service. For example, "In just 2 weeks I lost 9 pounds, felt years younger and still enjoyed all my favorite foods".

TIP: Get permission to use your customers' names and addresses with their testimonials. Personal testimonials from real people are more believable than anonymous testimonials.

#### PROVIDE SPECIFICS

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You can also increase your believability by converting general statements into specific descriptions. "It's fast, easy and inexpensive" may accurately describe your product or service. But a specific description of how fast, how easy and how inexpensive is more believable.

Also, try to avoid using round numbers (10, 25, 40, etc.) in your claims. Instead, reduce them to specific odd numbers with fractions or decimals. Here's why...

Which of the following 2 statements sounds more authentic to you?

1. Our clients average 30 percent more sales.
2. Our clients average 27.7 percent more sales.

Most people choose the second statement. 30 percent may be the accurate number. But 27.7 percent is more believable.

**BONUS:** Specific descriptions also create impact and excitement. They motivate more of your prospects to buy.

### TONE DOWN YOUR CLAIMS

If the actual results you can produce for your customers or clients sound too good to be true, your prospective customers will assume it's not true. It happened to me...

I once developed a direct mail postcard that generated over 20 percent replies when I sent it to names on a special mailing list. Most of the businesses I approached with a lead service using this postcard didn't believe I could really get that high a response rate for them.

The service was difficult to sell unless I substantially understated the projected rate of response. I eventually discovered that projecting a 7 1/2 to 9 1/2 percent response rate produced the largest number of sales. That rate was still a substantial increase for any company — and it was more believable than the actual rate of more than 20 percent.

**SPECIAL ADVANTAGE:** Understating the results your customer can expect also enhances your credibility. Imagine your customer's reaction when your product or service produces

substantially better results than you promised.

How believable are the claims and promises you make to prospective customers or clients? Do you use testimonials and provide specifics? Are there any claims you need to tone down because they sound too good to be true? Prospective customers won't buy from you unless they fully believe every claim and promise you make.

Bob Leduc retired from a 30 year career of recruiting sales personnel and developing sales leads. Bob recently wrote a manual for small business owners titled "How to Build Your Small Business Fast With Simple Postcards" and several other publications to help small businesses grow and prosper. For more information... <mailto:BobLeduc@aol.com?subject=Postcards> Phone: (702) 658-1707 (After 10 AM Pacific time)

### **5 Overlooked, Yet Deadly Reasons Why Your Sales Letter May Be Getting Poor Results**

**By Mike Jezek**

Please understand, I'm not going to list every disease that can afflict a sales letter. Rather, I'm going to display 5 response killers I sometimes see when working with clients. Is your sales letter afflicted with any of the following?

- 1) To Much Windup. Get to the point right away in your sales letter. Make your offer crystal clear. Try to at least do this by paragraph #2 as a general rule of thumb. Most people skim online sales letters.
- 2) Wordy Sentence Structure. If you're not a polished writer – odds are you have overburdened sentences. Cut out all excess and contradictory words to make your point. Wordy sentences make persuasive arguments weak. They kill response.
- 3) Inappropriate Use Of "Hot Words". Use "hot words" where relevant. Example: Unless you're writing about strange phenomenon in nature or health matters or supplements -- think carefully about using the word amazing, astonishing stunning, mysterious, miracle, potent, or the phrase "guaranteed to work."
- 4) Inappropriate use of NLP or Hypnotic Sales Techniques. Some of these techniques work. Because of the hypnotic selling craze, I'm seeing sales letters riddled with NLP and the

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like. Be careful. Many of these techniques are obvious – and can lead a reader to think you're playing mind games with them. The result? No sale. Just write a letter to your mom, ask for the order 3 times, back up your facts, then delete your mom's name and use the prospect's name in her place. You'll immediately gain people's trust. And close more sales!

5) An Unbalanced Sales Letter. Many people saturate their sales letters with too many exclamation points, bolding, underlining and too many font colors. Result: A hyped up sales letter decreases believability. Many people try to play the "no hype" angle. I have never written a successful sales letter with zero hype. Solution: Mix an equal portion of hype with believability and you'll see results.

Your's FREE! 10–Minute Sales Letter Critique By Pro Copywriter Mike Jezek. Find out where the weak spots are in your sales letter. And what's necessary to start your own buying frenzy. No obligation. Your's free. Go to [www.irresistiblecopywriting.com](http://www.irresistiblecopywriting.com) and get your free critique today! Copyright 2002 Mike Jezek. All rights reserved.

5 Overlooked, Yet Deadly Reasons Why Your Sales Letter May Be Getting Poor Results  
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How To Improve Your Sales Copy To Get More Sales  
"4 Parallel–Logic Templates That Make Your Sales Letters & Ads More Enticing"  
5 Ways a Book Review can Increase Your Sales

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Profitable Crafts Vol 1  
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