

Elements of A Sales Letter

Use this Template To Craft a Powerful and Compelling Sales Letter Than Will Lead The Reader To Buy

Headline: *This is the ad for your copy. When you address your prospects hot buttons in the headline, it will trigger the reader's reticular activator and they'll be unconsciously compelled to notice the piece and want to continue reading buttons.*

Make A Promise: *Now that you have their attention by identifying their hot button in the headline, you must make them a promise right up front, that if they keep reading the copy they will learn about the **benefits** you have for them that will solve their problem, fear, need, desire.*

Create A Picture: This is the cement that will solidify your prospects desire to keep reading. You're going to paint a picture in their mind's eye and show them how their life will look when they use your product or service. This is where you can really pour on the benefits of your product by creating a vision of all ways their life will.

Provide Proof: *Now that you've painted this wonderful picture for the prospect you must give them some proof. This is the "evidence" of your case. Your proof will depend on your product but it can be things like studies, measureable benefits from past clients, comparison charts, etc... anything to support your benefits.*



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Establish Credibility: *Anybody can say anything. So you have to establish credibility with your reader. Two of the most common types are endorsements from 3rd parties and testimonials from customers/clients. In either case, make sure that what they say ties directly back to the benefits and promise you made earlier*

USP: *Now that the reader is drooling it's time to get down to business: WHY you're the solution. Using your benefits as a guide, simple spell them out and explain to the reader how YOUR solution gives it to them.*



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Close/Offer: *Summarize your promise and remind the reader of all the benefits they'll reap. Repaint the picture for them. Then simply ask for the "order" with all the reasons why they should do it now and not wait. (Bonuses, price reduction, limited supply, start to enjoy the benefits immediately, etc..).*

Risk Reversal: *If you're doing a direct sales piece, risk reversal is essential. You want to eliminate any hesitation that if your product or service doesn't deliver prospect won't be on the hook. The bolder your risk referral offer, the higher your sales. (money back guarantees, double money back guarantee, free look period, try it before you pay for it, etc...)*



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