



## MODULE 11: CREATING SALES MATERIAL

### SEGMENT 5

In this Review segment, we summarized the “take-aways” from this module.

#### NOTES

#### 9 Step Formula For Writing Sales Letters

- ☐ Decide DIY or Outsource?
- ☐ Video or Text?
- ☐ Use Swipe Files to Help You Craft Sales Copy
- ☐ Refer to the 9 Step Formula for writing Sales Letters (for Text or VSL's)
- ☐ Gather your tools
- ☐ (Optional) Use Webinars to Sell
- ☐ Get started!