



# MODULE 11

## SEGMENT 2



# How To Write A Sales Letter



# In This Class

## Common Rules For Writing Copy

- 9 Step Formula For Writing Your Sales Letter
- A Complete Walk-Through With Tips and Insights



# The Formula

- 1 - Powerful Headline
- 2 - Problem
- 3 - Promise
- 4 - Proof
- 5 - Price
- 6 - Scarcity or Value
- 7 - Guarantee
- 8 - Call To Action
- 9 - P.S.

# 1. Headline

(EXAMPLE)

\*Maybe The Facebook Formula Copy I Wrote For Matt. Or The One For Mike Stewart On Video. Or My Copy For 2-Step DIY.

## 2. Problem

(Opening)

- ✓ Begin By Identifying Pain Points That Your Target Visitor Is Experiencing. Tell A Story If Possible; One That Anyone In The Same Position Can Relate To.

This Is Easy If You've Experienced Both The Frustration And The Solution You're Offering!

### 3. Promise

Introduce Your Product As The Solution They've Been Looking For. List The **Benefits** (aka, What It Will Do For Them) And The End Result They'll Achieve.



**TIP** – Difference Between Benefit and a Feature:

- Feature is What It Does
- Benefit is What It Does For Them

## 4. Proof

Provide Testimonies From Others Who Have Achieved Results From Your Product. This Is "Social Proof".

- ✓ Testimonies Can Be The Sole Reason For Making A Decision To Purchase.
- ✓ To Get Testimonies Prior To Launch... Give It Away For Free To "Beta Testers" With The Only Condition That They Provide You With Feedback That You Can Use In Your Promotions.



## 5. Price

Tell Them What They Will Pay For Your Product, But Most Importantly, Tell Them How Not Buying Your Product Will “Cost” Them More.

**i.e., “The Longer You Do Nothing, The Longer You’ll Continue To Suffer From Sleepless Nights. Don’t You Owe It To Yourself To Act Now?”**

## 6. Scarcity (And/Or Value-Added Bonus)

Consider Using Scarcity To Encourage Visitors To Buy NOW.

### **Examples:**

- ✓ Limit Number Of Copies Sold.
- ✓ Offer Special Pricing For Limited Time.
- ✓ Include A Valuable Bonus Product For Free, But Only For The First #\_\_ Customers.

\*Just Adding A Bonus Alone Will Immediately Boost The 'Perceived' Value Of Your Offer And Make The Selling Price More Appealing.

## 7. Guarantee

Remove Any Hesitation By Removing All Risk By Offering A Money-Back Guarantee.



**TIP:** The Longer You Guarantee The Product, The More Sales You Will Make. Most People Offer A 30-Day Guarantee. If Your Competition Is Doing That, Consider Offering Your Guarantee For 45 or 60 Days.

## 7. Guarantee

### Example Guarantee Verbiage:



“100% Money Back Guarantee – Your Order Is Completely Risk-Free. Try (Product Name) And Enjoy (List Benefit Of Using Product) For A Full 60 Days. If You’re Not Completely Satisfied For Any Reason, I’ll Buy It Back From You.”

## 8. Call To Action

Tell Them **What To Do** To Order. Tell Them The Next Step To Take In Order To Get The Results They've Been Seeking.

This Is As Simple As Saying... "To Get Your Copy Of (Product Name), Click The Order Button Below Now."

Or Use A Benefit-Driven Call To Action, Such As: "The Key To ("Finally Shedding The Pounds") Starts With (Product Name). Click The Order Button Right Now To Get Started."

## 9. The P.S.

The P.S. Section Of A Sales Letter Is Your Chance To Recap The Benefits And Primary Selling Points Of Your Offer.

- ✓ Remind Them Of Their **Problem** and That You Have A Solution.
- ✓ Remind Them It's **Risk-Free** With Your Guarantee.
- ✓ Remind Of Any **Scarcity** (Offer Ending, Limited Bonuses, Price Increasing, etc)
- ✓ A **Final 'Call To Action'** To Buy.

## **In The Next Video...**

Tips For Using and Creating Video Sales Letters