

The "Not-So-Secret" Formula For Good Sales Letters.

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**The "Not-So-Secret" Formula For Good Sales Letters.**

**By Ronald Dunn**

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Do you know the formula for writing a good sales letter?

There are three steps to creating a powerful and effective sales letter for your business.

For the Marketer, the content of the sales letter is the "Good News" associated with the product or service that is being sold. The marketer wants his or her audience to see the Benefits of acting upon or responding to the sales letter's invitation to buy.

The focus of the entire letter is the potential Benefit of the message for the audience. As a Marketer, I can write all about the features of a particular product, but if I don't communicate how the person can benefit, then I am wasting their time and my effort.

So what is this three step formula?

Let's begin with the focus of communicating Benefits. With that in mind we move toward...

1. The Headline – What is the Core Benefit?

In this fast-paced world, people seldom have the time to focus on every advertisement and sales letter that crosses their path. This is especially true for those of us on the Internet who have been conditioned for almost instant gratification. If your web page or email letter does not

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immediately capture their attention and entice them to look further – then the sale will never be made.

In your headline you need to tell them What You Are Going To SAY about how the product will benefit their needs. You've probably got less than 30 seconds to make folks want to read the rest of your letter – else they will delete your email or click to another page.

If your web page or sales letter does not immediately Grab Their Attention, then they will be gone within 30 seconds and you will probably never get them back.

Make sure that your marketing pieces begin with a Benefit Rich headline that tells the reader how they will benefit if they read your letter and act upon its invitation. Tell them immediately what you have that will benefit them, or the sale will be lost.

### 2. The Body – How is this going to benefit me?

With the headline you told them what the core benefit was. Now you need to tell them how this will happen and expand on how that will benefit the people visiting your site.

You need to describe the features and benefits of your product. When they get done reading your letter they will know...

... exactly what they will get if they respond to the letter

... the specific features of your product with their benefits

... testimonials of how others have benefited

### 3. The Call To Action – How to you get them to take action?

You've got their attention.

You've told them about the benefits of the product.

Now it is time to recap those benefits in such a fashion that you prompt your audience toward a specific action.

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What do I mean by "specific action"?

The conclusion of a sales letter should recap the benefits and then tell them Exactly what they need to do to get what you are offering. Too many otherwise Great sales letters fail because they leave prospects and customers hanging, trying to figure out how to get what the seller is offering.

If they need to click a certain link and complete an order form, then say: Click Here Now and complete the order form.

If they need to call a phone number and place an order, give them that number and the hours that somebody will be available to take the call.

Make it easy for them to acquire the benefits that you're offering – or they won't.

Probably the most important part of your sales letter is...

You!

Sign your name. People do not like anonymity. They Want to Know who they are dealing with.

To communicate the benefits you want your audience to enjoy...

... Grab their attention with your headline

... Tell them how your product will benefit them

... Be specific on the course of action and Sign Your Name

Ronald publishes The Christian Marketer and is the owner of RJDunn Enterprises – Ebooks-4-You. By subscribing to his newsletter, you will receive articles, tips, resources and education that will aid you in both your Christian and Internet Marketing life. To subscribe, go here: <http://TheChristianMarketer.com>

### **How to Write a Million Dollar Sales Letter**

**By Bruce Barton**

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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:

"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.

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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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