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

The Written Word – How to use it to Create Powerful Sales Letters

By Chuck Crawley

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The *written word* is the most powerful source of influence in the universe. Just think about how the daily newspaper forces the opinions of the people who live in your hometown.

The *written word* is AWESOME!

So, how are you using it to *influence* your web site visitor or target audience in your email marketing campaign?

You CAN write Dynamic, opinion-changing ads, web page content and Sales Letters if you just follow a few simple techniques.

Learn how to breakdown your ideas into simple steps and you can create marketing materials that forces people to obey your commands and put your online marketing efforts in *over-drive*.

A Simple Sales Letter Template:

To create a great sales letter for your website or Autoresponder, just follow these 4 easy steps.

Step 1:

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** Take your best *shot* right up-front.

Your sales letter must *Grab* attention starting with the first line of text. Blow it here and you're Doomed. If you've done your homework, then you know what the Most Appealing

Benefits of your product or services are. Use them at the very beginning of your letter. A bulleted list of STRONG benefits will keep them reading.

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How has your Bowling game been lately?

The TURBO THUNDER ball can:

- * Increase your scoring by over 25 pins.
- * Decrease the effort that you have to make to Explode

the pins.

- * Make you the envy of your bowling team.

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Notice how I only mention the emotional benefits (What's in this for me?) that a bowler is looking for. No technical stuff here. We'll get to that later. The longer the list the more you'll get the reader involved with your proposal.

Step 2

- =====
** Throw in a few technical goodies

Tell them why this product is better than the rest. Do it quickly. You don't want to bore your audience.

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The TURBO THUNDER is made of pure titanium stock with a revolutionary weight block that was designed by scientist at the NASA space center.

You can choose from eight (8) custom colors and five (5) different surface stocks.

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The technical stuff is necessary but your primary goal here is to *make sales*. Sales are made by sparking the emotions. So, move past this part quickly.

Step 3

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** Convince them WHY they should BUY!

Use your best stuff here. Give them a powerful reason to buy your product or service.

1. Use testimonials.

"First time on the lanes with the TURBO THUNDER, I shot my first 300 game."

Chuck Crawley, Newport News, Va.

2. Tell them why they should only buy from you.

We have made a special arrangement with the TURBO THUNDER manufacturing facility to get the first 1000 balls hot off the assembly line. Because of this Special deal with the manufacturer we can offer this product to you at an unbelievable price.

3. Offer a Guarantee that's Irresistible.

If your scoring with the TURBO THUNDER ball does not increase by more than 10 pins after the first 60 days, then you can return the ball back to us and get your full purchase price refunded. No questions asked!

4. State your very best offer.

The TURBO THUNDER will hit the streets with a retail price of \$250.00. Purchase the TURBO THUNDER from us within the next 15 days and you can own this revolutionary product at 50% off. Yes, that's right. Get the TURBO THUNDER within the next 15 days for an amazing price of \$125.00.

Follow these steps in this part of your letter and you will have them reaching for their credit cards.

Step 4

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Create a SENSE of URGENCY to Buy NOW.

Don't *drop the ball* here. You must create a sense of urgency. Then tell them EXACTLY how to order and how easy it is to do so.

The TURBO THUNDER ball is only available at this special discount price for the next 15 days. So, you must order today. This offer will NOT be available again after the expiration date.

To order today just follow these easy steps.

Click on the order link below.

Fill out the order form on the secure order page.

Or

Pickup your telephone and dial 1–800–999–9999. A friendly operator will help you to complete your order.

The Awesome POWER of the *written word* can work for you. Just use these easy steps to create your next sales letter or web page content.

Chuck Crawley has been a home–based business owner for the last 12 years. Get his Free Report on how to: "Unleash the Most Powerful product that you NOW Possess." You'll learn How to possess it INSTANTLY. <mailto:intprom-info4@online-venture.com?subject=WWord>

The Monsters Out Of The Cage – Part 2

By John Colanzi

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In part one of this article we covered why electronic publishing is such a powerful breakthrough, allowing even the new online marketer to cash in.

If you missed part one you can get a copy via autoresponder. [Mailto:monster1@internet-profits4u.com](mailto:monster1@internet-profits4u.com)

For the purposes of these articles we're going to assume you've either written your own ebook, are a reseller for the author, or you've purchased the resale rights to a book.

You've got your money machine, how do you get it to start spitting out cash.

Here's a simple step by step plan to getting started on a shoestring budget and reinvest profits to grow your money tree.

Step 1:

The first thing you'll need is a collection of classified ads that will peak the readers interest and take action.

The purpose of the classified is to get you the lead. It's not designed to make the sale.

If you'd like to learn how to write powerful classified ads download a free copy of "How To Make A Fortune With Classified Ads" at: <http://johncolanzi.com/classified.exe>

The classified ad is the most powerful tool in your arsenal. They're low cost and carry a big punch.

Step 2:

You've got your classified ads ready to start pulling in the leads, now you'll need a powerful sales letter to close the sale. Sales letters are an art in themselves.

If you haven't written sales letters before, the best place to start is by reading "Million Dollar Sales Letters". This

famous book contains 15 powerful sales letters that have created millions of dollars in sales for companies such as the Wall Street Journal.

Find a sales letter that fits your offer and customize it to fit your style. You can download a free copy of this awesome book at: <http://johncolanzi.com/letters.exe>

Ok. You're almost there.

* You've got the next sure-fire best seller.

* You've got the attention grabbing, lead generating classified ads ready to work their magic.

* You've got your million dollar sales letter ready to close the sale and start filling your inbox with orders.

Wow! We've come a long way. In part 3 we'll work on setting up your order grabbing direct response web site.

In the words of Hannibal Hayes from the A Team, "I love it when a plan starts to come together."

Wishing You Success

John Colanzi publishes the "Street Smart Marketing" newsletter. To subscribe
mailto:ezmailer-subscribe@listbot.com If you want to cash as an e-publisher and make 100% profits
visit: <http://www.internet-profits4u.com>



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