

P.S. -- The Last (But Certainly Not The Least) Important Part Of Every Successful Sales Letter

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By Robert Boduch

Look at the conclusion of any successful sales letter and what do you see?

Webster's defines it this way...

"Postscript -- To write after; a paragraph added to a letter after it is concluded and signed by the writer; an addition made to a letter or composition after the main body of the work has been finished, containing something omitted, or something new occurring to the writer."

For marketers, it provides one final opportunity to persuade prospects into action. It's one more kick at the can... one last chance to move potential buyers off the fence of indecision, in favor of the sale.

The best way to use your concluding "addition" is to emphasize or re-state a major point of significance to the reader... or to unveil a new, previously unmentioned benefit or advantage. It's a key component of successful copywriting.

Here's a partial list of the ways to use these powerful selling tool...

- * Repeat Your Biggest Benefit
- * Restate Your Compelling Offer
- * Emphasis A Sense Of Urgency Do To Limited Availability
- * Deliver (or repeat) A Guarantee That Completely Reverses The Risk
- * Add an Extra Bonus Not Previously Disclosed
- * Introduce A New Benefit Or Additional Advantage or Use
- * Unveil Your Unmatched Unique Competitive Advantage Or USP
- * Add An External Bonus Such As Air Miles or Discount Coupons

And here are my personal favorites - approaches I like to use at the end of the sales letters I write...

- * Add Logic To Your Previously Emotional Sales Pitch
- * Mention What Others Say About The Exceptional Value You Offer
- * Contrast The Cost Of Buying (low) With The Cost Incurred By The Continuing Problem (high)
- * Shoehorn--in an extra testimonial in a "this just in" fashion

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Employ these strategies -- or others. Just be sure to maximize the usage of this key piece of sales letter real estate. The P.S. is one of the most read components of any sales letter. It stands second only to your headline and sub-heads in terms of readership priority.

Keep it short and sweet. A concise summary is enough to maintain the reader's interest. If you need more space, create a secondary P.S. Adding additional P.S.'s is a particularly effective strategy with longer sales letters.

One final point: never end a letter - whether it's one page or forty pages -- without at least one postscript. The P.S. is a proven marketing tool. Use it for all it's worth.

More resources at

www.makeyoursalessoar.com

Robert Boduch is an author of dozens of best-selling books, reports and articles on the art and science of selling. A free newsletter targeted at anyone interested in selling more of anything is available at

www.makeyoursalessoar.com

"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

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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 Psychological Sales Letter Specialist (TM) 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!"

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

SALES LETTERS FOR SUCCESS

Create A Killer Product by Writing Your Sales

Long Sales Letters vs. Short Sales Letters

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Starting a Successful Retail Business

Secrets Revealed Of A Successful Online Marketer – Willie Crawford

Web Copywriting Tune-Up Kit

How To Get Reprint Rights Without Paying A Dime

How to Gain and Retain More Customers



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Impair Healthy Healing In People Over The Age Of 30!