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Three Big Ol' Tips for Better Sales Letters

By **Matthew Cobb**

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Growing up in the South, I used the phrase "big ol'" a lot. Big ol' truck. Big ol' house. Big ol' party. The phrase was one we used when the word "big" just wasn't descriptive enough.

I think the following suggestions qualify as Big Ol' Tips. Look around the Web and you'll find plenty of good sales letter writing tips. But "big" just doesn't do these justice.

Here are three big ol' tips for better sales letters.

Big Ol' Tip #1)

Be redundant. Then, say the same thing over again.

Just because you state your most powerful benefit in the headline doesn't mean you shouldn't say it over again. If you are writing a long sales letter (especially one made for quick scanning), you should repeat the main benefits to make sure you get your point across. After all, many readers need to read the same thing several times before they catch on.

Big Ol' Tip #2)

Focus on the guarantee. I promise you won't regret it.

Your readers are reading for one very simple reason: they're looking for a reason to buy. Give them the best reason possible. One good reason for buying is the assurance that customers will be protected against making a bad decision. If they're interested in your product, and making a purchase has no negative consequences, then you've got a sale. A guarantee removes negative consequences.

Big Ol' Tip #3)

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Conceal the price. How? I'll tell you in a minute.

Don't state the price up-front. Reveal the price only after the customer calls a number, sends in a reply card, makes contact by e-mail, or reads (or scans) all the way to the end of your sales letter. By not revealing the price immediately, you have a chance to demonstrate to readers the value of what's behind the price before they have a chance to set their mind against it. (Note: If low price is your product's primary selling point, this tip might not apply. Test and see.)

These tips will improve your sales letter by making it more readable, more persuasive, and less intimidating to your audience. Use them in a well written piece and you'll see a big ol' increase in your response rates.

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SALES LETTERS FOR SUCCESS

By Meredith Pond

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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

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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 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>.

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