

Start Your Sales Letter To Make MORE Sales!

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By Kevin Nunley

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Using a sales letter is a great way to get the attention of people that might not otherwise hear about you. Sales letters can be used as copy for web sites, sent to other businesses that might have a use for your product or service, or even just distributed to individuals.

The hardest part about getting a great sales letter, though, is coming up with fast selling words to sell yourself without sounding too pushy. One way to get your creative juices flowing is to simply pick a word and run with it.

All you need to do is let go and see where your thoughts take you. It doesn't really matter where you start; all that matters is that you did!

Put your pen on paper and start writing anything that comes to mind. Don't let your critical voice take over. You're not allowed to change anything, just write the first thing you think of.

Think of a blind date. It will probably be awkward, but you will find SOMETHING to talk about. Writing is exactly the same.

Once you get started, the words start to help you. The page will create its own rules telling you to know what to write next.

Although good writing begins with a single word, there is a little more to a sales letter than just letting words leak across a page. In the past few years, many writers have found

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that there are certain types of openings in direct mail that are more effective than others. These work just as well for email letters and for web sites.

Here are some of these ideas to keep in mind when you are trying to structure your opening.

1) State the offer. This is so simple many people never think of it. Put the offer right at the top of your page in a headline or bold type. The offer includes the product that is for sale, its price, the terms of the sale, and the guarantee.

2) Announce it! If you have something new, start your letter with this important information. Nothing gets attention and builds excitement like the word NEW. I always put it in all capitals to give it added excitement.

3) Flatter the reader. There is nothing a customer likes more than to feel as though they are set apart from "the crowd". Describe the type of person who would probably be one of your best customers. Tell why the way they feel, work, think, or play is important and deserves attention. Use the word "YOU" as often as you can.

4) Use a provocative quote. Quote a famous person or a customer. The quote should arouse curiosity. It should make the reader want to find out more about your product.

After you have your opening, good copy will usually follow suit. Just remember to use catchy phrases and not over hype the product. If something seems too good to be true, most people will probably disregard the offer. Ending with a PS is a nice touch, but remember that many people read the PS before they read the actual letter.

Kevin Nunley provides marketing advice, business writing, and popular promotion packages. See his 10,000 free marketing ideas at <http://DrNunley.com> Reach Kevin at <mailto:kevin@drnunley.com> or 801-328-9006.

"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

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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

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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!"

SALES LETTERS FOR SUCCESS

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

EMAIL HELPS YOU MAKE THE SALE

The BIG Website Traffic Lie!

Super Six PHP Scripts

Power Profits Autoresponder Course

Squeeze Machine

Profitable Crafts Vol 4

Web Copywriting Tune–Up Kit



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