

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**The Top Ten Mistakes in Preparing Sales Letters**

By Ted Nicholas

**The Top Ten Mistakes in Preparing Sales Letters by Ted Nicholas**

The Top Ten Mistakes in Preparing Sales Letters

1. Poor Headline. Or what's even worse, no headline. The most important part of sales letters is the headline. Unless the headline immediately attracts attention and generates interest, your prospect will stop reading right then and there. This means you have no chance—zero—to fulfill the purpose of the sales letter, which is to make a sale. Your headline should communicate the strongest customer benefit of your product or service.

TIP: Spend hours, days, even weeks if necessary, creating headlines. Create at least 15 to 25 and test the strongest ones. I write as many as 200 to 250 before choosing two to four to test against each other to find the most profitable.

2. Copy is full of "Me" messages. Some examples: My products are terrific. My company is wonderful. We've been in business for 15 years. We have a long tradition of quality, etc., etc., etc.

So much advertising is full of this drivel. This is all about you. No one in the world cares besides yourself.

Your prospects want to know exactly what benefits they will get from your products. In other words, if you

## The Top Ten Mistakes in Preparing Sales Letters

sell grass seed, don't dwell on what it's composed of. Instead describe how beautiful their lawn will be.

**TIP:** Here is the fastest way to improve your copy. Review the first draft of your copy. Eliminate all these words—I, our, we, my. Substitute you and your. I promise you'll be amazed and truly gratified with the result. It's sure to blow your mind!

3. Copy fails to answer the question "What's in it for me?" The process, of course, starts with the headline. An excellent copywriting technique is to

prepare bullet points. These should consist of all the benefits a buyer of your product will get.

**Tip:** Your benefits should be stated in headline format. The secret of making benefits even more powerful is to describe the benefit of the benefit.

4. Exaggerated Claims. Many copywriters and marketers think the more astonishing your claims are, the more persuasive. This is a fallacy. If a claim is exaggerated, it seems and feels untrue. You thus lose that all-important credibility.

**Tip:** First you should dramatize your advertising claims with the help of short emotional words. Then prove each claim. Expert comments and testimonials can be a big help.

5. Confusing offer. So many sales letters do not make a clear, easily understandable offer. The result is few or no orders. Reason? When consumers are confused, they don't act—they do nothing. Confusion always breeds inaction.

**Tip:** Think through your offer very carefully and write it down before you prepare a single word of your sales letter.

6. Copy is too short. As the old saying goes—the more you tell, the more you sell. Tell the complete story of your product. Include every benefit you can. Copy can never be too long.

## The Top Ten Mistakes in Preparing Sales Letters

Some of my sales letters are as long as 56 pages. But you can be too boring. The biggest sin of any copy writer, even in a two-paragraph letter, is to bore the prospect.

Tip: The secret is to tell a complete story, but in the fewest words possible. Eliminate every single unnecessary word.

7. Large blocks of copy and few subheads. Lengthy paragraphs without frequent subheads make copy intimidating to read. This discourages reading and response. Place at least two or three subheads on each page. Plus, keep paragraphs and sentences short. Paragraph length of no more than five sentences or less should be your goal. Some paragraphs can be one to three words.

Tip: When you write subheads, strive to make them short and benefit driven. If the subheads are well done, readers with short attention spans can simply read the headlines and subheads and make their buying decision on those alone.

8. No testimonials. Customers who rave about your product or service are extremely effective and should be included in every sales letter. The words from the mind and heart of customers build your credibility. However, most marketers waste the potential impact of testimonials. Common mistakes include using initials rather than the full name, as well as omitting city and state or country.

Tip: When getting written permission to use a testimonial in advertising, also request a photo. Most will happily agree. Photos help to add power to testimonials.

9. No money-back guarantee. Your response to any sales letter will be significantly higher if you include a money-back guarantee.

Tip: The longer the guarantee, the more sales and less returns or refunds requested. For example,

## The Top Ten Mistakes in Preparing Sales Letters

30 days works better than 10 days, 60 days works better than 30 days, etc. A full year "no quibble" guarantee works very well.

10. No P.S. The P.S. is the second most read part of any sales letter. Many people read the headline and then turn to the end of the letter to see who it's from when they read the P.S. My strong recommendation is to never send out a letter of any kind without including a P.S. This includes personal letters. Make it a habit from which you never vary. So when you are writing to your mother, father or friend, end the letter with a P.S.

Tip: When preparing a P.S. for a sales letter, a good formula to follow is to simply restate the biggest benefit of the product, the guarantee and the offer.

Extra Bonus Tip—The signature in any sales letter is very important. When a prospect receives a letter, they look at the headline, who it's from and then the P.S.

A few tips:

1. Make sure the signer is given a title.
2. The signature should be bold and done with a felt tip pen. Most signatures are shaky and weak. They appear to come from someone who is not proud of their letter but apologetic.
3. The signatures should be printed in process blue. No other color—not black or red or purple or green. I've tested other colors and none works as well as process blue. Blue "feels" more natural to the reader. Remember this. When you prepare a sales letter you are asking the recipient to suspend belief while they read your message. Your signature plays a big part in that process.

Sincerely yours,

Ted Nicholas

P.P. "The secret to success, in life and in business, is to work hard at the margin. Relentlessly. It's as powerful as compound interest, the eighth wonder of the world. Those little marginal extra efforts will inevitably grow into something big."  
--Bill Bonner

Little things mean a lot.

"God is in the details".

Copyright 2003 Nicholas Direct, Inc.

## **SALES LETTERS FOR SUCCESS**

**By Meredith Pond**

### **SALES LETTERS FOR SUCCESS by Meredith Pond**

Sales letters are one of the most popular forms of advertising today, and have been for some time. The reason for this is simple: they work. However, with no pure form and no specific requirements for format, length, etc., writing a truly effective sales letter can be a daunting task for even the most seasoned marketing professional.

To come up with a sales letter that sizzles without turning your prospects off, there are a few general rules you'd be wise to follow.

First, let's talk about length. In my line of work, I see a lot of sales letters. Most of these are one to three pages long, which is generally appropriate for a sales letter. Just the other day, however, I got a call from a man who wanted to know how much I would charge him to edit his sales letter, complaining that he just wasn't getting the results he wanted. When I asked him how long the letter was, he replied, "it's about twelve pages." Twelve pages!! Would you want to be pitched to for twelve whole pages? Yuck!

When you sit down to write your sales letter, ask yourself how much patience you have when reading something of this nature. Would you get bored, even angry, if someone expected you to keep reading their sales letter for five pages? Three pages? When

## The Top Ten Mistakes in Preparing Sales Letters

writing your letter, be mindful of your target audience and their schedules. If your prospects are unlikely to have more than five or ten minutes to devote to your sales pitch, try stick to one page.

Now let's talk hype. Most of the sales letters I've come across are full of hype, because that's what the customer wants. Hype can be effective or ineffective, depending on your business and the kind of people you're trying to sell to. If you're selling an MLM business opportunity, hype can work well. On the other hand, if your intended audience consists of savvy, experienced business people, you'll probably do better with a brief introduction followed by an explanation of what your product or service can do for their business.

In either case, be careful about using too much bold type or

screaming your message at customers. Putting important points in bold type or caps can be an effective marketing tool, but only when used in moderation. Exclamation points can also be helpful, but use them sparingly. When reading back through your letter, pay attention to the tone. If you feel you're being yelled at, tone it down a bit.

A well-written, well-targeted sales letter can do wonders for sagging sales. For tips on writing effective sales letters, see <http://www.drnunley.com/copywriting.htm>.

Meredith Pond is editor and manager of DrNunley's <http://CheapWriting.com>. See her low-cost writing and editingservices for students and business people, including a web siterewriting package. Reach Meredith at [meredith@drnunley.com](mailto:meredith@drnunley.com) or 801-328-9006.



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**[100% Effective Natural Hormone Treatment](#)**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**