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Tips On Writing A Killer Sales Letter

By Andres Munoz

Tips On Writing A Killer Sales Letter

by: **Andres Munoz**

Writing a sales letter doesn't have to be that difficult all you need is the right writing style and some tips to knock out a killer sales letter

Benefits The first thing you need to do is focus on the benefits the reader will find useful. Tell the reader what's in it for him. Promise them increased sales, better skin, better results in writing a resume or whatever it is that you're selling. Tell them how your product can help them. Don't beat around the bush and get right to the point. Stick to benefits, facts and features. Whatever you do don't be vague it will turn them off.

Give additional benefits. Show additional value other than main benefit. Give product/service features. Support benefit promises with product/service facts. Show how your company will help him. Don't start sounding arrogant and brag.

Writing Style: An emphasis should be placed on "you" and not "I". Use words like you and your, so that the reader feels you are writing for him. Write clearly. Make sure your reader doesn't have to think about what you're saying. Your main points must be understood immediately. Make yourself believable. Make sure your claims or representations appear to be realistic and believable. Don't promise a 200% increase in sales because most people won't believe it even if it's true! You must be able to back up your claims. Use repetition; repeat benefits throughout letter. Present the same ideas and benefits in different ways.

Ask for action. Ask the reader to place an order, return the sales envelope or the sales card or phone for more information. Give reasons to act now. For example: Make your offer time sensitive a limited supply, two-week sale, and special purchase. Most sales letters fail to do this.

Understand that people are emotionally motivated. They want to: Make more money Save money Do a good job Experience love Have a satisfying home life Get something for free Look good

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Use simple graphics to get the reader's attention: Bullets Dashes Check boxes Numbers Asterisks

Some Things To Remember When Writing Your Sales Letter:

Put yourself in the reader's place. Note your reactions while reading the letter. Have your friends and associates give you their honest opinions. Don't tell them you wrote it! For some reason they think it's bad manners to criticize their friends. Look at their reactions if they roll their eyes then you need to rewrite your sales letter. If they ask you, "Where can I find this?" You got yourself a winner! Listen to any and all comments. Re-write any parts that turn others off.

Be logical when you state your argument. Don't try to fool them with outrageous claims that border on the fantastic. Your readers are too smart to fall for such trash.

When you begin writing your sales letter try to accentuate important statements using: Underlines Exclamation points All capital letters (Careful here don't over do it) Highlight with a second color (Yellow)

The very last thing that should appear on your sales letter is the P.S. Remind your customers of the time deadline and the limited supply of bonuses. Urge them to pick up the phone and call or order immediately. Your P.S. is often read first by customers. So entice them to read the letter by mentioning the free bonuses and the limited time offer. Remember to put a P.S. (post script) on all sales letters.

Sample P.S.

P.S. At \$29.95 the Super Car Wax is an incredible bargain reserved for past customers only. Act now, and get a bonus super car glass cleaner yours free! While new customers are forced to pay \$39.95 for this one of a kind car wax you get it at significant savings! Act Now by calling 800-123-4567

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How To Write A Killer Sales Letter

By Patric Chan

I sit down and look at my notebook. Then, I put myself into the `zone'.

That's how I start to write web copy that sells.

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Whether you agree with me or not, your web copy will determine whether your product's going to sell online or not.

Simple reason. In an offline sales pitch or presentation, you get to interact with your prospect. You get to touch him. He gets to see you personally.

But not online. No, no, no. It all depends on the words on your site. See how powerful words are?

I'm not saying I'm a guru at web copy. There are many other copywriters who are far better than me. Many. But I've written my own web copy and it's selling. And at the same time, I've been hired to write for others.

Keep on reading on how I write killer web copy and you can pick up any of the tips.

The first part to write a copy, you **MUST** be in the `zone'.

What the heck is the `zone'? The `zone' is like... the mood. You see, writing a great copy is like an artist painting a beautiful picture. When you are in the `zone', your hand can't stop typing and your mind keeps on coming up with amazing ideas to write.

Like, I'm in the `zone' when I write this article.

How to be in the `zone'? I'm not sure how you can achieve that, but for me, I put in a lot of passion to write a killer copy and I look into the future to see how this copy will sell like crazy.

That's how I get into the `zone'.

Once you are in the zone, keep on writing. Don't stop. Even though, you know you are writing wrong grammar or putting in weird ideas. Just keep on writing.

Then, after it's finished, read it all over again. This time, you'll pick up the mistakes and you'll add in more ideas. Continue doing this until you are satisfied with your work. Finally, edit your work.

When you start your copy, your headline is one of the most important parts of the copy.

Some copy writers write tons of headlines before they start. For me, I'll write about 5 headlines and read it over several times. Then, I'll pick the best and fine tune it at least 5–10 times before I decide to

use it.

One more part of writing copy; don't feel bad `borrowing' some ideas from successful copy you've seen.

Get a swipe file of the best copy you can find.

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And the last thing you need to keep in mind when writing a killer copy is this:

"What's the end result the reader will get if they buy from you?"

Your copy **MUST** sell hope and benefits to the reader if you want them to buy anything after reading your copy.

Now go write your killer copy.

All the best.

Warmest regards,

Patric 'High-Speed Marketing' Chan
Chief Marketing Strategist

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Patric works with world-class internet marketing gurus to build successful online businesses. He is also the author of 'How To Make More Money Easily'. Discover more insider secrets and the exact proven strategies to make money online:

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