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**Writing Sales Letters That Work!**

**By Merle**

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If you do any kind of direct mail, sooner or later you're going to have to write a sales letter. The point of a sales letter is to get people to read it and not toss it in the trash. You need to get their attention fast and get them to act. Your product has to sound appealing and your copy needs to be written to "sell".

Your sales letter needs to stress the benefits of your product. If you don't know what they are, spend some time writing them down. People generally act on their emotions, so your copy needs to play on emotions hard enough to force them to act. Start your letter with your product's strongest benefit.

There are no hard and fast rules on the length of a sales letter. It can be 2, 4, 6, or more pages. Just make sure that every word you include is necessary; don't be wordy just to increase the letter's length.

After you present the benefits, you need to ask for the order. You'd be amazed at the number of writers who skip this simple step. Tell the potential client what to do -- i.e., "call now" or "mail the card." Give people directions and a good reason to act immediately. Phrases like "limited time offer," "special price," and "limited number available" can entice your buyers to act quickly.

## Writing Sales Letters That Work!

Another tip that will help motivate potential clients is to offer them a free bonus. No matter what you sell, try to come up with a "free bonus" you can tack onto every order. People love getting something for nothing. Offering bonuses works, but make sure the bonus item is worthy. Don't offer something that has no value. Try adding a free bonus item along with your next sales pitch and watch your sales increase.

Always offer an "unconditional money back guarantee."  
A strong guarantee convinces a customer that they have nothing to lose by trying your product.

Use courier font in your letter and if possible scan or write a handwritten signature. Studies have shown that blue works best for the signature, while the rest of the letter should be in black. At the end of the letter make sure you add a P.S. line. Besides the headline, the P.S. is the next thing that grabs the viewer's attention.

Some may just read the headline and the P.S. and just scan the rest of the letter, so you want to make them stand out. The P.S. should repeat your product's strongest benefits. That's right, I said "benefit," not "feature." If you don't know the difference between benefits and features, you should. A benefit is what your product or service will do for the potential client. A feature of the product describes it — for example, "red" or "6 inches in height." Remember this simple fact and you'll do well in the "crazy" world of sales.

Now that your letter is complete, drop it in a #10 envelope and send it off. If you've done a good job and followed the advice above, those orders will start pouring in.

That, my friend, was the benefit of reading this article!

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## **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 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.

## Writing Sales Letters That Work!

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

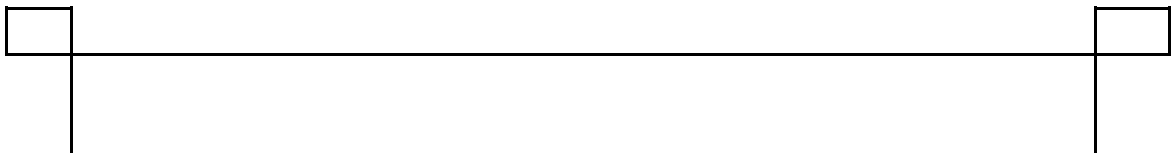
screaming your message at customers. Putting important points in bold type or caps can be an effective marketing tool, but only when used in moderation. Exclamation points can also be helpful, but use them sparingly. When reading back through your letter, pay attention to the tone. If you feel you're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



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