

**Online Marketing for the beginner!**

# **Sales Letter Writing for the beginner!**

Online Marketing for the beginner

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## Introduction!

The online market arena can be a daunting and confusing place for most people trying to take their first steps in to making money via their computer. Thru our e-course “*Online Marketing for the beginner*”, we aim to teach you *how*, *when* and *where* to advertise, in order to give your business and product the best and widest targeted exposure possible.

However, advertising and getting your product noticed is not necessarily going to get your business off the ground and money coming into your account. The simple truth is that for you to be able to make any money whatsoever you have to be able to sell – you have to be a sales person or be in a position to employ sales people to do the selling for you.

This may not seem like such an attractive situation, and it may well initially put you off trying to sell something online. The chances are you are not a natural sales person and it is very likely you do not have the money or resources to employ anyone to do it for you. But the online world is very different to the conventional world of sales, and it gives you the opportunity to have a “*qualified sales person*” doing all your selling for you, round the clock and without the need of having to pay them a regular salary.

This is achieved with the use of a sales letter.

Depending on how long you have been online and how familiar you are with its terminology, you may or may not know what a sales letter is, but either way it is virtually certain you will have seen or read one in some form or another.

A sales letter is the text on a webpage that introduces a product, explains the benefits and features of the product and ultimately tries to convince a prospect to buy the product. A sales letter does everything that a real life sales person would do, but in text form rather than verbally.

Imagine going into a car showroom and being approached by the sales staff. Imagine all the different things they would be saying to you! They would introduce you to the car and let you have a look at it. They would tell you all about the key features of the car and how it is better than other models, and then they would try to convince you of how you would benefit from owning the car yourself. Once they had gone thru their well rehearsed script, they would be pushing to make the sale. They would try and entice you to buy by offering discounts, free warranties or a few extras thrown in, and they would be stressing a sense of urgency to get you to buy today. The whole conversation they have with you is carefully constructed in order to get you to buy the car from them.

Well now imagine that you took everything the sales person said to you and you wrote it down on a few pages of paper. Now copy those pages onto a webpage and you have a sales letter.

A sales letter is simply the written form of what a real life sales person would say.

This all seems simple enough and straight forward, but unless you are a natural sales person and know what to say to a prospect face to face, how are you going to be able to put it down into a sales letter?

This is the very problem we are going to address in this volume of our e-course – how you can write effective sales letters without any previous experience and with absolutely no sales knowledge.

There are many e-books and reports available online that deal with the subject of sales writing (sometimes referred to as copy writing), but they tend to assume that you are already an accomplished

sales person. They never address the problem that most people simply have no idea how to sell anything, and because of this fact the information they provide you is virtually useless.

*Sales Letter Writing for the beginner* will take a different approach, and assume you have no experience or selling ability. The aim of this volume of our e-course is to teach you exactly how to create your own sales letter that will quickly convert prospects into paying customers, without you needing to learn complicated selling techniques.

We will show you how to construct a sales letter, what formats to use, and what layouts to use. We will explain what words you should include and what subtle tricks you can utilise to evoke the desired response from your prospects, and we will show you step by step how to put your own sales letter together with all the right ingredients.

Once you have finished reading the chapters in this book, you will be able to confidently write your own sales letters just like many of the top pro's, simply by following the basic steps that we explain, and sticking to the tried and tested format that we show you.

As with everything else that we teach in the different volumes of our course, we confidently assure you that the methods work because they are the exact same methods that we have used over the many years we have been marketing online.

Sales letter writing is not a great secret that can only be mastered by a few experts. It is easily grasped by anyone who has the knowledge of how a letter should be constructed and what basics need to be included. Once you know the basics of what needs to be included in your letter and what order each factor should appear in, sales letter writing is actually a very simple process to undertake, and you will find that you are able to put one together in a very short time.

You should look at your sales letter as your own personal sales person that goes out and does all of your selling for you - A sales person that never sleeps or rests and never has a bad day. Once your sales letter is written it will continue to produce the same results for you every day of the year, which means you don't actually have to do any of the selling yourself.

Knowing what to include in your letter and what order to put it all in gives you the ability to generate sales like a sales person without actually being a sales person yourself.

Contrary to popular belief, you do not personally need to know how to sell online in order to make money – you simply need to know how to write a sales letter that sells, and this skill is far easier to learn than the actual psychology of sales techniques. Learning to be a good sales person can take years (especially if it does not come naturally), but learning to write a good sales letter can take as little as a few hours or days.

In fact, by the time you get to the end of this book, you will have been shown everything you need to know to write effective letters.

The knowledge you gain from this book is going to give you the ability to create a tool that acts as a sales person who will actually get your business off the ground. A sales person who actually goes to work on the prospects who have been drawn in to your shop via your online advertising, and sells to them with all the skills of a seasoned pro.

Your sales letter is the culmination of all your online advertising efforts. Everything you do to get a prospects attention, and actually get them to take a look at your product is geared towards this one thing.....the sales letter - the tool you are going to use to make your sales and bring the money into your account.

Read this book carefully and slowly, so as to assimilate as much of the information as possible. As with all our books in this course, we have written it in plain English to make it easy for you to understand, but even so there may be certain aspects that you require to take your time over to make sure you appreciate it fully.

One thing is certain, we have been employing the strategies taught in this book for many years and have experienced great success with them. We have also run numerous tests to see what variations produce the most effective sales letters, and the results we have gathered have provided a comprehensive understanding of this important aspect of online marketing which we are now passing on to you.

Study each section carefully and copy each point we explain to you. We're confident that you will be writing your own quality sales letters in next to no time.

# **Chapter 1 – Writing Your Sales Letter!**

Firstly, we are acutely aware that you are probably neither a sales person nor a writer, and as such may be feeling at a distinct disadvantage with regards your ability to write a successful sales letter. After all, if you were already a seasoned professional it is unlikely you would have downloaded this e-course to begin with.

You may also be thinking that even if you are able to learn what should be included in a sales letter, you are not particularly good at writing and will therefore struggle to ever create a letter that actually sells well.

A lot of beginners feel just like you, but we are going to show you just how easy it is to write sales letters that convert prospects into customers like they are going out of fashion, regardless of your previous experience.

It is not your ability to sell, nor even your ability to write fluently that will determine your success at sales letter writing but rather it is your ability to follow simple instructions. That is how you should view this volume of the e-course.....a simple set of instructions for you to follow.

Writing your sales letter is not difficult, but getting it right can take a bit of time. Even professional copy writers who write these things for a living will take a few days to complete a sales letter and make sure they have got it right.

As with most things, getting started is often the hardest part. We will begin by listing the main components that should be included in any sales letter:

- **Headline**
- **Sub-headline**
- **Introduction**
- **Addressing your prospects problem**
- **Announcing your solution**
- **Highlight the benefits of your product**
- **Testimonials**
- **Guarantee**
- **Persuade to buy now**
- **Bonus incentives**
- **Post scripts**

For a truly effective sales letter that really does its job well, you should include all of the above factors without exception. Each point is just as important as the next one, and you should really try to think of each one as a small ingredient in a much bigger recipe. One feature on its own will not make the finished article, but when you put the whole thing together, you are left with something really special.

The above list is pretty much in the order how each section should appear in the finished sales letter, but it can be played around with a little. For instance the order that the guarantee, bonuses and testimonials appear in can all be moved around to some degree, and we will discuss this later on.

So let's begin by talking about each section in detail.

## **Headline!**

You should already know that we have provided an entire volume of this e-course to the subject of writing headlines (*Headline Writing for the beginner*) which is extremely comprehensive in the detail it goes into. To that end we will not repeat the same information in this section just to bulk out this book with unnecessary filling. We recommend reading that book before you begin to actually write your sales letter.

However we will quickly remind you of the importance of the headline just so you can see the full sequence that a sales letter should take with all its component parts in the correct place.

Your headline is going to make or break your sales letter. It is the advertisement that you will use in order to grab the attention of your prospect and actually draw them in to the rest of your sales pitch.

The idea of the headline is to jump right out of the page and grab the prospect abruptly, to the point that they stop whatever they were doing or thinking about, and give you 100% of their attention. The headline must look and feel different to everything else on the page, so that it is the first thing that the prospects eyes are drawn towards.

It should be in a different font to the rest of the writing on the page.

It should be in a different size (3 or 4 times larger).

It may be in a different color.

It should have your key words highlighted in some way to make them stand out as needing particular attention. They may be in a different color or size, be underlined or in bold or even have a highlight color pasted over them just to make them more obvious.

And most of all, the headline should be at the top of the page and placed centrally so that it is the obvious focal point of the whole page. When a new prospect comes to your page for the first time, it should be impossible for them to not see your headline.

(For a more detailed explanation of headlines, please refer to *Headline Writing for the beginner*)

## **Sub-Headline!**

The sub-headline is really there to act as a compliment to the main headline, and the two really combine to act as one overall component.

If the headline is there to act as an initial attention grabber, which does the job of just arousing curiosity to the point that you have the prospect interested, then the sub-headline is there to act as the “hook” which actually convinces the prospect that they have to read the rest of the sales letter in order to have their questions answered.

The idea is to pass on a bit more information so that the prospect gets a much better idea of what is on offer, but without revealing so much that they feel there is no need to read any further.

Headlines very often ask questions either directly or with a statement posed in such a way that the prospect instantly forms a question in their own head. That’s the bait that draws the prospect in to take a closer look.

The sub-headline then does the job of following up with enough information that it genuinely hooks the prospect so that they are compelled to find out what this is all about. It should follow somewhere along the lines that if the headline poses a question then the sub-headline will let the prospect know that if they read on the question will be answered.

The sub-headline should not directly answer the question itself.

Here's a quick example of what we mean:

Headline:

## **Would You Like to Retire Rich in as Little as Six Months from Now?**

Sub-headline:

**I've Discovered a Little Known Secret That Allows Anyone with Access to an E-mail Account to do Just That! And it Won't Cost You a Penny to get Started!**

You can see in the example above that the headline poses a question that would get anyone's interests aroused, and would catch the attention of most people when they first looked at it.

Now look what the sub-headline does. It doesn't actually answer the question itself, but it makes it perfectly clear to anyone reading it that the question will be answered later on in the sales letter, which is the hook required to convince the prospect that they should continue reading in order to find out more.

That's the way all sub-headlines should work.....they act as a compliment to the main headline. A sort of back up or re-enforcement for what the headline does to begin with. Quite a good way to look at it is to say that the sub-headline makes the main headline stronger.

There are a few things that you may have noticed about the sub-headline in the example above and also in any real time examples you have seen on other sites around the web, and they are points that you should remember to apply to your sub-headlines when you get down to writing them.

Firstly you should notice the font size. Sub-headlines are not intended to be the main event on a page, and it certainly should not be competing with the main headline. Therefore the font size should be considerably smaller than that of the main headline. You can sometimes have exceptions to this rule, but you would do well not to stray from what we recommend here.

Generally on a page, the main bulk of your text will be in font size 12, so you should be much bolder than that with your headline and go for something like size 28.

Now for the sub-headline you should pick a size somewhere in-between the two and go for something like a size 18 or 20. If you stick to that basic formula you will end up with a well proportioned layout that takes on a similar appearance to the example we have used above.

The size you pick for your sub-headline is extremely important, and you should always make it smaller than your main headline so as to ensure that it does not steal the show and take the initial attention away from the main headline. A sub-headline should only ever be the second thing a prospect sees when they come to your site.

The other thing you will notice and try to copy is the length of the sub-headline.

They are generally a little longer than the main heading, and this gives you a bit of an advantage than if you were to stick purely with a single headline.

Because of the very nature of a headline needing to quickly grab the attention of a prospect, it is always relatively short with few words in a short space. If it was too long the prospect would not bother reading the whole thing.

However, by the time a prospect gets to the sub-headline, the headline has already done its job, so you can now afford to take up a bit more space with a longer sentence explaining a little bit more.

Remember, this is the hook so it needs to be providing more information that is long enough to really get the prospect excited about reading the rest of the sales letter. It shouldn't be a full paragraph, but a decent size sentence or two is what you are aiming for.

If you're finding this a little hard to fully appreciate in your head, or to picture what we mean, the best thing we can recommend is to look around the internet at the different sales letters that are out there and compare the differences between the headline and sub-headline. We have also included a real time example of a full sales letter at the end of this book for you to study.

The most important thing to remember with your sub-headline is the fact that it is your hook that will ultimately make your prospect stick around to read the rest of your sales letter.

## **Introduction!**

By the time you get to this stage you have already won over your prospect and they are ready and willing to read your sales letter. Your headline and sub-headline have done their job and roused enough interest and curiosity that the prospect is eager to find out more.

The key now is to keep them interested and keep them reading.

The first thing to do in your introduction is to let them know who has written the letter....let them know who is addressing them. You are going to have to make the sales letter very personal to make it really effective, so to be justified in addressing the prospect personally you will need to introduce yourself personally.

This is really quick and easy to do. All you need is to include a "from the desk of" line right after your sub-headline: i.e.

From the desk of: **[insert your name here]**

This is such a simple way letting the prospect know who has written the letter, and it will go a long way to helping them build a bond of trust with you as the letter progresses.

A really good tip at this point is to add a photograph of you in a relaxed and happy mood. There is nothing like seeing a picture of a person to really make the prospect feel more comfortable in listening to what is being said. Adding a simple picture at this point can increase your conversion rate by up to 200%, so if you are comfortable doing it you really should.

Underneath your name, it is also a good idea to have today's date. When a prospect goes to a site they like to know that it is kept up to date and relevant, and including the most recent date at this point is just a very subtle way of reassuring them that your website is current.

It's really easy to add a small piece of html code to your website that will automatically refresh the date every day without you needing to do it manually. You can get these pieces of code anywhere on the net totally free, if you can't insert it yourself, just ask your web designers to do it for you.

Having the date is not the most important thing to have, but it just one of the small details that will go towards adding credibility to you and your sales letter.

So this is what the beginning of your letter should look like:

**Picture of  
you here!**

From the desk of: **[insert your name here]**

Date: **[insert today's date here]**

Now you need to move in to a very quick introduction to whet the appetite of your prospect even more and really give them a strong reason to stay on your page and read the rest of your sales letter.

The intro should be looked at almost as a sub sub-headline. It needs to be fast and fiery to really get the prospect worked up and excited about wanting to find out as much as they can. It needs to be a series of quick, one after the other, key points that hint more and more about what you are going to be offering.

The whole introduction should be maybe one or two paragraphs long, and needs to be completely filled with excitement. Excitement and happiness are contagious emotions that will easily rub off on the prospect that is reading the letter, so the more excited you sound, the more excited they will become.

You should be careful not to confuse excitement with unnecessary hype. People nowadays are more aware of the hype that surrounds sales letters and they are getting very good at ignoring it or even switching off completely, so you need to tread this fine line very cautiously.

The intro should very quickly talk to the prospect about what it is you are going to be introducing them to, what you are going to be talking about. It's almost a list of the key features that are relating to your product.

Begin your introduction by addressing your prospect. This is one way of making sure you are only going to be talking to the kind of prospect who is likely to buy your product.

For instance if you are targeting web designers, you should write something like:

Dear web designer,

Or

Dear web master,

You can obviously be more general or vague, but the more targeted you can address the prospect, the better.

Below is an extract from a genuine sales letter introduction to give you an idea of what your intro should look like. (The full sales letter can be seen and studied in its entirety at the end of this book).

From the desk of **Mike Sarandon**

Monday, July 20th

Dear friend,

My name's Mike Sarandon and I am the creator of an incredible new package that you can use **right away** to earn some pretty impressive cash.

This is not some hyped up get rich quick scheme that fails to deliver. I'm not going to insult your intelligence by telling you, "**You'll be a millionaire this time next week**". I know you don't believe those lies any more than I do.

This is a package which details accurately a simple formula I and many other top earners use to create an income at will, and you can too.

Anyone from any walk of life can understand and implement the same strategies and become rich beyond their wildest dreams.

This package shows a proven, straight forward scientific set up that when used, unlocks the full earning potential of the internet, and gives you an income level determined by **yourself**. (This formula is already being used by every single top earner on the net today, but they have all kept it very close to their chests).

I'm offering you the chance to get hold of information that can change your life forever. Information that will finally give you the chance to earn real money for yourself, and on your terms!

Once you're in possession of the information provided in this package, you will be utterly confident in your own ability to make money with jaw dropping simplicity.

So if you are one of those people who are tired of waiting for something to happen, and even angry after reading all those "too-good-to-be-true" stories while you're struggling, but still hanging in there, I have some fantastic news for you.

You can see in that example that there isn't actually an awful lot of specific information being brought out, and none of the questions a prospect may have, are being answered. But what has happened is the author has told the prospect a lot about what IS going to be revealed and what the prospect IS going to find out.

It's very quick and relentless in terms of the amount of exciting detail that is being promised to be revealed later in the sales letter, which is the very best way of getting the prospect to want to read on and find out more.

Remember, the idea is to keep the prospect interested for the whole letter, and beginning with this sort of introduction is an excellent way of achieving this.

The example above is just the right length that your intro should be...not too long and not too short. If the sub-headline is a few sentences long, then the introduction should be a few paragraphs long.

Notice also that the author has introduced themselves once more in the opening sentence, on top of the initial line that says "from the desk of". This is just another way of making the letter more personal and helping the prospects feel more involved and able to relate to a real person.

## **Addressing your prospects problem!**

This is it! This is why your prospect is here in the first place! They have a problem and they want to find a solution for it. They have gone online and done a search for topics relating to this problem and they have stumbled across your site in the hope of finding the answers.

Now a lot of people think when they first start marketing online, that the prospect obviously knows what their problem is, so there is no need to go on about it. Why don't we just go straight in to the solution and how our product is going to solve this issue? Surely this is getting directly to the issue that the prospect wants remedied.

The sooner we can get to the point of what we are selling the better, right?

Well actually that couldn't be further from the truth. One of the most important things you can do in a sales letter is to remind the prospect of just how bad their problem is. Yes of course they know what their particular problem is, but just how bad they think that problem is, will have a big influence on how important they feel it is to get the issue resolved.

The idea is to really bring the problem to the forefront of the prospects mind so that it's really consuming their thoughts. You should be striving to highlight every single aspect of the problem and what sort of adverse affects this has on the life of the prospect.

Try to enforce what a bad affect this is having on them, so that they really start to want the whole thing solved as quickly as possible.

To be quite honest you are attempting to paint as ugly and bleak a picture as possible, almost to the point of depressing your prospect. This may seem a bit unnecessary, but the positive effect this will eventually have when you move on to the next stage of the letter, is impressive to say the least.

The example we'd like to give to help you understand what we are hoping to achieve, is similar to the commercials you see on TV for debt consolidation and the like. You know the ones where everything is very grey and dull, and there is the image of a stressed out person surrounded by bills and paperwork whilst sat at the kitchen table.

Then suddenly they are presented by a solution to pay their debts quickly and hassle free, and the whole screen suddenly becomes very bright and the person is all happy and smiley, playing with their family in the park on a sunny day.

Sub-consciously this combination of two opposite extremes of despair and happiness has an overwhelmingly powerful effect on making the prospect want to experience that happiness by buying the product. This technique is used by all advertisers and marketers in every field.

You should be trying to build this same sort of atmosphere when you address the problem that your prospect is facing. By painting a gloomy picture to begin with, you will create a much happier and brighter picture when you finally introduce your solution.....your product.

Now what you have to remember is that your sales letter should be as personal as possible. Right from start to finish you should be talking to your prospect as though you are having a personal one on one conversation together.

You want your prospect to think that you are addressing them on a personal basis. If they stop and think about it, they will of course be well aware that this is the same sales letter that hundreds of other people are reading, but in that one moment when they get caught up in what you are saying you want them to think it is just you and them, and no one else.

The more personal you can make your letter, the more your prospect will relate to you and begin to feel a bond and trust building. If you can build up this close relationship, you are going to have a much greater chance of convincing them to buy your product.

This early stage of your letter should be aimed at gradually breaking down your prospects natural scepticism and defences, so that they let you in to their world and they slowly start to come around to your way of thinking.

There is a “magic formula” that successful sales letter writers use to help them build up this special one on one relationship; we call it:

### ***Feel – Felt – Found***

This formula has been used with phenomenal success for many years, and it is just as popular today as it has ever been.

The basic idea is during your letter you tell your prospect that you know how they “*feel*” because you “*felt*” the same, but then you “*found*” this product and all your problems were solved in an instant.

This formula works better than anything else at actually reaching out to your prospect on a personal level.

The whole formula obviously combines to give one overall effect, but at this stage we are primarily concerned with the first two parts – the “*feel*” and the “*felt*”. The third part, “*found*”, will come in to play in the next section on “announcing your solution”.

So how do you use this formula to build up a personal and trusting relationship with your prospect?

Quite simply you begin by telling them a little about yourself and your history. You want to express that you are just an ordinary person just like them. It would be no good starting out by telling them you are better than they are or in anyway better off.

You have to make it clear that you are just the same as they are. This way you will give them something to relate to. You want them to feel that they have something in common with you, because this will help them build up that all important bond with you.

People who have shared a similar experience will always form a better relationship than those who have not. Sharing a negative experience is even more likely to produce this feeling of having something that you can both relate to.

So what you have to begin your letter with is an opening that tells them right from the off that you are sympathetic to their feelings and their situation. The reason you are sympathetic is because you know exactly how they feel because you used to feel the same way.

You now need to go into details about how they are feeling. Remember that you are trying to remind them just how bad their problem is. You are trying to paint a very bleak picture that really over emphasises just what a bad predicament they are in. The more depressing you can make it sound, the better.

Now at this stage you must keep it short. Your intention is not to tell them how bad things are for them by making them feel that they are the only ones experiencing this. If you do this you will simply push the prospect away. You want to quickly mention the main aspects of the feelings this problem can cause, without dwelling on the point.

After quickly highlighting the problem, you should be moving on as soon as possible to telling them why you can relate so well to their plight. You need to begin telling them about your experience.

This is the “I felt the same” part of the letter.

This is really the part where you need to go into a lot more detail and start to emphasise the problem your prospect faces, but from your own experience and with your own story. You can go into a lot of depth at this point and really get the prospect relating and sympathising with your story and what you are saying.

When you write this part, you should be trying to bring out as many points as you can that your prospect will be feeling but from your point of view. By doing it in this way, you are reminding them of how bad their problem is without putting all the emphasis on them. You are showing them that you were in exactly the same position that they are in now, and they will automatically begin to empathise with you and feel a natural relationship with you.

You can make this section of your letter as long as you want, so long as it has new and interesting points to bring out. Remember that you have to keep the prospect interested at all times.

Telling them your story at this point is a means of getting them ready for the main event. You’re laying the way for when you’re ready to hit them with the big solution – your product.

Explaining that you know how they feel because you felt the same way is supposed to be a reasonably depressing series of paragraphs. You are trying to create a feeling of greyness and misery, because you want your prospect to enter that world before you present them with your fantastic solution that is going to make everything bright and sunny for them again.

The easiest way to approach this part of the letter is to simply write it as though you were sat down with the prospect and were telling them your life story. Don’t think about it too much.....just write it as you would say it.

Once you have written a few sentences or paragraphs, read over it to see whether it makes sense to you, and always put yourself in the position of the prospect and look at it from their point of view. If you keep doing this at regular intervals, you will be able to pick up any mistakes early on and it will also help you to think of what should come next, because you will be reading and writing it in a much more conversational manner.

Keeping things in a more conversational manner will make it sound a lot more natural and personal to your prospect. The more personal the better!

To try and help you get a better understanding of what we are trying to get at with this formula, we have again included an extract from the real time sales letter that is included at the end of this book.

You see, I'm just like you; I've been trying to make money on the Internet for 5 years and nothing has been working out... until I discovered this. You know how depressed you can get when you waste time and precious money on one failed venture after another, not to mention the feeling of guilt and shame when you have to explain to your partner how you've messed up yet again.

Now I know you've probably seen a thousand sites all offering the same "cut & pasted" sales letter, but **this is not one of those sites.**

I have written this site because I genuinely want you to succeed from the amazing formula I discovered. I know how hard and demoralising it can be when you're struggling to make money on the net, because I've been there. My sole intention is to cut you a break the way I wish someone had cut me a break all those years I was stumbling along.

Up until 12 months ago I was like the 99% of other users of the net, scratching around trying to find "**The One**" that was going to make me rich. But I never found it. In fact I was flat broke.

If you've spent any time on the business opportunity and self development merry-go-round, pay very close attention.

I came on to the net and was totally overcome by all the home income opportunities that there were. And like nearly every other newcomer to the web, I was completely taken in by them. I'd heard all the stories about how ordinary people were making millions online so naturally believed the same could happen to me. Boy was I wrong!

I tried just about every "**sure fire way to make money**" there is, but never made a single penny. To be honest, it was worse than not making any money, I was actually losing it, throwing more and more at each new project or business I tried.

I tried:

- Network marketing.
- Multi level marketing.
- Affiliate marketing.
- Direct sales.
- 1 up programs.
- 2 up programs.
- HYIPs.

I'm a little embarrassed to admit it, but I even tried a money doubler. (I was desperate to make money).

## **I was flat broke and at rock bottom**

I'd spent close to ten thousand dollars on one failed "opportunity" after another, and had got myself in so much debt I was in real trouble. I no longer even had the money to cover the bills, which meant each month I just got further and further in to trouble. I had to rob Peter to pay Paul.

Let me tell you, it's not a nice position to be in, especially when your wife is on the verge of divorcing you because of the financial difficulties you've gotten in to. That was when I realised enough was enough.

## **Unscrupulous Business Opportunity And Personal Development "Pied Pipers" Are Raping You Of The Money You Deserve...**

I gave up on the 10 penny business scams that are out there, but I didn't give up on the internet, I just got smart.

I knew I wasn't going to get rich following some hair brained MLM or HYIP program, but I knew the internet was still the answer to my financial problems. All I had to do was find the key that unlocked its secrets. So I began researching.

I read thousands of theoretical pages surfing day and night from one web site to another searching for everything related to marketing and making money online. I stayed up until 2, 3, 4 in the morning surfing from one site to another. One morning my wife came downstairs and I was still sat at the computer where she left me the night before.

I have subscribed to hundreds of e-zines and newsletters (nearly **400 email publications**). I participated in specialized newsgroups. I've talked or written to every successful online entrepreneur I could find. I was obsessed, I wanted to succeed so badly on the Internet that **I've spent a fortune buying every course, e-book, CD, manual, video and anything else** that related to making money online.

I was spending even more money than before, and tensions with my wife were at breaking point, but then out of nowhere....

That's a great example of what the first part of your letter should look like when you use the "feel – felt – found formula. The person who wrote that example could relate very easily with the prospect because they had had the same sort of experience.

When the prospect read that letter they would have been able to instantly relate to what was being said and feel a sense of shared experience with the author. This is exactly what you should be aiming to achieve with your letter.

You will notice the way the paragraphs in that section were constructed. The writer immediately made it clear that they were just an ordinary person just like the prospect who was reading it. This is an important point to make clear as soon as possible.

The next thing that the writer did was a very short sentence to remind the prospect of what their individual problem is and how it makes them feel. This did not get dragged out in a way that would make the prospect feel isolated or alone. It was done in just the right way that would bring the initial problem to the front of the prospects mind so they are thinking about the right thing when the writer begins the part about having felt the same.

Then the writer moved on to the main part of this section and gave a description of what their life was like in the past, when they were experiencing the same things as the prospect is feeling right now. This is the section that really does a good job of painting the dark, gloomy picture that almost depresses the prospect.

Here, the writer tells a simple story that the prospect has no difficulty relating to. It is written on a very personal level and in a very conversational manner that makes it easy for the prospect to feel like they are being spoken to on a one to one basis.

You will also notice that the writer does not drag it out unnecessarily just to make it seem longer. It is short enough to keep the prospect from getting bored, but long enough to make sure all the important points about what a hardship life has been are brought out. This can take a bit of practice to get right, but reading your letter back to yourself will make it easier for you to get a feel for what sounds about right.

The main point to remember for this section is you are trying to remind your prospect of what their problem is, without isolating them. You have to do it from your point of view in order to make it as personal as possible.

The more you can keep it on a personal level the better, and the more you can get your prospect to empathise with your experience the better. You need to get them to feel like you both have something in common, a shared hardship or some common ground that you both know all too well.

Keeping it personal and painting a depressing picture is the key to successfully utilising the winning formula of:

### *Feel – felt – found*

If you can put this section together properly, the remainder of your sales letter will naturally come together after it.

### **Announcing your solution!**

This is what you have been working towards. This is the part on the debt commercials where the screen changes from grey and depressing into the bright and cheerful. This is when the actors life suddenly all comes good and he is seen enjoying himself with his family without a care in the world.

This is the part in your sales letter where are attempting to reproduce the same effect that they create in those television commercials.

This is where you turn the prospects emotions a full 180 degrees, from dull and miserable into bright and happy. You are about to create an atmosphere that fills your prospect with a feeling of hope and joy, to such a degree that they subconsciously associate these positive emotions with your product.

You have successfully used the feel and felt parts of the sales letter formula, so now you are going to move on to the found aspect of it.

You will now use the tactic of telling the prospect how you found this solution and what it did for you, as your means of announcing your product to them. This is the third and final part of the formula, and it is also probably the easiest aspect to get right.

The idea is to make your prospect think that their problem is the cause of all the feelings of unhappiness. The problem that they have is only associated with negative feelings and emotions that are having a truly detrimental influence on their life.

Then you hit them with your solution, (your product), and everything is good. They begin to associate your product with positive emotions that will have nothing but a good influence on their life.

When you announce your solution to them, you have to be totally excited about it and really try to push their emotions to the opposite end of the scale to where they have been for the first part of your sales letter. You should be striving to create a sense of near euphoria.

Emotions are contagious, and it is very hard not to be affected by the way those around you are feeling.

How many times have you been sat in a room with other people, or watching the TV, and if you are looking at someone who is smiling you suddenly find yourself smiling as well, even if you don't know what they are smiling at. It's extremely hard not to be affected by the emotions of those around us, and you can use this to your advantage when you write your sales letter.

If you sound completely excited and enthusiastic when you announce your product to your prospect, it is inevitable that some of that enthusiasm will rub off on to your prospect. The more excited you are, the more excited your prospect will be.

It's no coincidence that most sales letters are filled with a lot of hype and use some very exciting descriptive words. It may seem a bit over the top to most people, but professional copy writers know that even when a prospect thinks to themselves that they don't really believe it all, they can't help but be influenced and affected by it.

You may think that these types of sales letters appear to be quite comical when they use sentences like:

***“You can write explosive killer sales letters that will literally launch your sales thru the roof like a high octane rocket that leaves your competition dead in the water.”***

But when a letter is filled with these sentences, it is almost impossible not to get caught up in the moment and be carried along with the same excitement. This is just the way we all react and sales letters have been very successful over the years because of this fact.

When you begin to write your letter, you have to be aware of this and be prepared to take full advantage of it.

The mood of your letter should change instantly as soon as you start talking about your product. It shouldn't be a gradual build up to the excitement; it should be an immediate transition that really takes your prospect by surprise.

Your prospect should be reading along, relating to your story you are telling, and then suddenly be taken aback by the instant change of pace and surge of adrenaline you have injected into the letter. As your prospect reads this part, you should be hoping to make their eyes widen with surprise and delight at the instant good news you are revealing.

The best way to achieve this is to use a sudden change of pace in the tempo of your sales letter.

So far you have been writing about a particular problem in a very slow and depressing manner, that was intended to gradually build a rather miserable scene for your prospect to relate to, and now you very quickly have to turn that around to your advantage.

The transition needs to be instantaneous:

***“I know how you feel....I once felt the same.....until **BANG!** I found this amazing solution, (the product you are selling).”***

Your change of pace needs to immediately launch the letter into a frenzy of positives relating to your product, which will carry your prospect along in the excitement of the moment, and make their mood change to one of hope and happiness. It's so important at this point to give enough positive information that your prospect will be absolutely committed to wanting to find out more.

Now the sort of information that you announce at this point will obviously depend on the product that you are selling, but it should contain enough to let them know what your product will provide them with if they were to use it themselves.

The best way to achieve this is to carry on with the story telling method that you have been using up to this point. Don't suddenly switch from your story to telling them what they will get, but instead continue the letter by telling them what happened to you as a result of using this product.

This technique has two very distinct advantages.

Firstly it keeps the letter flowing in a very simply structured manner which makes it very easy to read and understand which is obviously important in terms of keeping the prospect reading. If a sales letter is in any way confusing or difficult to follow, you will quickly push the prospect away from the page.

Secondly it serves to offer results and proof that the product actually works. Giving a testimony to the fact that the product does what you say is vitally important to convincing a prospect to buy from you. The very best testimonials are going to be from independent third parties, (i.e. customers who have already purchased from you), but for the purpose of the sales letter format, writing your own experience is just as effective at this stage. You will add third party testimonials later in the sales letter.

So explain how things changed for you once you were using the product, and be sure to stress what your feelings and emotions were like. Let them know how “X” instantly got better and how happy you were because of this.

Here's an extract from a sales letter that was selling a herbal energy drink:

.....but then my friend gave me this drink to try and I nearly went into overdrive.

The effect was so instant I could literally feel the energy surging thru my veins as though someone had just hooked me up to the mains electricity supply.

The feeling was one of complete excitement and amazement. I couldn't believe that a simple drink would have such an incredible reaction in my body. As soon as the fluid went down my throat, I could feel my whole body filling with a buzz of power that I had never experienced before. I felt a sense of complete and utter refreshment and rejuvenation.

In a matter of seconds I had gone from feeling tired and lethargic to literally buzzing and overflowing with energy, excitement and power. My limbs were tingling and my whole body was glowing noticeably to the people around me.

To say I felt as though I had woken up as a completely new person would be an understatement. I was so happy about the person I was and the way that I felt.

You can see from that extract that you can achieve a very strong change in emotional charge in a very short space. Just a few sentences above have suddenly brought the mood of the sales letter up to a much more positive level.

Notice also the words that have been used by the author of that script.

- *Excitement*
- *Power*
- *Buzzing*
- *Energy*
- *Rejuvenation*
- *Overdrive*
- *Electricity*
- *Tingling*
- *Glowing*

These are all words that inspire good emotions that are automatically associated with positive feelings. By using these kinds of words you are going to immediately lift the spirits of your prospect so that they can not help but link the good feelings they are having with your product. It's a form of subliminal marketing that has been used for many years in just about every field of advertising.

The idea is to force an image of happiness and contentment in to the mind of your prospect at the same time as talking about your product, which will inevitably leave the prospect thinking the two things are interrelated.

You are not trying to trick or mislead your prospect in anyway. A good sales letter is not about deception or dishonesty. All you are doing is utilising a widely practiced and acceptable technique of positive reinforcement as a marketing strategy. Just about every commercial you see on TV uses this same method to promote their product in a positive way.

Positive reinforcement is just a means of using a direct association between favourable feelings, thoughts and emotions, and your product.

The actual announcement of your product or solution does not need to be a long drawn out affair. In fact it should be reasonably short and to the point so as not to waste any unnecessary time that could be spent on actually selling your product.

Keep your announcement to just a few sentences, but make sure you shout it out loud and clear. And most importantly you need to make sure the announcement is combined with nothing but positive, energetic and exciting words that will inspire feelings of happiness and a sense that all the troubles your prospect has will soon be gone.

This is the first real introduction that your prospect will have to your product so you have to make sure that their first impression is nothing but the best. The first time your prospect sees your product you want to make sure that they instantly associate it with positive feelings and emotions.

Employ the techniques we have described in this section, and you will easily achieve this important aim without any difficulty whatsoever.

### **Highlight the benefits of your product!**

So now you have gone thru the process of using the *feel – felt – found* formula, you need to move onto the most important part of the sales letter. You need to move onto the actual process of selling your product.

Because most new comers to internet marketing are not experienced or indeed have any history of selling in the past, this is the part that inevitably causes the most problems for the majority of people.

As we stated at the beginning of this book, you do not need to know how to sell in order to make money online; all you need to be able to do is know how to write sales letters that sell.

It is at this point that many people begin to go in to detail about the features of their product, in an attempt to sell it to the prospect. It is thought that the more positive features you can highlight and discuss, the more likely a person is going to be to buy it from you. This is a fatal mistake that can sink your business in an instant.

The features of your product will never sell it!

The things that do sell a product are the benefits that it offers.

The “*selling*” part of your sales letter is all about highlighting the benefits your product has to offer your potential customer. Benefits sell...features do not.

In order for you to get this part correct, you need to have an understanding of the principle differences between a feature and a benefit. If you can’t accurately identify what separates the two, you are highly likely to make the same mistake that most other beginners make.

#### **Feature:**

A feature is best described as a “*characteristic*”.

As an example: If you were selling a specialist bed for people with back pains and difficulty getting in and out of bed, (i.e. it was made of material that moulded to the shape of the person lying on it, and also had a mechanical aspect that allowed it to change position to help the person sit up in a similar way that hospital beds do), these are some of the features the bed may have;

Light weight!

Hand held control panel!

Runs off the main electricity supply!

12 separate position settings!

#### **Benefit:**

A benefit is best described as an “*advantage*” or “*to be useful or profitable to*”.

Using the example above about the bed, we will see how each of the features we described can then lead on to the benefits.

**Feature:** Light weight!

**Benefit:** Easily carried into the house and moved into the bedroom by just two people, without the need to hire a team of expensive labourers or moving firms.

**Feature:** Hand held control panel!

**Benefit:** The settings of the bed can be easily changed by a simple push of a button by the person who is actually lying in the bed. There is no need to get out of the bed and physically lift or move any handles or levers.

**Feature:** Runs off the main electricity supply!

**Benefit:** you can simply plug the bed in and never have to worry about it again. You'll never have to be concerned about batteries running out or needing replacing just as you are trying to make a crucial adjustment for your comfort.

**Feature:** 12 separate position settings!

**Benefit:** You are sure to find the position that is most comfortable for your specific needs. You can set the bed to be as high or as low as you need to be able to effortlessly step out of it in the mornings without any pain, effort or discomfort.

You can see from that simple example how features and benefits are related but by no means the same thing. A colour is a feature....the fact that the colour matches your interior designs is a benefit.

The reason this awareness of differences is so important is because of the fact that no one has ever bought anything because of the features it has. You will only buy something if it offers you certain benefits. A prospect may want to know what the features are, but it is only when they see what benefits those features offer, will they decide to buy.

It would be pretty safe to say that you did not buy a refrigerator because you like big square white boxes in your kitchen. You bought it because the big square white box was going to give you the ability to keep your food fresh, which had been causing you a problem for quite some time in the past. The refrigerator was offering a solution to the problem of keeping food fresh. It has the benefits of keeping things cool and fresh and also of having a colour that matches the style of your kitchen.

It was the benefits of the refrigerator that sold it to you, not the features.

So how should you go about highlighting your benefits in an effort to sell your product?

Well there are two ways, that can either be used separately or both together in the same sales letter.

The first method is to simply talk about the benefits in a conversational manner, much as you have been doing in the rest of the sales letter.

One of the ways to do this effectively is to use a sentence after you announce your solution, which goes something along these lines:

***“One of the key features of this product is the automation. What this means for you is you can now save time by letting our software do the same work in minutes that you would normally take hours to do manually yourself.”***

*So while the software is busy doing all the work, your time will have been freed up to go out and enjoy yourself. Go on that well deserved vacation you haven't had time for in the past. Catch up with old friends you've been too busy to see, or simply relax and enjoy your new found freedom."*

This conversational manner allows a very subtle way of highlighting the benefits to a prospect without actually saying to them "*Look! These are the benefits I want you to see.*"

You should also notice that the first line highlights the key feature which in this example is the automation. Although features do not sell a product, they are still vital components that will always need to be mentioned. By mentioning the feature right at the beginning you can then concentrate on highlighting the benefits in more detail, which is ultimately going to do the selling.

You can use this conversational manner for as long as you want. Simply mention one of the features of your product and then use the next few sentences or paragraphs talking about how that particular feature is going to benefit the prospect. The longer you can make this part, the better. The more benefits you can highlight and bring to their attention, the more likely you are going to be to convince them to go ahead and buy from you.

The second method you can use is the list format. As the name suggests, you are simply producing a list that will name a feature OR benefit and then give you the ability to discuss the benefit in detail.

There is absolutely nothing complicated about using a list like this to highlight benefits. If we were to go back to the illustration of the orthopaedic bed that we used earlier, your sales letter may look something like this:

"So here's what the *super comfy bed* can offer you;

- **Light weight!** – It can easily be carried into the house and moved into the bedroom by just two people, without the need to hire a team of expensive labourers or moving firms. This one simple feature can save you hundreds of dollars in extra expenses that you would normally incur when you buy from other companies with the standard weight beds. The lightweight *super comfy bed* will save you money!
- **Hand held control panel!** - There is no need to get out of the bed and physically lift or move any handles or levers. Now you can make as many adjustments as you like while actually lying in the bed, all at the push of a button. Find the perfect position to suit your needs...effortlessly!
- **Runs off the main electricity supply!** - You can simply plug the bed in and never have to worry about it again. You'll never have to be concerned about batteries running out or needing replacing just as you are trying to make a crucial adjustment for your comfort.
- **12 separate position settings!** - You are sure to find the position that is most comfortable for your specific needs. You can set the bed to be as high or as low as you need to be able to effortlessly step out of it in the mornings without any pain, effort or discomfort. These settings literally allow the bed to pick you up to an almost standing position to reduce any stress on your muscles."

It is easy to see in the example above, just how easy to follow this kind of layout really is. It gives a clear cut explanation of what the feature is and what the benefit is, but again without actually shouting “*this is the feature and this is the benefit*”.

Using the list format as detailed above is a really easy way for a prospect to understand the point you are trying to get across, and it is almost certain that they will get to the end of the sales letter knowing precisely what the benefits of your product are, without any doubt whatsoever.

The third way to get your point across is to combine the two methods we have already discussed.

It doesn't really take much explanation to describe what we mean by this combination; you begin with the conversational manner to discuss the features and benefits, and once you have exhausted that method you move on to the list method.

Now you may be thinking that this is a bit of overkill, and you are simply going to be repeating the same points over and over again, but that isn't the case.

The conversational manner is very good at getting the point across in a very relaxed way. You are literally just talking to the prospect in one to one situation, and as such can explain the benefits in a long and reasonably detailed way. The advantage of this is the prospect has everything explained to them thoroughly, and does not have to fill in any gaps or work things out for themselves.

When you use the conversational manner, you do get every point across, but because this part of the sales letter may be quite long, by the time the prospect gets to the last point they may well have forgotten the first point.

To insure against this happening, you can then include the list method to act as a kind of reminder for what they have already read. The list can be placed just underneath the last paragraph of the conversational method, and will serve as a sort of check list to tick off to be sure the prospect has got every point and every benefit.

Both methods are extremely good at getting the benefits across to the prospect, but it goes without saying that combining the two is by far the most effective method of highlighting benefits in order to sell your product.

You have to remember that it is the benefits that sell and not the features. Learn the difference between the two and then practice highlighting the benefits so that they are what the prospect remembers.

No one will ever buy anything because of the features it has, but they will buy it because of the benefits those features bring. If you want to sell your product you have to use the benefits to do that, and the more you can highlight them, the better.

## **Testimonials!**

We're now moving into the area of the components of a sales letter that can be jiggled about a bit and moved from one place to another. Testimonials are a perfect example of a key part of a sales letter that does not necessarily have to appear in one specific place.

Where the testimonials are placed is not really important, and their positioning will not affect the number of sales you get one way or another. However, including them in a sales letter is absolutely vital. They are without a doubt one of the single most important aspects that will determine whether people buy from you or not.

Not having testimonials on a sales letter is marketing suicide. Yes, without them you will still make one or two sales if the rest of your letter is good enough, but certainly nowhere near enough to actually make a substantial income from your online venture.

Take a look at just about every website that sells a product or offers a service and you will notice that they all have testimonials in one form or another. Webmasters and marketers from every corner of advertising know the importance of testimonials.

To fully appreciate the power of a testimonial and what it really does, you need to have a quick think about your own situation and experiences.

How many times have you been looking for a product or service but not really known where to look for it or which one is best? And how many times have you been talking to a friend about it and they have come up with a recommendation and told you about one they have bought or used? You have probably even recommended such things to your own friends who have then gone out and purchased the product based on what you told them.

This “word of mouth” recommendation between friends is the original concept of a testimonial, and it is probably the very best form of advertising you could ever get as a marketer. Some immensely huge global phenomenons have grown into what they are today, purely from this word of mouth advertising, (Google is a classic example of this).

Now depending on what it is you are selling, it is unlikely you will be able to rely purely on word of mouth amongst friends to build your business, but you will still need to utilise the method to increase your sales.

This is when and why you will need to include testimonials in your sales letter.

A testimonial is simply when a person who has already bought and used your product, writes you an email or a letter to say how good your service was, how well the product worked and what influence it has had on their life.

When you then include those testimonials in your sales letters, they act as a personal recommendation from one person to another, neither of whom is associated with you or your business.

When a person comes to your site, they know they are reading a sales letter that is going to be extremely biased because it has been written by the person whose product it is. No one who is selling their own product is going to talk about any down sides to the product or say that is not quite as good as another product being offered by their competition....and prospects know this.

Therefore having independent third party testimonials on your site, will act as a way for your prospect to get someone else’s opinion on the product other than that of the author or creator.

Prospects will always want some sort of proof that what you are claiming is true and achievable for them, and the best way to give them that proof or results is to show them what others have experienced.

Simply telling them that the product works is not good enough, they need to see the results, and getting these results from an independent third party gives much more credibility than you telling them yourself. These sorts of testimonials are so effective at convincing your prospects that what you say is true, that they can increase the number of sales from your sales letter by up to 400%.

Testimonials are definitely something you can not afford to leave out of your sales letter under any circumstances.

So the question now is where and when do you put them in to what you are writing?

Well, there is no right or wrong place, and we will briefly now talk about the various options that are available to you.

### **Option 1**

You can group all your testimonials that you want to use into one section and then add it to the sales letter as a completely independent section, just like the headline, sub-headline and intro are all individual sections.

Where you then place this testimonial section is entirely up to you, it really makes no difference.

You can have it near the top of your page close to your headline or introduction, half way down to act as a natural break in the letter, or somewhere near the bottom for your prospects to read after they have read the main bulk of what you have to say.

The positioning really is up to you and what you think will be best for you and your product.

What you should do when you have your testimonials in a section format, is have some sort of basic introduction just to let the prospect know that they are about to read a section of testimonials. It doesn't need to be long or detailed, just something similar to this;

*“Take a look at what some of my customers are saying about my product.....”*

### **Option 2**

The second thing you can do, which is probably seen a little more often than the first option, is to spread your testimonials out over the entire length of your letter.

By that we mean you should have a group of one or two testimonials near the top of your page, another group of one or two half way down and then a couple more towards the bottom. You may even have two or three of these small groups spread out over the middle sections of the sales letter.

The good thing about this method is it acts as a good pause between sections of the sales letter.

For instance you can put a couple of testimonials just after your intro, a couple after you announce your solution, a few more when you are persuading to buy and then maybe a couple at the bottom. As the prospect comes to a natural transition from one point to the next in your sales pitch, they will read a few comments about your product from independent third parties who have already purchased what you are selling.

### **Option 3**

The third choice you have is quite similar to option 1, although this one is probably seen a little less often than the first two.

The idea is to have all your testimonials grouped together into one complete section, (the same as option 1), but this time they are not on the same page as the main sales letter, they are on a separate page altogether.

What you would have on the sales letter page is a link that says something like “*testimonials*”, and when the new page opens, it is your section filled with comments from your customers.

For a traditional sales letter such as we are trying to teach in this book, option 3 is not recommended for the simple reason that there should be as few links to other pages as possible. You do not really want your prospect leaving your sales page for any other reason than to make their payment.

Option 3 is more suited to larger business websites that tend to have more pages on their sites to begin with. However, if you do decide to go with this option, we recommend you make the testimonial page open up in a totally new window on top of your sales letter page, so that the prospect will go straight back to your sales page if they were to “close” the testimonial page.

For most beginners to internet marketing we recommend options 1 and 2.

One last thing we should mention with regards testimonials is that you must never make them up. Only ever use genuine comments and feedback from your customers.....it is illegal and unethical to invent testimonials for the purpose of tricking people into buying your product.

This will obviously pose a slight problem for when you first get started with your online sales. If you haven't made any sales yet, how do you get testimonials?

Well, you can take a hit to begin with and just accept that sales will be slower to start off, and then gradually add testimonials as the sales are made. This is probably the easiest thing to do for a beginner, and will only slow you down for a month or two, but you do have better options available if you are a bit more motivated.

The other thing you could do is to send your product off for review at various sites before you begin selling, in the hope of getting some good testimonials to put in your sales letter prior to your site being made public. This option is a little harder and often costs you money. We would only recommend doing this if you are not a total beginner. Basically there are many forums around that you can go to and get like minded people to look at your product and send you an honest review of it. This is a good option if you think you may need to tweak things a little before you start selling to the public.

Another option you have is to give your product to friends or associates that will be interested in your offer and ask them to review it for you. This option is by far the easiest, quickest and cheapest method and probably the best one to be used by the internet beginner.

When you get the testimonials from friends or other reviews, always try to get the persons website, full name and city they live in and also their photo if possible. This will always add credibility to your testimonial and offer some proof that they are genuine.

What ever you choose to do, you will not get testimonials right away, but getting them is essential to your long term business success. Just be sure that you go about getting them in the right way.....never be tempted to make them up yourself!

## **Guarantee!**

One thing you will notice when you start to build up your internet business, and may well already be aware of from your own experiences, is the fact that many if not most of your prospects will consider buying from you online as a risk.

There is still unfortunately a sense that buying online is a risky business. Nowadays this is an unfounded belief because of all the safety measures introduced with all major credit cards and payment handlers, but nevertheless people still perceive it to be risky.

To overcome this hurdle and encourage people to buy from you online, you have to do something to put their minds at rest and alleviate their concerns.

The way to do this is to offer a guarantee!

A genuine guarantee is crucial to a successful sales letter. There is no doubt in our experience that any sales letter that does not offer one will be lucky if they make even one sale of their product.

People do not like taking risks with their money, and if they think there is even a small risk spending money on your, they will walk away in a flash. You have to make your offer risk free. Not just reduce the risk...you have to eliminate it altogether. If there is any risk involved in this transaction it should all be on you as the seller.

Most internet marketers now know that a guarantee is essential, and that means that there are now guarantees on just about every sales letter you come across. Unfortunately this means that a lot of prospects are now starting to ignore them because they are all the same. If you want your guarantee to contribute to convincing the prospect to buy from you, you have to make your guarantee stand out from the crowd.

Most sales letters offer somewhere between a 30 and a 90 day money back guarantee, which goes somewhere along the lines of; if you are not totally satisfied with your purchase for whatever reason, you can get a full refund at any time within the 30/90 period.

Now this is all well and good, but all consumers now expect that as standard so it doesn't really do anything extra other than what a prospect would expect anyway. If you want to make an impact, you have to go a little further than that nowadays.

Offer them a 30 or 90 or even a 365 day guarantee.

Make it a no questions asked refund – it doesn't matter why they want their money back, you will refund them whatever.

Don't just stick to a full money back guarantee; tell them you will give them their money plus the purchase price again from your own pocket on top of the refund.

Tell them even if they ask for a refund they can still keep your product without having to return it.

If you are offering bonuses, tell them they can keep them as well, regardless of a refund.

You could even make it a lifetime guarantee.

Basically, you have to make it a win/win situation for them. Either they get what they were hoping for or they get double their money back.

The idea of the guarantee is to provide some sort of safety for the prospect that they are totally confident in. It has to eliminate any risk on their behalf. It has to say to the prospect that you are so utterly confident in your own product, that you are prepared to take all the risk on your own shoulders.

Show them that you trust your product wholeheartedly and they will be more likely to also.

The more outstanding your guarantee is, the more confidence your prospects will have that what you say is true. A good guarantee means there is no excuse for not purchasing the product to see if it is as good as you say.

Research has found that nearly 60% of prospects make up their mind to buy the product or not when they are reading the guarantee. That means that the majority of people will make their decision depending on how good the guarantee is. You simply can not afford to pay lip service to this aspect of your sales letter.

Make your guarantee the best around and you will increase sales and profits without any doubt. Make it mediocre and your sales will stop before they even get started.

It is worth pointing out before we move on that the guarantee can also be positioned anywhere on the sales page just like the testimonials. It is best suited near the bottom of the page, but it can go before or after the buy now buttons, the post scripts and the testimonials. There is not a fixed position for the guarantee.

### **Persuade to buy now!**

This is it! This is the point to which your whole sales letter has been pushing. You are now at the point where you are ready to close the sale. This is make or break time.

You have done everything of importance in your sales letter and now you have to quickly jump on your prospect before they have a chance to hesitate or change their mind.

At this stage you should immediately hit them with a headline that goes something along the lines of:

Get your copy now!

Or

Order now!

It's clear what you are telling the prospect to do, but they are not necessarily going to do what you want, so you have to follow up with a few lines or paragraphs to kind of talk them into the sale, just as any good sales person would do.

You should name your price at this stage, and make it clear that they are getting a bargain. No one will buy anything from you if they think they are paying over the odds or not getting enough in return, so you have show that this is worth what you are asking.

Mark the real price of your product and then next to it, mark the actual price you are going to be charging. If you look at the example of an instructional fitness e-book training program, you could explain that if you were to act as a personal trainer to the prospect one on one, you would be charging \$100 per hour.

Then explain that your e-book contains over 10 hours worth of fitness instruction so is in fact worth over \$1000. The fact that you are only asking for a tiny \$39 for the book, is clearly great value for money. When you explain the true value of your product compared to the actual asking price, any prospect can easily see the value for money they are getting.

The other thing you should do is help the prospect see the future with and without your product.

Using the same example of the fitness training above, you would want to paint a really positive outlook with the prospect being slim, well toned, healthy, happy, and more attractive to the opposite sex, having more energy and generally living a better life style.

Now point out what life could be like if they don't buy your product. They will be overweight, unfit, unhealthy, and less attractive, have little energy, be more stressed, unhappy and living a generally poor lifestyle. The bleaker the outlook the better!

This sort of technique is referred to as using the guilt process to convince a prospect to buy and it has worked very well for many years. Using guilt to persuade a prospect to buy is one of the very best techniques you can utilise, and is responsible for converting a higher percentage of people into customers than any other method at this stage of the letter.

The trick is to combine the two methods above, (showing value for money, and outlook of the future), in a very short and to the point couple of paragraphs that are literally designed to "push" the prospect into the sale.

You really should be trying to be the pushy sales person at this point. You are not trying to be standing back and letting them make their own decision.....you are trying to make the decision for them.

Keep pushing, keep persuading, and keep going for the sale!

## **Bonus incentives!**

Here's another component of your sales letter that can be placed anywhere, so long as it is somewhere near the bottom. It can be before the testimonials, the guarantee, the persuade to buy, or the post scripts.....it's up to you to decide where you want them.

There isn't really an awful lot that needs to be said about the bonuses you can offer on your site, so we will keep it short and sweet.

Throwing in extras free of charge as an incentive to buy the product, is a tactic that has been used since sales began. A car sales person will always offer to throw in an extra warranty or a few accessories in a bid to get you to buy the new car. You may want to do the same thing with your sales letter.

What you offer is not really important, and here are a few ideas for you to use:

**Extra e-books** – you can throw in extra books that may be of some interest to your prospect. You can find free ones on many different sites or you can purchase some that allow you master re-sell rights so you can offer them legally on your site.

**Free trials** – you may want to offer a free trial period whereby your prospect can use your product without cost for a certain time period to see if they like it.

**Free holidays/gifts** – there are many websites out there where you can offer gifts and holidays as part of your incentive package. Offering things like free laptop computers is an excellent way to convince people to buy from you, and this sort of thing does not cost you anything whatsoever if you can find the right sites that let you offer this sort of thing.

Bonus incentives should always be made to sound exceptionally good and high in value, but not so much that they detract from your actual main product. You want them to act as a sort of add-on that

compliments your main offer just enough to tip any last undecided prospects over the balance and into buying your product.

## **Post scripts!**

This is the final part of your sales letter and it obviously has to go at the very end of your page.

P.S's are not essential to a sales letter and you may very well decide that you do not want to use them, but we suggest that they are a good idea that will only do your selling efforts good rather than harm.

The general idea is that they act as a kind of summary for the rest of your letter to remind the prospect of the main selling points you have brought out in the letter.

Use one to remind them of the key benefit of your product.

Use another one to remind about the guarantee that you have in place.

You may want to use one to remind them of all the bonuses they will get.

And you may want to use one to remind them of the choices they have in life and what the future may be like without your product.

Use as many or as few as you like, but keep them short and to the point.... they are just a summary!

## Chapter 2 – Long Letter Vs Short Letter!

Sales letters have been used to great effect ever since the invention of the internet, and they have been proven to be the best way of actually closing a sale without the intervention of a real person. However, as with almost everything, not everyone agrees on a universal sales letter that is the best.

Most aspects of the sales letter are agreed on, such as the format, structure, contents and main features, but what is often debated is the length.

Which type will convert the most sales – a long sales letter or a short one?

For some reason this question continues to be asked even though it has been categorically answered many times over. There has been some debate over the years and we have found that it is normally questioned by people who either are not particularly experienced in online marketing, or by people who are being led by their hearts rather than by a desire to make sales.

The answer is very simple, and nearly every expert will tell you the same thing; ***“The long sales letter will produce the best results”!*** There can be exceptions to this rule in very specific circumstances, but 9 times out of 10 a long letter will convert more sales than a short one.

We could spend hours making comparisons, analysis and assessments of the pros and cons for each type, but this really isn't necessary. All you really need to know is the long sales letter is the one that works and the one that you should employ if you want to make sales in large amounts. Remember, the whole point of this book is to make things simple for you.

Long sales letters work best.

The curious thing with this is the fact that most people can not stand long sales letters, and this is why some marketers will suggest that a short version is the better option. If you look at your own experiences you may be able to relate to what we are going to say.

Thousands of web pages have the same basic sales letter on them, and most of them are long. They introduce themselves and then go on to give you a rendition of their life story including all the low points and hard times. Then they move on to the product or offer and make wild claims surrounded by lots of excitement and hype, using very energetic words and sentences.

Next you get given an iron clad guarantee which is then followed by bonus offers and freebies that you will get as an extra incentive to buy. You will probably even get a few paragraphs telling you how the price has been reduced for a limited time and may go back up at any moment so you have to act now to get this great product at such a great price.

Any of this sounds familiar? More than likely and you probably find it quite irritating.

There have been a number of surveys conducted that asked people what they think of these long sales letters, and the results are always the same. Most people find the long sales letter annoying; when they start reading one they wish it was shorter. They say to themselves they are not interested in the life story of the person that is selling the product; they don't believe all the hype and guarantees, and they know that most of the free bonuses are worthless. They wish they could just see all the facts about the product and that the sales letter would just get to the point. They've seen the same sort of sales pitch a hundred times before so they just try and filter out the nonsense and concentrate only on the main points.

Have you ever thought the same thing when you read one of these letters?

If these are the feelings of the majority of people why do vendors and webmasters continue to use the long version? Why don't they just cut to the chase and get on with selling the product itself?

The answer is quite simply because the long sales letter works, and it works extremely well. Despite people saying they don't like the long version and that they don't take any notice of all the hype and filling, the fact is they can't help but be influenced by everything that is said in it.

Experienced and successful sales people get the results they do because they know what works and they use it very effectively. If people genuinely did ignore the majority of the long sales letter and weren't influenced by what was being said, marketers wouldn't be using them.

Marketers are only interested in one thing – making money, and if the long sales letter didn't make money they'd be dumped. The fact that the vast majority of websites use the long version, should be proof enough to you that they are the most effective version.

But now you may be wondering why the long method works so much better than the shorter version when so many people find them so outwardly annoying. To answer this we will look at the example of the real life sales person again.

This may be a bit of a sweeping statement and very stereotypical but people generally do not like sales people, especially the ones that use high pressure tactics. We prefer not to have things forced upon us because we'd rather be able to make an informed decision on our own without feeling pushed in to it. Given the option, we'd prefer to take a look around the car showroom on our own, and if we like a particular car and want it, go up to the sales person and buy it.

Most of us find the pushy sales person irritating and we'd rather they just told us about the car and then left us alone.

But here are the facts: pushy, in your face sales people make far more sales than any other type. You can find some sales people who are more polite and quiet in their approach and will happily leave you alone and just say if you have any questions you can find them and ask them. These people are not very successful at their job and certainly never get sales person of the month because they simply don't convert enough prospects into paying customers.

On the other hand the pushy type regularly get sales person of the month and regularly break the monthly records for the most number of cars sold. The reason for this is because they are very good at selling and it is purely down to their approach.

A lot of what we buy, we don't actually need. New cars are good examples of this. You probably already have a car that gets you from A to B perfectly well, but it may be a bit out of date or just doesn't look as nice as it once did, so you think about how nice it would be to get a new one.

If you were to go to a showroom and just be left to look around on your own, you would be getting what you want. You would see the cars and be able to get straight to the point of what looks and feels the best. If you had any extra questions you could ask the polite and unobtrusive sales person and they would reply with a factual straight to the point answer.

In terms of the kind of shopping experience you want, this would be near perfect, but you most likely would not actually buy the new car.

A new car is a luxury that you could easily live without. It is expensive and you may start thinking about the other things that you could perhaps spend your money on, and eventually you would walk away without making a purchase because you have told yourself you don't really need it. You simply can't justify to yourself spending so much money on a luxury you can easily live without.

The above scenario is what happens with a short sales letter that just gets straight to the point and gives just the facts.... (The sort of thing the majority of people want).

Now let's go back to the car showroom and this time see what happens when the pushy sales person comes up to you.

Instead of being left alone, you now have someone who is telling you all about the car, its performance, how well it has been built and how it compares to other models.

They tell you everything that is positive about the car and how much better it is compared to the one you drive at the moment. They work as hard as they can to convince you that you "*need*" the car. You may find this approach annoying but you can't help but to believe what they are saying, and you slowly start to come around to their way of thinking.

When the subject of price comes up, they will do everything to persuade you that it is affordable, by throwing in extras, warranties, guarantees and discounts. They'll also tell you that it is urgent for you to buy today to get the great offer....if you come back tomorrow you'll have to pay the full price or not get the added extras.

The longer you are with the sales person, listening to what they are saying, the more you are being worn down and the more likely you are to buy the car. You may find them very annoying, but you can't help but be influenced by their high pressure tactics, and you ultimately buy the car. It may not be pleasant but the simple fact is that this kind of approach makes many times more sales than the quiet polite person who doesn't keep on at you.

The long sales letter is like the pushy sales person in the fact that even though people find them annoying, they find it hard not to be influenced by them. Long sales letters make many more sales because they are a sales person in web form, and the longer a prospect spends with a sales person, the more likely they are to make a purchase.

Sales letters are all about selling, and selling is all about making money.

Selling is not about giving the customer what they want, it is giving them what they think they want or making them think they want it.

This is absolutely true with regards to all kinds of sales for any product whatsoever. Every single marketer using every single medium uses the same techniques and approach.

The things we genuinely need are very rarely "*sold*" to us. It's not very often you see fruit, vegetables or other basic food stuffs advertised because the people selling them know we are going to buy them regardless of whether we want them or not....we simply need them.

The things that do get advertised are the things that we don't need....the things we could easily do without. These are the things that have to be "*sold*" to us and the seller needs to convince us so that we "*think*" we need them.

Convincing a prospect that they need our product is the secret to sales, and the more time our sales person spends with a prospect, the more likely they are to persuade them. And that is precisely how the

long sales letter works and why it works so much better than the shorter version. A long letter slowly breaks down a prospects defences and scepticism and convinces them that they need our product or service.

Quite simply, if you want to make sales, you should use a long sales letter.

## **Chapter 3 – The Layout of Your Sales Letter!**

The content of your sales letter is quite simply the most important aspect that influences the response you get and the number of sales you make, and this is obviously the thing that will take up the most time when you are putting your letter together.

However, for your sales letter to be truly effective you also need to consider the appearance of it.

Words alone are not sufficient to keep a prospect on your site, your sales letter also needs to be aesthetically pleasing....it needs to look good when you view it.

If the sales letter appears to be scruffy when a prospect first looks at it, the chances are they won't hang around long enough to read what you have to say. A scruffy looking sales letter gives the impression of inexperience and a lack of professionalism.

In the eyes of a prospect, if you can't even take the time to ensure that your web site and sales letter looks good, then the chances are that your product isn't much good either.

A poorly designed and laid out sales letter is a sure fire way of turning prospects away quicker than you can get them in. It doesn't matter what you say or how well you say it, if it doesn't look good no one will even bother to read it, and all your efforts will have been wasted.

Therefore it is vital that you take some time to get the appearance and layout of your sales letter right.

We're not suggesting for one minute that you need to become a graphic designer or any such thing. You don't need to learn all about the idiosyncrasies involved web design or what colours and fonts work best together. The skills of web and graphic design take years to master, and quite frankly there is absolutely no requirement for you to learn these skills.

All you really need to know is how to make the sales letter look good.

Looking good is half the battle. Presentation goes along way towards winning over your prospect, and it is of vital importance in getting the prospect to stay around and have a good look at your site.

The web is now an absolutely enormous place with over 1 billion people using it, which means that webmasters are becoming more and more concerned with the appearance of their websites. Each website is in competition with each other to get the visitors and customers, so they are constantly making their sites look and feel better.

If you want to be able to compete against these sites you have to at least make yours look good.

With most of the things we teach in this e-course, we suggest you try looking at your sales letter from the point of view of your prospects rather than you as the seller.

You are obviously going to be slightly biased towards what you are saying and you also know exactly what you mean when you say certain things, whereas your prospects are going to be more in the dark so you should always look at it at it from their point of view.

To that end, imagine you came across a website that looked scruffy and untidy.....how long would you hang around and take notice of what was being said? Probably not very long because you would instinctively get the feel that the site was being run by someone that didn't really know what they were doing which would in turn make you think that the product probably wasn't too good either.

When you look at it from that angle you can hopefully see just how important it is for you to get the appearance and layout correct.

Below is a quick illustration of what the basic layout of a sales letter should look like:

**Insert Your Headline Here**

**Insert Your Sub-headline (Hook) Here**

From: **[Insert your name here]**  
Date: **[Today's date]**

Introduce yourself. Confirm the problems/challenges your prospect is facing. Let them know you have experienced the same things and know how they are feeling. Let them know that things have now changed for you because of this product.

**Sub-headline: Introduce your product here**

**FIX  
PRODUCT  
IMAGE  
HERE**

Explain the benefits and features of your product. Explain how it compares to other products and explain how each feature will directly benefit the prospect. This is where you convince the prospect that they need your product.

**Sub-headline: Insert your testimonials/endorsements here**  
Include a collection of neatly-lined up testimonials and endorsements.

Order button

**Sub-headline: Bonuses (optional)**

**Sub-headline: Guarantee**

**Sub-headline: Buy now!**

Order button

P.S. Persuade your prospect to buy now with a quick reminder of the offer and a sense of urgency. Include Order Form here.

[Privacy](#) | [Disclaimer](#)

The diagram above is by no means intended to be seen as a fixed layout that should be rigidly adhered to. The layout of a sales letter is never set in stone, but the example we have given is intended purely to give you an idea of how to set out yours.

Some things are obviously always going to be in the same place such as the heading, sub heading and P.S's, but things like the bonuses and testimonials can easily be moved around to wherever you want them within reason.

So long as you stick to the basic layout we have shown above, you won't go far wrong.

## **Width!**

The width is another important factor that can easily be overlooked by a beginner. When a person first takes to the role of writing a sales letter on a webpage, they can very often be totally overwhelmed by the whole thing to the point that they actually lose site of the small things that can make a big difference.

The width of your letter across the page is an example of one of the small things that can make a big difference.

It is very easy for a beginner to simply start writing at one side of the page and continue across to the other edge without considering spaces or margins. The result of this is a very scruffy and untidy looking sales letter.

This is not some hyped up get rich quick scheme that fails to deliver. I'm not going to insult your intelligence by telling you, "**You'll be a millionaire this time next week**". I know you don't believe those lies any more than I do.

This is a package which details accurately a simple formula I and many other top earners use to create an income at will, and you can too.

Anyone from any walk of life can understand and implement the same strategies and become rich beyond their wildest dreams.

This package shows a proven, straight forward scientific set up that when used, unlocks the full earning potential of the internet, and gives you an income level determined by **yourself**. (This formula is already being used by every single top earner on the net today, but they have all kept it very close to their chests).

You can see in the above example that the whole page looks a little confusing and is actually quite hard to view without getting a little lost.

When you first look at the page it is not immediately clear and concise. A prospect would actually have to take a bit of time and concentration to read the page. If a prospect has any reason whatsoever to leave a site...they will. You have to make the page as eye friendly as you can.

This is not some hyped up get rich quick scheme that fails to deliver. I'm not going to insult your intelligence by telling you, "**You'll be a millionaire this time next week**". I know you don't believe those lies any more than I do.

This is a package which details accurately a simple formula I and many other top earners use to create an income at will, and you can too.

Anyone from any walk of life can understand and implement the same strategies and become rich beyond their wildest dreams.

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In the above example the whole sales letter takes up a width of the page of around 70 to 80%. This is the ideal width for a sales letter and you should always strive to make yours this width to get the best appeal to the prospects eye.

When you look at it, it just instantly looks neater and easier to view.

When a prospect comes to your page and sees it looking nice and neat and easy to look at, they are much more likely to hang around long enough to read what you have to say. The longer they keep reading the more likely you will be able to convert them into a paying customer.

## **Colour!**

The colours used in the presentation of your sales letter are also of great importance, and are something that many beginners get carried away with.

When people are just starting out in this field and are learning new things every day, it is very easy for them to get over excited and too keen to use everything they have learned all in the same place. Because of this, many beginners use far too many colours in their letters which simply makes it look very amateur.

An over use of colour in a sales letter is a clear indication to a prospect that the person doing the selling is very inexperienced and this has an almost instant effect of turning the prospect away from the site.

As a general rule, the main bulk of your letter should simply be black text against a white background. Don't try and do anything fancy with the text of your sales letter because you do not want to distract your prospect away from the message of your text. The idea is to make reading the text the main priority, not looking at the design.

Your sales letter is not a work of art so keep the colours you use to a minimum.

Of course, a purely black and white layout can be very boring to look at so you should try to include some colour just to improve the way it looks, so it is balanced between being boring and being too distracting.

If you use a different colour to improve things a little, try and stick with that as a theme thru the whole of your letter. By keeping the same colours as a theme thru your letter, you will add just the right amount of class to it, and will enhance it to just the right level.

You should never use any more than 4 colours in a sales letter.

## **Fonts!**

The rule with fonts is the same as with everything else – keep it simple!

Trying to over complicate things and make it all too fancy will only result in your prospect being turned away. The more you have going on in your page, the more likely you are to distract your prospect away from actually taking proper notice of what is being said in your sales letter.

Another important thing to remember with fonts is the fact that not all of them show up correctly on all computers and browsers, which means that even if it looks good on your browser, it may look totally different in your prospects screen.

The best way to avoid this situation from happening is to stick to the most common fonts that are generally universally accepted on all computers. The most widely accepted fonts are:

Times New Roman  
Arial  
Verdana  
Courier New  
Tahoma

If you stick with one of those 5 fonts, you can be pretty sure that your text will show up on just about every computer in the same way that it appears on yours.

If you start messing about with lots of fancy variations, there is a good chance that your letter will appear somewhat distorted to a certain number of your prospects, who will either not be able to read what you are saying full stop, or will think your site looks so untidy that you are not a professional so they will look else where.

One of the things you should look to do quite regularly during your sales letter is to use different font effects to highlight certain words that you really want to emphasise.

For example, you may want to draw the attention of your prospect to look at key words such as “discount” or “special offer” or other such words that you are going to use as strong selling points.

There are a number of ways in which you can highlight these key words using special font effects.

*Use italics*  
Underline the words  
**Put them in bold**  
**Highlight the words**  
*Use a different colour*  
Use a different size

These are all very subtle tricks that can easily be used as many times as you want in your sales letter, and are extremely effective at making your text stand out in a positive way without taking the attention away from the actual text itself.

Changing the style and effects of your fonts is one of the easiest ways to enhance your message in a professional way, without making the letter appear brash or cheap.

These sorts of changes to font are most commonly and effectively used in headlines and sub headings, as well as when you want to highlight or emphasise specific words within the main body of the text.

However you must remember not to use these effects on every word that you think should be highlighted. If you have 3 or 4 of them in every sentence, they will very quickly lose any impact and will again start to clutter up your page with unnecessary junk that will simply distract your prospect away from the main message of your sales letter.

### **Number of pages and links!**

You may have come across some web sites in the past that seem to be following the pattern of a sales letter but it has links at the bottom of the page that asks you to go to the next page, almost as if you are turning the pages of a book.

The general idea is that you read so much of the information and then you click the link so that you then go to the next page for a bit more information and so on and so on. The sales letter takes the same sort of structure as we have already discussed, with all the same information being brought out, but it is spread over a number of different pages.

This may seem like a clever way of doing things but it is in fact a terrible idea and a guaranteed way to lose prospects.

You have to remember that your prospects do not like the long sales letter. The only reason they work so well is because the prospect scans thru the whole page reasonably quickly trying to find the information they are after. As they are scanning, they unwittingly take in all the other information you have included which is affecting the way they are thinking about your product.

If your sales letter is spread out over a number of different pages, your prospect is going to be much less likely to bother to stick around and scan thru each of those pages. Flicking from page to page takes time, especially when the prospect has a slow internet connection, so they are much more likely to get bored and move on.

There is one simple rule for the number of pages a sales letter should have, and the rule should never be broken.....

### **A sales letter should only ever have one page!**

This is of absolutely vital importance if you are going to achieve the best results.

The sales letter is all about one thing and one thing only – making sales. You do not want your prospects being distracted by anything else whatsoever, and spreading your letter over a number of different pages constitutes a distraction.

Your prospects should be able to start at the top of your page and work their way down it in one fluid motion, in order to get all the main points as well as all the extra points that you have used as part of your selling tactics.

At no point should a prospect need to leave your single page. Remember that your sales letter is just the text version of a sales person, and it be constantly bombarding the prospect with point after point until the prospect is convinced they need your product.

Changing pages provides the prospect with a break from the sales pitch and is equivalent to a real life sales person walking away from a prospect to get a cup of coffee. The break allows the prospect to consider things on their own and come to the conclusion that they don't need this luxury after all. A pause in the sales pitch like this means the sale is lost.

Always keep your letters flowing in one continuous page.

The other thing to think about is the number of links you have to other pages such as "*F.A.Qs*", "*contact us*" and other such pages.

The need to have these kinds of links on your webpage varies depending on what it is you are trying to sell, so this is not quite as straight forward as the other aspects we have covered.

Generally you should not have any other links on your sales letter page. Remember, the whole point of your letter is to concentrate entirely on getting your prospect to buy your product and nothing more. The very most you should have is a disclaimer and privacy policy link at the bottom of the page.

You should not be interested in telling your prospects about your business or about you, or really wasting time answering questions on a separate page. If you feel you need to answer questions, try and incorporate them into the actual content of the sales letter, so that you actually keep the prospect on the same page all the time.

This scenario is particularly true with regards selling items such as e-books or a service.

In this instance, you have a very specific product that is very easy to sell and there is absolutely no need to venture away from the topic in any way whatsoever. All the information your prospect needs can be included in the sales letter, so there should be no need to be distracted in any way.

Your prospect does not need to be able to contact you or to ask questions, so there is no need to include those sorts of links.

The way your sales letter should work is as follows:

Your prospect lands on your website and begins reading thru it. They work their way from top to bottom, taking in every point in some degree or another along the way. There are no distractions anywhere along the way, so eventually they get to the bottom where they are met with an order button. If your sales letter has been effective, the prospect will feel almost compelled to make the purchase and you now have your sale.

The letter was one fluid motion intended to do one thing – get the prospect to click on the order button at the bottom of the page.

Now occasionally it is not always possible to keep it as simple as that. You may be running a business that requires you to include links to contact pages and F.A.Qs etc. If this is the case then you should keep the links as unobtrusive as possible at the top or bottom of the page, and keep them as few as possible.

It may be that you are offering a product that does not lend itself too well to the long sales letter or just the one page. If you find you are better suited to multiple pages with many links, you are venturing into

what we call a sales presentation rather than a sales letter. The sales presentation is very different to the letter and far more complicated. It is far too complicated a topic to try and cover in a simple course like this, and is normally only used by larger online businesses.

All you should be concerned with at this point is the straight forward sales letter, which is solely geared towards driving the prospect into the order now button.

A sales letter is as simple as it gets.....a straight forward selling tool that does all the selling on your behalf just as though you had a real life sales person doing all the selling for you.

So with regards the question of whether you should have other pages or links in your sales letter, the answer is no.....not if you can help it. Keep it simple, keep it straight forward, and concentrate solely on directing the prospect to the order button at the bottom of the page.

## **Chapter 4 – Words to Avoid and Include!**

You don't have to have a degree in the human mind, but you do have to have a basic understanding of what selling really is and how it works. You see selling is predominantly a game of psychology. In order to be able to sell to a person you have to be able to understand what makes them tick and how they respond to certain things.

In the volume of our e-course "*Headline Writing for the beginner*", we go in to a bit more depth about the psychology of how we all respond to certain stimulus and how certain emotions control the way we think and react. It is just a simple fact that we are all emotional beings and if we can provoke certain emotions in our prospects, we are going to be much more likely to talk them into a sale.

The way we force an emotional response from our prospects is obviously thru the use of words. A sales letter is just a series of words, so we have to choose the ones we are going to use very carefully if we want to get the best reaction from a prospect.

Words can be very powerful tools and in some cases can provoke some extreme reactions. If you know which ones stimulate the right emotions to make a prospect want to buy from you, you really can create a very successful sales letter.

But not all words have a positive effect on a prospect. Just as some words can make a person want to buy from you immediately, there are some words that can turn a prospect away from your offer just as quickly. If you get your choice of words wrong, you can kill your business in an instant.

What we are hoping to do in this chapter is give you a clear and concise list of words that you should always try to include in your letter whenever possible, in order to provoke a positive reaction from a prospect, and also a list of words that absolutely should be avoided at all costs.

### **Words you should include!**

We will begin with the list of positive words. This list has been devised by Yale University and is reported as the powerful, personal and provoking words in the English language. We have initially listed them all in one continuous list, and we will then go on to discuss each one in a bit more detail.

**You**  
**Discovered**  
**Safety**  
**Money**  
**Proven**  
**Results**

**Love**  
**Guarantee**  
**Save**  
**New**  
**Easy**  
**Free**

## **You!**

A sales letter is all about your prospect, their problems, their hopes and dreams, their lives. It is not about you. You are simply there to provide a solution to their needs, so you have to make it as personal as you can.

The more you can use the word “*you*” in your sales letter the better, because it really gives the impression that you are talking directly to them on a personal level. As we have already discussed in earlier chapters of the book, making the letter personal is one of the best ways of converting sales. There is no better way of personalising a letter than using the word “*you*”.

A prospect does not want to think that they are just one of hundreds of people reading the same sales pitch, they want to think that you have written the whole thing just for them, and that they are in some way special. If you talk directly to them, they will feel a much stronger sense of bonding a relationship with you, of trusting you and feeling that you have their best interests at heart. The word “*you*” is one of the easiest ways of achieving this.

## **Discovered!**

You have to remember that your prospects are looking at your site for a reason. They have a problem of some description or other and they are looking for a solution.

Regardless of what the problem is, they will be sat at home thinking that they “*wish there was a solution*” and that they can find it. They are hoping that they can “*discover*” the solution to their problem.

Imagine what a relief it would be and how excited they would be if they were to stumble upon your site and you were telling them that you had “*discovered*” the very solution they have been looking for. It would be the best scenario they could hope.

Not only does a solution for their problem exist, which is good news by itself, but the solution has been discovered by someone else which means there is little or no work or research needed by the prospect. The other main advantage that is offered by the solution being discovered by someone else is the fact that it has already been tested and proven to work.

Discoveries have always induced excitement in people right thru the ages, and it is no different today in the world of online sales and sales letters. Using the word discovered in your letters will always have a positive affect on your prospect.

## **Safety!**

Most people are not risk takers, especially when it comes to spending money over the internet. If there’s even a slight inclination that your offer poses some degree of risk, then it is very likely that you will be turning your prospects away.

Your offer and product may be the safest most secure offer available anywhere, but the reality of your offer is not important. What is important is the perceived reality of the offer. If a prospect thinks that your offer holds a risk, they will simply walk away, but if they perceive it to be safe or risk free, they are much more likely to hang around and take notice. Let them know in your sales letter that your product is safe and has been 100 % tested before it has been offered to them.

## **Money!**

Lets be honest, there aren't many people who aren't excited about money. This is probably one of the most powerful of all the positive words we could use. The simple fact is that money motivates people, and it motivates them a lot.

It may not be totally possible to include the word money in every sales letter, because it all really depends on what it is you are selling, but if you can fit it in somewhere you definitely should.

Any reference to saving money, spending less money or making more money is going to have a positive effect on the way your prospect reacts to your letter.

## **Proven!**

This word is related to the perception of safety, but it should be used in its own right as a positive word by itself. As we have already said, most people are not risk takers and they would like to know that your product has already been tested and "proven" to work.

There are very few people out there who would be prepared to be the first person to try something out for the first time. Most of your prospects would feel more assured if the product they were thinking about buying had already been tested and "proven" by others.

## **Results!**

You can make as many claims about your amazing new product as you like, but without actually showing your prospects results, you are simply blowing hot air.

Your prospect is not necessarily going to believe or indeed trust what you have to say. What you have to remember is your prospect is not a stupid person, and they know that if it is your product that you are selling, there is no way you are going to say anything bad about it. If they rely purely on what you tell them, they are going to be getting a very biased representation of the product, and most people will know they shouldn't really rely on that.

For people to really believe what you are telling them you are going to need to give them proof of your claims – give them results.

The ideal results are those experienced by others who have already used what you are selling. Testimonials are a great way of displaying your results in an unbiased way, so if you have them, use them. Failing that, use results that you have experienced yourself or have seen happen yourself.

## **Love!**

You can't find a much more positive emotion than love, so if you can get your prospects associating your product with this feeling, then you really are on to a winner.

Now quite obviously we are not suggesting that you are trying to get your prospect to suddenly fall in love with your offer or with you, but you should be trying to get the prospect to associate the positive emotion of love with your product as they read the sales letter.

Say things like *"wouldn't you love to be able to spend more time at home with the family?"*

This doesn't make them think about loving you or your product, but it does make them think about the emotion of love, the happiness they find from their family, and as a result they subconsciously associate your sales letter and product with the happiness of love.

It's a very subtle trick, but one which works very well, and it is certainly a word that you should incorporate into your sales letter as often as you can.

## **Guarantee!**

We don't need to keep going on about the fact that people do not like taking risks, but you should be starting to see a bit of a pattern being formed here. One of the most important things to factor into your sales letter is a sense of making your prospect feel safe and comfortable. There is probably no better way to achieve this than by including a guarantee in your letter.

Guarantee that your product works, guarantee that it is better than anything similar and guarantee that it is the solution to their problem. Using the word guarantee is a guaranteed way of turning your prospect into a paying customer.

The most important thing to guarantee is the customers' satisfaction. You need to take all the risk away from the prospect and put it all on you. Let them know that you are so confident in your product that you're prepared to make it risk free for the prospect.

Give them a money back guarantee for a period of days weeks or months. You may even offer a lifetime guarantee which makes the person feel foolish if they do not give it some serious consideration. What you're telling your prospect when you offer guarantees is that either they get exactly what they are hoping to get, or they get all their money back. It's a risk free proposition for them.

The word guarantee builds trust, confidence and a willingness to buy into your offer, and you would be very foolish not to include this word in your sales letter. In fact this is probably the most important word out of them all to include.

## **Save!**

We all like to save things, whether it is time, money or effort, and including the word save in your sales letter can instantly catch the attention of the prospect and make them feel the positive emotions we are hoping to provoke.

If you tell the prospect that your product is going to save them time, effort or money, you have a sure fire way of hooking them in so that they want to listen to you and more importantly they will want to believe you.

It's the sort of word that jumps out of the page because as soon as the prospect catches it with their eye, they will immediately want to know what it is that they will be able to save.

## **New!**

Generally, new means better or improved, so it is a good word to include in any sales letter that you are writing.

If you think about it, if something is new it is because it is better than the older version. No one would invest time or money creating something new if the old version is still going to be better. It would only make sense to create a new version if it was going to be an improvement on the older one.

Because of this, people automatically associate the word new with meaning better or improved. When you use the word new in your sales letter, the prospect will instantly make that association and start thinking of your product in a favourable way.

This is a good example of how a simple word can have an instant effect on how a prospect thinks and reacts in a positive way without you having to elaborate on the matter any further.

## **Easy!**

If a prospect is actually consciously looking for a word they want to see in your sales letter it's this one.

Human beings are naturally lazy. It's our laziness that has led to our constant labour saving inventions and advancements. Every one of us is on the look out for things that will make our lives easier and better.

As soon as your prospect sees the word easy, they will be drawn in to try and find out just what it is that is easy. No one is interested in knowing something is going to take time and effort to achieve something worth while. Your prospect wants to know that it is all going to be super easy and require no work on their behalf.

You have to tell the prospect that your product is going to either make their life easy, or it is the easiest thing of its kind to use.

Being lazy means we want things easy, so if you want to get the paying customer, you have to make your proposition the most attractive and using the word easy to describe an aspect in your sales letter is one of the best ways you can achieve that.

## **Free!**

One of the other main points to note about human behaviour that ties in quite closely with being lazy is the fact that we all want something for nothing. No one likes paying for things if there is a possibility of getting it for free. If we can get something for free, we instantly feel that we are getting a good deal out of the situation.

Now you've probably heard the saying that the best things in life are free, and it is this deep down perception that makes the use of this word in your sales letter so powerful.

Obviously you are not going to be giving away much for free because you are in business to make money, so you have to sell your main product for a reasonable price, but you should try to offer something on your site for free.

This sort of thing is normally reserved for the bonuses at the end of your letter so think carefully about what you are going to offer.

It does not have to be free bonuses that you add to your offer; it could be that you offer your main product for free for a trial period before the customer has to pay.

You could even use the word to explain that maybe with the amount of money your product will save the prospect over a given time, that after maybe six months it would be as if they got the product for free in the first place.

The point is that using the word free in a sales letter is an excellent way of appealing to the basic human desire to want to get something for nothing.

## **Words you should avoid!**

You are by now well aware that words are powerful things that can have a profound effect on the way your prospect reacts to your sales letter. Your prospect is driven by emotions and the words you use will provoke those emotions, so you have to be careful how you use them.

The words in the previous section will provoke a positive response from the people reading your pitch, but there are also a number of words that will provoke a negative response and should therefore be avoided if at all possible.

We have again listed the words altogether, and then underneath we have elaborated on each one and also offered some alternatives for you to utilise instead.

**Sell**  
**Cost/Price/Fee**  
**Buy**  
**Deal**

**Problem**  
**Cheap**  
**Expensive**

### **Sell!**

You may already be getting the idea that from this book that people do not like being sold to, and to that end it would be unwise to use the word “sell” in your sales letter. Being sold to conjures up images of the person parting with their hard earned cash which is something you want your prospect to avoid thinking about.

Instead of saying you will sell something to them, tell them you “give” them it, or “let them have” or even “help them acquire” your product. Basically try to steer away from making the whole affair sound like a business transaction, (we all know that’s exactly what it is but we don’t want it to sound like that).

### **Cost/Price/Fee!**

These are three ugly words that really do make a prospect feel like they are simply parting with their money.

When you tell someone it is going to cost them, it really does sound painful, and it really won’t make them feel comfortable about giving you their money. It almost sounds as though it is a one way transaction, whereby they send you the money but get nothing back in return. Kind of the way you feel when you have to pay to have repairs done on your car.

Instead of saying cost, use a word like investment, as this will give the impression that the prospect is exchanging their money for something worthwhile and they are actually getting something of genuine value in return.

### **Buy!**

When a prospect buys something they are physically parting with their money, and may not necessarily have anything to show for parting with their cash. You can buy a hamburger and two minutes later have nothing to show for it, and this is not the image we want in your prospects mind.

Instead you should use a word like “own”, because this makes a clear indication that your prospect is going to have something of value at the end of the exchange of money. They are going to hand over their money, but in return they will actually own something and will have something to show for the cash that they just spent.

## **Deal!**

Probably due to the old gangster movies of the 1950s, the word “deal” seems to give the impression of something a little underhand or shady. This is totally unfounded but if that is the image subconsciously thought of by your prospect, then you should avoid using it in your sales letter.

The best alternative to this is to use the word “opportunity”. An opportunity is a chance that should not be missed, and the very word itself makes a prospect feel that this is something that should not be passed up.

## **Problem!**

Now even though this is a negative word, it is not always the sort of word you should avoid.

If you are talking about the “problem faced by other similar products” or “the problem a lot of people face”, then you should try and avoid the word because it can not help but provoke negative feelings. Try changing the word “problem” with the word “challenge”, as this will simply keep the prospect feeling more positive.

However, if you are talking about a specific problem that your prospect may have, then you will do well to make them feel negative emotions by using the word “problem” because it will make them feel bad about the situation they are in now, and then you can go overboard on the positive words and emotions when you start talking about the solution your product offers.

## **Cheap!**

Contrary to what some people may think, this word does not inspire a person to want to buy your product, because the word “cheap” is very often associated with meaning less value or not such good quality.

You certainly do not want a prospect to think of your product as lacking quality.

One of the worse mistakes beginners make when they first start selling online is to say how cheap their product is compared to others. While this may be true, you certainly don’t want a prospect to look at your product as the cheap option that will break quickly or not really be worth anything.

Instead of saying “cheap” try saying “bargain”, “more value for money” or “more economical”. These words all get the point across that your product costs less but in a much more positive way.

## **Expensive!**

This is very much along a similar vein to the word cheap – it just says the wrong thing about your product. Expensive says it is overpriced and no one is going to pay for something that costs more than it is actually worth.

Again try using words like “value for money”, or say something along the lines of how the price reflects the high quality of the product.

If your product is expensive talk about the quality, the class and sophistication and anything else that emphasises how good the product is, but never ever use the word expensive.

## Chapter 5 – A Real Life Example!

As much as we have tried our hardest to teach you all you need to know, in as simple terms as possible to help you get the most you can out of this, we know there is nothing as good at explaining something as an example.

A picture paints a thousands words!

To that end we have included a complete copy of a sales letter that has proved to be immensely successful at converting sales on the internet. This sales letter has been printed with the full permission of the author and publisher, but with the agreement that all images and mention of product be omitted.

Please read thru this example and refer back to the previous chapters of this book to compare what we have said, and how the author has utilised each of the various components of sales letter writing.

# Now You Can Make Money Just Like The Top Dogs! These Secrets Reveal All!

## What I'm offering here, CAN NOT be found anywhere else!

If you are genuinely serious about wanting to earn incredible amounts of money with a simple set up that relies on nothing more than **you**, and a basic personal **computer**, then you simply have to read this site....

*xxxxxxxxxxxxxxxxxxxxx system* will enable you to literally make any amount you choose. It gives you control over how much you earn on a monthly, weekly, or even daily basis; you decide. It utilizes the most basic strategies that have, until now, only been available to the internet's "**Big Dogs**", but can now be taken full advantage of by anyone with a computer.

*xxxxxxxxxxxxxxxxxxxxx system* was developed to allow anyone with a desire to earn money on the internet the ability to achieve complete success and financial independence.

This "**limited edition package**", teaches everything you need (**and then some!**) to create a money generating empire all from the comfort of your own home.

From the desk of **Mike Sarandon**

Monday, July 20th

Dear friend,

My name's Mike Sarandon and I am the creator of an incredible new package that you can use **right away** to earn some pretty impressive cash.

This is not some hyped up get rich quick scheme that fails to deliver. I'm not going to insult your intelligence by telling you, "**You'll be a millionaire this time next week**". I know you don't believe those lies any more than I do.

This is a package which details accurately a simple formula I and many other top earners use to create an income at will, and you can too.

Anyone from any walk of life can understand and implement the same strategies and become rich beyond their wildest dreams.

This package shows a proven, straight forward scientific set up that when used, unlocks the full earning potential of the internet, and gives you an income level determined by **yourself**. (This formula is already being used by every single top earner on the net today, but they have all kept it very close to their chests).

I'm offering you the chance to get hold of information that can change your life forever. Information that will finally give you the chance to earn real money for yourself, and on your terms!

Once you're in possession of the information provided in this package, you will be utterly confident in your own ability to make money with jaw dropping simplicity.

So if you are one of those people who are tired of waiting for something to happen, and even angry after reading all those "too-good-to-be-true" stories while you're struggling, but still hanging in there, I have some fantastic news for you.

**"Anyone can achieve financial success with this proven formula!"**

Unsolicited testimonial

*Thank you Mike, I just wanted to say what an amazing product you have got here. I was beginning to think that earning money on the internet wasn't possible for someone like me, but thank god I didn't give up. The info you gave me is now putting a minimum of \$200 in to my account every single day, I'm just so happy.*

Samantha - UK

*I came across your website 7 weeks ago, after struggling for years to make money with my computer. I applied the steps explained in your package, and yesterday I made \$900 in just 24 hours. That's the most I've ever made, but the best bit is all day yesterday I was at the beach enjoying myself so I didn't even have to work for it. You really did deliver on your promise.*

D'mitri - USA

You see, I'm just like you; I've been trying to make money on the Internet for 5 years and nothing has been working out... until I discovered this. You know how depressed you can get when you waste time and precious money on one failed venture after another, not to mention the feeling of guilt and shame when you have to explain to your partner how you've messed up yet again.

Now I know you've probably seen a thousand sites all offering the same "cut & pasted" sales letter, but **this is not one of those sites.**

I have written this site because I genuinely want you to succeed from the amazing formula I discovered. I know how hard and demoralising it can be when you're struggling to make money on the net, because I've been there. My sole intention is to cut you a break the way I wish someone had cut me a break all those years I was stumbling along.

Up until 12 months ago I was like the 99% of other users of the net, scratching around trying to find "**The One**" that was going to make me rich. But I never found it. In fact I was flat broke.

If you've spent any time on the business opportunity and self development merry-go-round, pay very close attention.

I came on to the net and was totally overcome by all the home income opportunities that there were. And like nearly every other newcomer to the web, I was completely taken in by them. I'd heard all the stories about how ordinary people were making millions online so naturally believed the same could happen to me. Boy was I wrong!

I tried just about every "**sure fire way to make money**" there is, but never made a single penny. To be honest, it was worse than not making any money, I was actually losing it, throwing more and more at each new project or business I tried.

I tried:

- Network marketing.
- Multi level marketing.
- Affiliate marketing.
- Direct sales.
- 1 up programs.
- 2 up programs.

- HYIPs.

I'm a little embarrassed to admit it, but I even tried a money doubler. (I was desperate to make money).

## **I was flat broke and at rock bottom**

I'd spent close to ten thousand dollars on one failed "opportunity" after another, and had got myself in so much debt I was in real trouble. I no longer even had the money to cover the bills, which meant each month I just got further and further in to trouble. I had to rob Peter to pay Paul.

Let me tell you, it's not a nice position to be in, especially when your wife is on the verge of divorcing you because of the financial difficulties you've gotten in to. That was when I realised enough was enough.

## **Unscrupulous Business Opportunity And Personal Development "Pied Pipers" Are Raping You Of The Money You Deserve...**

I gave up on the 10 penny business scams that are out there, but I didn't give up on the internet, I just got smart.

I knew I wasn't going to get rich following some hair brained MLM or HYIP program, but I knew the internet was still the answer to my financial problems. All I had to do was find the key that unlocked its secrets. So I began researching.

I read thousands of theoretical pages surfing day and night from one web site to another searching for everything related to marketing and making money online. I stayed up until 2, 3, 4 in the morning surfing from one site to another. One morning my wife came downstairs and I was still sat at the computer where she left me the night before.

I have subscribed to hundreds of e-zines and newsletters (nearly **400 email publications**). I participated in specialized newsgroups. I've talked or written to every successful online entrepreneur I could find. I was obsessed, I wanted to succeed so badly on the Internet that **I've spent a fortune buying every course, e-book, CD, manual, video and anything else** that related to making money online.

I was spending even more money than before, and tensions with my wife were at breaking point, but then out of nowhere....**BAM!!!**

## **FINALLY: After Years Spending Thousands of Dollars On Get Rich Quick Schemes And Internet Marketing Courses, Ending Up Almost Homeless & Divorced - I Finally Discovered The "Hidden" Secret Behind Making Huge, Auto-Pilot Money From Home...**

And let me just tell you that it wasn't one of the internet "gurus" who showed me this secret. Of course, they are all using this system, it's what has made them their fortunes, but they don't want everyone to get their hands on this secret. Some of the top earners have got a virtual monopoly on the net and that's just the way they'd like to keep it.

No, I came across this secret by persistent searching and sheer good luck.

When I realised exactly what I had found I was just so excited, I couldn't wait to put it in to practice. But even more importantly I couldn't believe just how simple and easy it was. Why hadn't I found this sooner and why weren't more people using it?

Sure the information I am offering you, is available out there, but it could take you years to find it and even longer to realise what potential you have at your finger tips. It took me 5 years to discover this, which is why I'm now offering it to you.

## **So, If Having The Ability To Earn Thousands, Could Make A Difference In Your Life... Then Keep Reading Because This Is Going To Be The Most Fulfilling Discovery You'll Ever Make...**

So let's lay the cards down on the table and be totally honest with each other for a minute. I'm not going to tell you that what I'm offering is going to bring you your fortune over night, (I'll leave that to the unscrupulous scam merchants), but I will tell you that I am now in possession of a simple system that can take anyone from flat broke to raking in the cash in just a matter of months or weeks.

I didn't invent this system...it's been used for decades; but I did put it down in to a step by step format, so the average newcomer to the net could profit from this information.

The bottom line is this: I now have an auto-pilot money making system running from home, which is based on techniques that can catapult you from financial desperation to financial independence with the free time to enjoy it.

I personally made over **\$400** in just a few hours, the first day I started implementing this strategy.

So if you're after creating thousands or just a few extra hundred each month, **xxxxxxxxxxxxxxxxxxxxx system will** show you how.

And the good bit:

I've broken the necessary components down in to the simple, basic building blocks of this scientific formula that will easily show you what is needed for a regular flow of money pumping directly in to your account.

And the best bit:

I point blank, categorically, no doubt about it, **100%** guarantee that the techniques in this package **do** work. It's not a matter of maybe, or they should with any luck; **THEY DO.**

The information in this package is invaluable to anyone serious about making money online.

**You See, The Big Money Is All About Having A Money SYSTEM Working for YOU - And When you find that system, It Will Change Your Life So *FAST* It Can Make Your Head Spin!**

I'm talking about a system so powerful that it will run on auto-pilot to fill your account with money every single day, regardless of whether you work or not. A system that works like a giant fishing net trawling across the web, depositing vast amounts of cash straight onto your lap 24/7.

Whether you realise it or not, you are just one short step away from having all your money dreams come true.

Do you want to pay off all your debt's buy a new car, a new house or go on a dream holiday?

Use this package to make it happen for you.

This is waiting for you to use right now!

Unsolicited testimonial

*I started making money within 3 hours of implementing the strategies outlined in your product and had already covered the cost of it by the end of the first day. I've made between \$50 & \$150 everyday since and I'm now starting to build it up slowly. I don't know how to ever thank you enough.*

Steven - USA

*I just wanted to comment on your xxxxxxxxxxxxxx, it is absolutely the most informative, easy to understand piece of marketing advice I have ever read. You have put it all down in an easy to follow step by step format. Thank you.*

Roland - USA

I've put this whole system in step-by-step format just so you can understand and profit from the secrets that every top earner uses to make their fortune.

I know what it is like to be taken for a ride and scammed, and I can't say I liked it much. That's why I developed **xxxxxxxxxxxxxxxxxxxx system**, so you can **avoid** being ripped off and kept down the way I was. For once I want the average net user to be able to make really big money for themselves, with a system that genuinely works.

You know as well as I do that people go from nothing to self made millionaires all the time. But they only do it by taking certain actions, and following the right steps.

That's why I created **xxxxxxxxxxxxxxxxxxxx system**, so you can have a clear step-by-step formula that shows you how to get from where you are now to a future you dream of. And you're in control of every aspect of this.

You can wake up one morning, stroll over to your computer and check your account and be greeted with the blissful realisation that you earned more during the night while you were sleeping, than you previously made in a month. That sounds like something you want, doesn't it!

And you can find out how right away..... Immediately!

## **xxxxxxxxxxxxxxxxxxxx System Makes Money.....Guaranteed!**

So you're probably wondering what this system includes right?

Well listen; If you've got the determination to actually take charge of your financial future and work to do something about the money you want to earn, this is what you'll get with **xxxxxxxxxxxxxxxxxxxx system.**

- 1.** I'll show you how to set up a system on auto pilot to pump money in to your bank account all day every day for the rest of your life. You can use **set and forget** technology to provide you with an income that continues forever, or until you decide to stop.
  - 2.** Learn to legally "**profit**" from money generated by other people's income ventures. Other people actually do all the hard work and spend their own money in the course of making you richer.
  - 3.** I'll show you how to use the above tactic "in reverse", to make money from other peoples products and hard work.
  - 4.** Discover an incredible technique that can allow you to literally "**invent money**" from what, at the moment looks like empty space. When you implement this technique you will instantly realise exactly where all the money is, and know just what to do to turn it into money in your account.
  - 5.** The ability to cash in on an unlimited number of income generating opportunities right under your nose right now! If you don't take advantage of this, someone else will.
  - 6.** The number 1 secret to becoming rich online. Without this, it is simply impossible to ever achieve **real wealth**, yet it's so simple you'll want to read it over and over to let it sink in.
  - 7.** Discover the Simple traps that the internet "**Big Dogs**" leave all over the place to prevent you from ever breaking out of the world they desperately want to keep you in. Once you know these dirty tricks, and how to avoid them, you will never fall in to them again. This information alone will save you years of throwing money into doomed enterprises.
- Plus.....
- 8.** Use your email account to generate phenomenal amounts of cash every time you press the send button. (This can be one of your biggest earners.)
  - 9.** Learn exactly the strategies used by top earners in any field of business. You will receive a full and comprehensive breakdown of exactly what is needed to earn potentially millions of dollars on or off

line. The information contained in this one small part of the package has been sold in seminars for over **\$300 per person**. (Don't worry, you won't be paying anywhere close to that).

**10.** Get the 5 basic steps you need to implement in order for you to achieve absolute and total financial freedom online. Steps one and two don't even require an internet connection. The power of these 5 steps when fully up and running can realistically turn you into a millionaire, so their **true worth** is impossible to estimate, but I've seen this information being sold on one unscrupulous website for **\$799**. (Again don't panic, I'm practically going to give this away to you).

**11.** Become totally and utterly independent in every respect when it comes to money. Decide how much you want to make, when you want to make it and how often. You will never again have to rely on anyone else to determine where your next pay cheque is coming from. You control your own future.

**12.** Find out how to increase the sales of any product from any website by 200% literally within 24 hours, without having to do any work yourself.

And you can have access to all this right now, immediately with an instant download. No waiting for the post, you can start using the **xxxxxxxxxxxxxxxxxxxx system** to generate cash, right **NOW!**

Plus.....

With this "**Limited Edition Special Features**" pack you get a special membership thrown in. And let me just tell you this is not just some gimmick I've made up. This honestly is a hugely valuable offer because you will be receiving thousands of dollars worth of updates.

If you buy **xxxxxxxxxxxxxxxxxxxx system** right now, you will join a premiere group of special individuals, who are entitled to receive exclusive, up to the minute, insider knowledge updates on any new financial opportunity, that has proven to make me even more income.

Using the same techniques I you will get in this package, I am now generating between **\$1000** and **\$2000** every single day. This website is not how I make my money, (selling this package accounts for a mere 10% of my income). When you buy this package, you get the most up to date version, but I am constantly improving it, and some of my most closely guarded & highly profitable techniques don't get added for quite some time. And even then, you would have to come back and purchase the latest edition to find out the newest techniques.

For the next 5 days, I'm offering anyone who buys this product, the chance to learn my hottest new methods totally free of charge. You will get personal emails from me every time I develop a new method to use in my system, and this limited edition membership will last a lifetime. I won't bombard you with unwanted email, but you will always be the first to find out exactly what I'm doing to increase my income, long before the information is available to anyone else.

This pro membership alone is worth tens of thousands of dollars in potential income.

You are getting the FULL **xxxxxxxxxxxxxxxxxxxx system** limited edition package, which can potentially earn you tens of thousands of dollars, so its real value to you is impossible to say.

But I'm not going to offer it to you for anywhere near its real worth. You will be able to get it for a ridiculous fraction of that cost, and I will tell you how in just a minute.

But I want to offer you even more than just the main file on its own. You see, the reason I offer this product and designed this website, was so the average person who struggles along, could finally have the same chance of financial success as the **Big Dogs** who monopolise the net.

I'm not here to take advantage of you, because I know what it's like to be where you are now, so I genuinely want you to get something in return for your money. So I'm going to throw in a few **Bonuses** just to make the deal even better.

**Bonus Gift #1 (value \$47)**

e-book not mentioned.

**Bonus Gift #2 (value \$47)**

e-book not mentioned.

**Bonus Gift #3 (value \$47)**

e-book not mentioned.

Just these three bonuses together have a combined value of over **\$140** and make for a great accompaniment to the ~~xxxxxxxxxxxxxxxx~~ *system*. You can sit down and read them while you're waiting for your bank account to fill up with your new fortune.

So what am I asking for this complete ~~xxxxxxxxxxxxxxxx~~ system package, combined with the Extra bonuses?

Well let's have a quick recap of what you are getting:

You get the full ~~xxxxxxxxxxxxxxxx~~ *system*

**Value (no less than \$199)**

You get the pro membership, available for a limited time only

## **Value (My personal income secrets)?**

Plus you get the three Bonus books.....

### **Value over \$140**

**This complete package gives you a total estimated value of in excess of \$350 - \$400**

**But I'm not offering it for that. I'm not even offering it for half price.**

**I'm going to practically give this away to you for a mere.....**

**\$49**

#### Unsolicited testimonial

*I just wanted to say thanks, it was everything it promised to be. I have bought over the past 6 months probably 100 different products which all promised riches, and guess what I refunded EVERY single one because they all failed in one way or the other. I want you to know there is no way I will ask for my money back from you as you supplied exactly what I have been looking for without the false hype and selfish motives involved. No body hit the nail on the head like you did, what makes you different is that it was worth EVERY cent and you delivered EXACTLY what you promised and left no stone unturned. Well done.*

Simon - Australia

*Everyone should buy your system. Knowing what I know now I would of happily paid 10 times what you're asking. For the first time ever I'm making money and I can't tell you what a relief it is. I actually paid of all my credit cards last week, and I'm about to book my first holiday in 6 years. Your system has totally turned my life around.*

Deborah - UK

You're getting this whole package for less than 1/4 of its estimated retail value, so why am I letting this go for such a low price?

Well the answer is quite simple.

If I charged its full price, the only people that would be able to afford it, would be the same people that already use the techniques I show. And these are the very same people that didn't want me to find this information in the first place.

I put this system down in step by step format so that the average person who is struggling along, and constantly being taken advantage of in the same way I was for all those years, could finally find a way to make real money on the internet.

If I priced you out of being able to afford this, then I would be no better than all those unscrupulous marketers I have learned to loath. I would have become as bad as the people I am trying to protect you from.

**\$49** is a small amount to pay for the returns you are going to get, and you know it is definitely worth it when you compare it to what you spend on the many scams out there.

If you're even questioning whether to buy this or not, then you already have the wrong psychology towards making money and becoming rich. But that's ok. Some people are just happy to go on being ripped off, scammed and taken for money they haven't got.

If you're not one of those people, then you already know this is the only product you are ever going to need and you're ready to buy it.

Congratulations! You've just joined the ranks of the privileged few who actually become rich because of the internet.

## **Guarantee!**

The formula and techniques explained in **xxxxxxxxxxxxxxxxxxxx system** work and make money. I'm so confident in what is contained in the package, that if it doesn't show you a tried & tested formula for making money, that can easily be implemented....I'll give you a **full** refund within 90 days!

Not only that, but I will actually send you another \$49 out of my own pocket. That's how confident I am in this package.

And on top of that I will also let you keep all the bonuses plus the main package itself without you needing to return it.

You find a better guarantee than this anywhere. You have absolutely nothing to lose and everything to gain.

## **But You Must Act Now!**

If you walk away from this offer, you are walking away from the chance to become truly wealthy, and you are probably the sort of person who will never make anything on the net. You are just a part of the masses who continue to line the pockets of a few very clever marketers.

On the other hand, if you're one of those people who are sick and tired of being taken advantage of and losing your money, then you know in your heart of hearts the only way out of the cycle is to take decisive action and actually do something to control your own future.

This offer honestly will not be here for very long, and once it's gone, I don't know when I will be able to offer it again.

Click off this screen and you may lose your only chance at real money....Forever!

Your Friend  
Mike Sarandon

P.S. Remember you are getting the full **xxxxxxxxxxxxxxxxxxxx system** package valued at up to \$400, which includes the special limited time offer of exclusive insider tips from someone who is actually using this very same system to make money online. You simply have to take advantage of this now!

P.P.S. Walking away from this will guarantee you continue to struggle along without making any money. I took 5 years and thousands of dollars to find this system, you can get it all right now for just **\$49**. Trying to find something like this yourself will cost a fortune, and take many years, and you may still never get there.

The **xxxxxxxxxxxxxxxxxxxx system** is instantly downloadable to your own computer. Once you have made your secure online payment, you will be redirected to a download page where you will get instant access to the system. The e-books are delivered in a PDF file so you will need Adobe Acrobat Reader to view the documents. If you haven't already got it, go here to get your **FREE** copy now!

**Click Below Right Now And Take Care Of  
Your Financial Future Today!**

## Summary!

So here we are at the end of this volume of *Online Marketing for the beginner*. You should now have a much better understanding of what is involved in sales letter writing and just what components need to be included in order to create one that sells.

Our aim in this volume was to show you one of the most effective ways of selling that is available online. Advertising is different to selling, and marketing is a combination of the two things together.

Advertising is the art of attracting visitors to look at what ever it is you are promoting, whilst selling is the art of converting those visitors into paying customers. Marketing is the whole process combined.

Think back to what we said at the beginning of this book about what it takes to be able to make money online. You do not need to know how to sell in order to make money; you simply need to know how to write a sales letter that sells.

If you have read this book from start to finish, you now know all you need to know in order to write your own successful sales letter.

Now we're not foolish enough to think you could instantly go away now and write a letter that will convert as high as 10%, but you do now have all the information in your mind and in this book to refer back to as and when you need to.

As with every other book we have included in this course, we recommend you use this one as a reference to use regularly to enhance your knowledge and understanding. The more you read and study the material we have included, the better you will become at this process and the easier you will find it to do.

You do not need to be a good sales person or a good writer to be able to create good sales letters; all you need to do is be able to copy what we have shown you and also follow and implement the simple instructions.

The easiest and most assured way for you to master this process is to work thru this book solely and in order.

Start at the beginning and practice the techniques we recommend, and then go to the example we have provided at the end of the book and then look for other examples on the net. Compare your effort with the other examples you find and also against what we have instructed you to do. This way you will soon become very adept at noticing differences in what you have produced compared to others, and you will also be able to spot which ones utilise the points we have brought out.

You should do this after every stage of your letter writing process. So for instance, go thru the process when you write your headline, then again for the sub-headline, the introduction, addressing the prospects problem, announcing your solution and so on and so on.

It will be a slow process to begin with, but is a sure way to getting things right. Rushing your sales letter will only result in poor results and lower profits.

Follow this process right the way from start to finish and you should be left with a reasonably good sales letter. However, do not be tempted to go right ahead and put it online ready for public viewing. You should now read thru the entire thing looking for any mistakes or parts that do not really make sense.

Think about how it comes across and what a prospect may think about it when they first read it.

When you do this sort of proof reading you will always notice one or two things that need to be changed or adjusted in some way. After each change you should do another proof read and again make any necessary alterations. This process may again take some time but the need to get this right the very first time it is put on display can not be emphasised enough.

Another good idea is to get someone else to read it as well, just so you get an un-biased opinion as to how good or how bad it is. This sort of feedback is generally far more useful than anything you could notice yourself.

Finally, remember to check back to this book regularly to make sure you are following the right format, and don't forget to follow our recommendations. We have gained our knowledge and experience from years of successful online marketing, so learn from people who are already getting it right.

Also, don't be afraid of looking at as many sales letters from as many different markets as you possibly can. This will give you so much knowledge and a natural feel for how the letters should be formatted, and is an excellent aid to your learning in combination with this book.

Sales letters will do all the selling for you, once you have a quality one written that works well, you will have your own dedicated sales person actively building your business for you...24/7!