



A 12 Step Template For Writing Great Sales Letters

Whenever you send out a sales letter, you will face an ever increasing amount of resistance to a) opening the letter and b) reading the letter for more than 3 seconds.

These hurdles could be:

- 1) Lack of trust
- 2) Lack of conviction they have a problem / to take action in any direction
- 3) The prospect not believing you understand them
- 4) The prospect believing there are better alternatives than choosing you
- 5) The niggling doubt about what would happen if it all goes wrong
- 6) Money worries (though if you are targeting the right prospect this shouldn't be a major factor.)

You see, sales letters really do need to overcome so many hurdles don't they? But ultimately the only thing that matters is this:

RESULTS ARE ALL THAT MATTERS.

So, we have made this 12 step guide to help you overcome these hurdles.

These 12 steps are:

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1) Get The Prospect's Attention - Quickly.

The headline is by far the most important element of any article since it is the first thing the reader will see. It has got to be HIGHLY INTERESTING and HIGHLY RELEVANT to the prospect or it will simply end up in the small silver filing cabinet in the corner marked BIN.

You simply must realise that people have a very short attention span these days and with so much marketing noise out there you have got to cut through it all and make an IMPACT - AND FAST!

2) Identify The Problem (And Maybe Agitate The Problem a Little!)

Now your headline has (hopefully) got their attention, you need to keep the pressure up and get their interest. In this section there are 2 main ways to go about keeping their interest. The first way is to identify the problem so the prospect thinks "Yep, that's exactly how I feel" and then believe you are experiencing their pain point too. The other way you can do it is to identify the problem and agitate it a little in the prospects mind, like this ... "Is Green Mould Making Your Decking Slippery? Don't Let Your Children Break Their Legs When They Fall ..."

3) Be The Hero ...

Now is the time for you to demonstrate how your product or service can sort the prospects problem out. Be proud ... boast about what you can do for your prospect and how you can change their lives in some way. Demonstrate how you can solve the problem you have just identified.

4) Show How Your Are Qualified To Help The Prospect

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Would you trust a plumber to carry out laser eye surgery or an accountant play about with your plumbing? We all have our comfort zones about what we think is right and / or acceptable, and by showing how you are qualified to do the work demonstrates you have the required knowledge to perform the task to a high standard.

This can be done in several ways:

- Case studies
- Testimonials
- Qualifications
- Time served in the job
- Books you have written
- Talks you have spoken at
- Articles published
- etc

5) Show How Your Product Benefits The Prospect

Show what the product will do for them. Always remember "benefits not features." Tell your prospects not how it does something but what it will do for them.

6) Establish Social Proof

People will naturally be nervous about choosing you if you are an unknown entity to them, and that is perfectly understandable. To soothe the customer's mind about choosing you you should provide tons of testimonials to show the customer you will do what you say you will do to a high standard. These can be on Facebook, written down, on-line reviews, video testimonials and so on. Even better, if you can get a celebrity endorsement then that means you will be inundated with work and can raise your prices too.



I'll always remember a testimonial I saw from one of my Elite members which said ..." Great work ... My Dad says that at last I have found something I can actually do!"

Sad but true!

7) Make An Outrageous Offer

Don't be shy ... the offer you make must be so good the prospect would be totally BONKERS not to act on it!

It could be a level change for level based pricing, upgrading, BOGOF, 50% OFF or anything else you can think of, but needless to say it is paramount you know your numbers before you make any offers.

8) Offer a Rock Solid Guarantee

As with everything you do in your sales letters either you do it or you don't. Your guarantee should be so strong it should make you almost physically sick, so avoid the "100% money back guarantee" nonsense since that is basically the prospects rights anyway. Have fun and see how far you can push it ... how about offering a "150% money back guarantee" or "Refund and replace guarantee" or even "You will be thrilled with X or we will write you a cheque for £50!"

Don't worry about everyone taking the p**s out of your guarantee since this will be more than offset by the extra work you will get.

9) Scarcity Sells

You want people to get off their asses and buy from you TODAY. No, not today, NOW! The way to do this is to make the prospect feel they will be missing out on your insane offer if they don't act NOW. You can make it product limited (we only have 6 X

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left,) people limited (only available to the first 6 people who call) or time limited (offer only available for 6 days.)

10) Make The Letter Interesting

There is nothing worse than trying to get your prospects to read a long, boring sales letter. There is a well known saying that goes like this ... "A sales letter can never be too long ... only too boring."

11) Use "YOU" and not "I" or "WE"

Talk to the reader directly, not like you are talking to the masses. You need to identify and talk with an individual person at the other end of your sales letter, not like you are giving a sermon to thousands.

So always use lots of you's and very few we's

12) Prospects Don't Care About You

Linked to the element above, don't fall into the trap of thinking the prospects give a rats ass about you ... they really don't. The only reason they are granting you any kind of audience with them is because they have a problem they need solving ... that's it. So leave all the "choose us because we're great" kind of nonsense because they don't care.

13) Write Exactly As You Would Speak

Way too many business owners use slang, abbreviations and company speak when writing sales letters thinking it makes them look clever. It doesn't. It just shows you don't give a toss about conveying your message clearly to the prospect.



Also, forget the nonsense that no one ever says ... “insofaras” and even words like “splendid” are so rarely used in normal conversations that they are not worth bothering with in your sales letter.

The job of your sales letter is to convey a message clearly to your prospect in a way that has the prospect yearning for your services!

14) Forget The Fluff

Make sure every word counts towards to overall message. No fluff. No nonsense. No bs.