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The Sales Letter Plan: How To Create A Basic Roadmap To Success

By Robert Boduch

A sales letter plan can make all the difference.

Outline your sales letter before you write and the writing is much easier. You'll stay on target and craft a stronger, more persuasive piece as a result of your plan.

Planning is the key to effective writing of all kinds. If you want to write a book, create an outline first. The same concept applies to writing letters. Establish a sales letter plan before you begin.

You can make your plan as detailed as you want. A simple one-page plan can set you on the right path. You can always insert additional details as you progress.

Here are 5 key areas your sales letter plan should address:

1. Purpose - Identify the objective of your sales letter. Is it to get the sale or lead your prospect to the next step? Indicate how your sales letter fit into your overall marketing sequence. How are prospects driven to your letter? What steps are involved in achieving the sale?
2. Audience - Define the market you intend to reach. Create a composite of your target prospect and customer. Paint a clear picture of the type of individual you intend to reach. Get a feel for who your target is and it's much easier to hit the mark.
3. Competition - Consider all competing products. Identify the strengths and weaknesses of each. Knowing this upfront gives you a decided advantage in establishing unique positioning to clearly distinguish your product from any other available.
4. Product - Examine your product from top to bottom. List every feature and transform these details into solid customer benefits. Identify as many key benefits as possible... then prioritize your list from your prospect's perspective. Start with what is likely your most appealing and unique benefit and work your way down. Examining your product is a crucial component of every sales letter plan I craft for client projects.

5. Offer - Consider everything you'll make available to buyers via your sales letter. Don't just promise the product, package it up into a bundle of goodies that together make a truly irresistible offer. The stronger your offer - the greater the response.

6. Guarantee - Most prospects don't know you, so they're naturally hesitant. Your guarantee should help melt resistance. It should convey an impression of quality and confidence in your own product. The less risky it is for your prospect to go ahead and order - the better it is for you and your results.

Do your homework before you write. Every professional copywriter conducts research and creates some form of outline before putting pen to paper. Shouldn't you do the same? A simple sales letter plan helps you organize a successful presentation, while saving you time too.

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

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The BIG Website Traffic Lie!

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