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**"Magnify Your Sales Letter's Potential By 50% Or More With A Technique That 95% Of Website Sales Letter's Aren't Using!"**

**By Mike Jezek**

**"Magnify Your Sales Letter's Potential By 50% Or More With A Technique That 95% Of Website Sales Letter's Aren't Using!" by Mike Jezek**

You don't want your competitors to read this!

Friend, in the next few moments, I'm going to go ahead and reveal to you a simple and yet, little known technique that's being neglected by 95% of the website sales letters out there.

This technique when applied to your website's sales presentation can increase response. What am I talking about?

I'm talking about the "Lift Letter."

Having a lift letter integrated with your website's main sales letter may just be the shock force that sends a surge of more sales rolling in. Ok, you may be asking, "What is a lift letter?"

A lift letter is nothing more than another one or two page sales letter in addition to your main sales letter. Question.

Have you ever gotten a direct mail package containing a little folded note urging you to buy, which was usually a canary yellow or light blue color? That's a lift letter.

Many direct mail packages use them. However, there has been debate as whether they are worth the cost. Why? As you know, conducting a direct mail campaign can be expensive!

And most savvy companies, once they have a successful direct mail package, try to streamline it to make it more cost-effective without suppressing response. And sometimes that lift letter is scrapped. But how does this apply to you?

You have a website business. And chances are, you have a 6–14 page website sales letter. To add a link on your website to a web page with a lift letter on it won't cost you a cent! How do you set up a lift letter?

At the remaining last 2–3 closing paragraphs of your website's sales letter, simply add a link saying something like this:  
Still unsure? [Click here.](#) /Want more proof?  
[Click Here.](#) /Need another opinion? [Click Here.](#)

These links simply lead to a web page with a 1–2 page lift letter. You could even have a lift letter of 5 pages, as there are no set rules here. You can also place one of these links in a P.S. as well. Or even on an order page.

Tips for creating a compelling lift letter:

It can simply be a long testimonial or endorsement.

It can be in a memo format. It can be in a news release format.

It can simply be a sales letter with someone else's signature at the end. The main point to remember here is that your lift letter needs to be signed by someone else other than you or your company to make your sales presentation more believable and persuasive.

Go ahead and start testing a lift letter to see if it pulls in more sales for you. And tell me about your success.

Yours FREE! Free 10–minute Sales Letter Critique! I'll reveal the weak spots of your sales letter and show you how to boost your response. Just email me the link to your sales letter. Hurry, available for only the first 25 who respond! [www.irresistiblecopywriting.com](http://www.irresistiblecopywriting.com) Psychological Sales Letter Specialist (TM) Mike Jezek

## **Create Your Own Sell Them Hard Sales Letter**

**By Eduardo Queiroz**

Create Your Own Sell Them Hard Sales Letter by Eduardo Queiroz

Don't fool yourself. You can write a sales letter that demands people hand over their money simply by learning the secrets of the pros.

Following is a simple plan that if you follow, can make your sales letters hook visitors and lead them down the road to whichever destination you want.

To start, write a headline that hooks the visitor. If you're creating a website sales letter, this should be in bold print and the first thing your visitor sees.

If you're creating a sales letter for an e-mail ad, then your subject line will be the hook that grabs them and makes them open the e-mail to read more.

Point blank, your headline needs to make a promise. Write your headline with the guarantee that if the reader invests the time then they'll be rewarded with finding out how the promise will work for them.

Second, you want to lead the reader further into your sales letter by expanding on the subject of your headline. Your first paragraph in your sales letter's body needs to further entrance the reader by giving details of your promise, and outlining exactly how it's going to benefit them. So, I might write something like this:

"In the next few minutes you'll discover how to gain instant access to my member's only area. Inside, you'll have instant access to fresh, up to date content, e-books, forums, and one on one consultation with marketing experts that can literally shoot your business into profit making overdrive!"

After leading them in, the body of your copy should continue on with benefit after benefit directed towards the reader and how it's going to help them solve a problem.

Give different benefits that will appeal to different readers. For instance, if you're selling a book starting a home business, the first benefit could be more money.

A second benefit could be addressing the comfort of working from home. If the money doesn't make them want to buy, then perhaps being able to saunter down the hallway in their pajamas will grab them and make them find your offer irresistible.

Keep going this way. Outline every benefit, and go into detail about how it will solve their problem and improve their life.

After the body, you'll want to give them a call to action. You need to tell people what you want them to do.

If the goal of your sales letter is to have them visit your website, then say, "Click here now for an Amazing Discount!" Tell them specifically what you want them to do and they'll do it.

Finally, close your sales letter with a strong P.S. that outlines in short the benefits they're going to receive and restate your guarantee, telling them there's no risk for them to order now. Everybody will read your P.S. that's grabbed by your headline, so you really have to make it sell hard. And make sure to give the customer a link to click in the P.S. in case the mood strikes them.

And there you have it. My simple plan to writing a sales letter that makes you money. Use it as a guideline for everything you write. And create a sales letter for yourself that works hard to make you money.

Eduardo Queiroz is giving away his FREE report that many consider the most dangerous report online because of the massive profit building secrets it reveals. Get it now by e-mail!  
mailto:free\_course@makenetmoney.com



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