



## MODULE 11: CREATING SALES MATERIAL

### SEGMENT 2

In this session, you learned the formula for writing sales letters in any niche.

#### NOTES

#### 9 Step Formula For Writing Sales Letters

- ☐ Powerful Headline
- ☐ State Problem
- ☐ Introduce Solution
- ☐ Provide Proof (Testimony)
- ☐ Price
- ☐ Scarcity or Value
- ☐ Guarantee
- ☐ Call To Action
- ☐ P.S.