

Speaker 1: In this class, Common Rules for Writing Copy. Specifically, a 9-step formula for writing your sales letter. This includes a complete walk-through, through each of the steps with some tips, some examples, swipe files and insights, okay. Let's show you the formula. Jot these down. The first 5, now these are sequential, this is how it happens and what you see on a sales letter. The first 5 are what I call the five piece. Number 1, powerful headline. Number 2, the problem. Number 3 is the promise. Number 4, proof. Number 5 is price. Number 6, scarcity or value. Number 7 is the guarantee. Number 8 is the call to action. Number 9 is the P.S. I'm going to tell you why in just a bit, why a P.S. is important and what you should include in that P.S as you wrap up the sales letter.

We're going to spend quite a bit of time talking about the headline, because it's the most important part of the sales letter. You want to spend the most time coming up with this headline but don't worry, I'm going to give you some swipe files and things you can use to help create those headlines for you, okay. Hang in there just a second. Bottomline, the headline is your basically 5-second chance to tell your perspective customer why you're the solution that you've ... that they've been looking for. Okay, you have just a few seconds to let them know, "Hey, I get you. I understand what your problem is. I'm identifying with you," you only have seconds to do that.

This is a first impression. All right, and it's the most important copy element that's going to determine whether or not they stay or leave. That's going to determine whether or not they keep reading that sales letter so make sure you get this right. When writing your headline, remember some common solutions your prospects want. They want to solve their problem and they want to solve it quickly. They want a shortcut. They want something that saves time. They want to do it easily. They don't want a lot of work to get the results. They want to save money. They want to be able to achieve results without spending a lot of it. They want to impress their friends.

They want to know something that others don't. I've got several sample swipe headlines and in just a minute, I'm going to show you some actual sales letter that we'll go over after I've cover some of the formula points. Some sample swipe headlines that you can use. These are classic, they've been around for a long time. You can take these and run with them. They really speed up the process when creating your headlines. How to, blank, in less than. How to benefit in less than, so let's just say, "How to lose 5 pounds of stubborn belly fat in less than 14 days."

Just a tip, anytime you can be specific instead of generic, it's going to give you more sales because anybody can say, how to lose weight in less than a week. If you say very specifically, they're going to believe ... It's more believable, if I say, how to lose, let's say eight and a half pounds or just say 8 pounds instead of 10,

and instead of a week, say exactly how long, say 8 days or whatever. Try to be very specific once you dial in your headline. You can be broad at first, you can be generic at first just to brainstorm, just to get it down on paper. Then, when you come back and start editing and reworking and improving, get specific. Here is another, who else wants to, blank, in only.

We're using the benefit and time frame again here, okay. What everybody should know ... I love this one. What everybody should know about how to. Most people in life are follower instead of leaders, right. If there is I mentioned this in the previous video, if there is a group of people somewhere and they are gathering, well, we're going to go over and see what they're doing and we may end up doing what they're doing because of the peer pressure. All right, X number of steps or tips or ways to, steps and ways and tips are great. Again, being specific. Maybe I've got a 9-step course or 9-step ... I've got 9 steps to be able to solve the problem, such as 9 steps to growing greener grass.

We could turn a different direction and say "9 types of food you should be eating to boost your metabolism." Number 5, to people who want to, but can't get started. See, that addresses a very specific group, isn't it? These are like beginners or newbies in anything. If they've been struggling to get started, they really want results but I mean this is just human nature. People procrastinate so that addresses that. Finally discovered, the secret of, in just. That's a goal and a time frame. Right, finally discovered the secret of, in just. It's a shame for you not to, benefit, when these people do it so easily.

Again, this is kind of a social proof type headline where others are already doing it, right. I want to jump off the clip because others are doing it so, and so speeding. All these people are speeding, I'm going to speed too. It's just human nature but it identifies with these specific group of people. It's just psychology, people relate to that. Thousands now, fill in the benefit, who never thought they could. "Thousands now played the piano who never thought they could." Number 10, a great new discovery helps you, blank. Now, the key there is the great new discovery, it's something new. Maybe you haven't heard before, maybe no one else has told you. That's going to keep them reading the sales letter.

An open letter to, who, so an open letter to, for example, men over 50 or an open letter to single moms. What you're doing here is addressing your target market by category or by name. This immediately pulls them in. I mean, if that's who you're going after and you're getting in front of them as far as advertising, you're sending them into the page, that's an immediate identification in relation with these prospects and it's going to pull them in. You're immediately addressing them and then you can say, an open letter to, let's say single moms

who, and for example it might be suffer from, whatever. Who want to achieve, then you fill in the blank with whatever it is they want to achieve.

Of course, when all else fails, and one of these ... was an example of this, just go to with the how to headline. How to blank which would be a solution to their problem. How to get rid of acne and then you could ... that would be the first, that would be my starting place for that headline, and to be as generic, the broad headline, then I'd fill it in with some specifics and really dial it in a little bit better. Let's look at some more proven swipes you can use. This uses the benefit in time frames, so "In 5 minutes, I'll show you my paint-by-numbers' system for blank and guaranteed." We've got specifics and then we've got a phrase that's common, paint by numbers which implies, we're going to take you by the hand, tiny little step.

There is absolutely no way you can fail. This is psychology, is what it imply. These are power words and phrases that are being used here. You've got specific, you got a time frame, you still tell them, how to lose weight guaranteed, it's in X number of time, I'll show you my paint-by-numbers' system for losing weight, and then you throw in the word guaranteed. "Warning, this could be the most important information you will ever read about ..." If they're trying to get rid of acne, then this would be about, getting rid of acne forever. "Give me just one hour of your time and I guarantee you will never have to worry about how to, blank, again." I mean, you could take these and really just steal them and fill in the blanks and you've got a great headline.

Again, we're getting to specifics and time frame with this next one. "If you have one hour, then you too," not just, "Then you can," but "You too." It goes back to the psychology of wanting to be fit in with the group and be like others. If others are doing it, then I should be able to do it too and why not. It's kind of a social proof thing, right. If others are already doing it, there is no reason ... if others can, I can. Go back to that. "If you have one hour, then you too can blank, even if you have no clue or experience." That really dials in a group because some people have confidence issues, motivation issues going in. It's like, "I have no experience, I have no clue what I'm doing, I can't do this," people have doubt, that kind of helps remove that doubt.

Remember I talked about some of the common points that people are looking for. One of them is looking for something quick, a shortcut. "An instant shortcut to, by an expert, blank." "An instant shortcut to shaving X number of strokes off your game by an expert Golf Pro." All right, so that's the headline and we'll look at some other examples that I've personally used when I've written some sales letters and we'll look at that in just a bit. Right now, let's go to number 2 which is starting the problem. This is the opening of your sales letter. You can begin by

identifying pain points, that your targeted visitor, a prospect is experiencing. Tell a story if possible. One, that anyone in the same position can relate to.

This is ... Remember, in the other video, we talked about identifying your prospect, getting in their shoes, getting in their mind, find out what kind of things they're experiencing or going through or want, if you just put yourself in their shoes. Well, you probably already have that idea and you're ahead at this point, right. When it comes the time to writing a sales letter, you can identify with that. You can put it in words in a way that someone else can relate to. Of course, this is easy if you've experienced both the frustration and the solution that you're offering. It's the same example, if you want to really identify and pain points and drill them in, you might say, "How long has it been since you felt sexy? Sick and tired of being sick and tired? Afraid to take your shirt off at the beach?"

Well, these are yes, questions, right but you're getting inside their head and it's like they're reading this so they're answering it to themselves but you're addressing the problem, the pain points. That's the opening, okay, the first you want to do is address the problem because you want to introduce your product as the solution, that's the promise. You want to tell them, "Hey, I've got the solution for you. I've got the solution you've been looking for." Introduce your product and then you tell them what's in it for them. Why is your product going to do that. How do you portray that? How do you put that in writing. Well, it's called benefits AKA what it will do for them and the end result they'll achieve.

Let me explain something, there is features and there is benefits. When you list ... You don't want to list the features or you could list the feature but as long as you tell them what the benefit of that feature is, then it really hits home. Here is the difference between the two. A feature is what it does. A benefit is what it does for them and that what sells. You could say, "Hey, our gym is open 24 hours." Well, that's cool. Well, what does it mean for me? That means, you can work out when it's convenient for you. You don't have to be limited to hours, store hours, you come in whenever you want, whenever it's convenient for you so there is no reason, all the excuses have been removed.

Big difference, right? You want to come up with as many of those as possible because that's what sells. A headline and of course, addressing the problem. When we get to this point, it's really drilling down how someone is going to benefit and that's ultimately what they want. They want a solution and it's just proving you're the right solution. When we get to Proof, we're not talking about, "Well, show me that it really works. What can you provide to me ..." and usually this is commonly testimonies. Provide testimonies from others who have achieved results from your product. This is just back to social proof. Some examples could be some before and after pics.

I mean, if you're doing landscaping, here is what it looked like before I got my hands on it. If you're doing ... Maybe, this is always great for weight loss and fitness. Testimonies from customers of course. Send them an email after they've purchased to give them a couple of weeks and then just ask for their testimony or ask for their feedback. You don't have to call it a testimony. "Hey, I love your feedback. What did you think about the product? Did you have some good results? Please share." If they give you some good comments, good feed backs then ask them if you could use their testimony and comment ... Use their comments and feedback as a testimony, okay.

You could take some screenshots, you can add case studies. Of course, personal experience results always goes far. Testimonies alone can be the sole reason for making a decision to purchase. Just a tip for you, to get testimonies prior to launch, because maybe you have to launch it without the testimonies on the page but here is a way to try to get those testimonies before you actually sell it. You give it away for free to some beta testers with the only condition that they provide you with feedback that you can use in your promotions. Give it away free, you can do this in some forms.

If you're in a network somewhere, LinkedIn, a Google Plus, if you're in some kind of a group, whether it's Facebook groups or if you have followers on Twitter or any type of audience that you can get in front of, somehow, then give it away but limit it. You don't want to, give a link out to everybody saying, "I need 10 beta testers, contact me at this email, I'll send you a link." Then, you could always say, "Hey, thanks for everybody who's interested. All those spaces are full." Just a little side note of how to take care of them. All right, the price. Well, this is self-explanatory. Tell them what they're going to pay for your product but most importantly, tell them how not buying your product will cost them more.

All right, you could bring up the price but immediately conquer any objection they might have in mind by telling them what it's going to cost them not to buy and a common phrase is, "Hey, you can't afford not to invest in this product." For example, "The longer you do nothing, the longer you'll continue to suffer from sleepness nights. Don't you owe it to yourself to act right now?" It's pretty powerful right there. Use that as a swipe file. Number 6 is very, very powerful. It's called Scarcity and/or including a value-added bonus. You could do one or both. Consider using scarcity to encourage visitors to act right now, instead of going away and thinking about it because chances are, they go away, they'll never come back, even if they have good intentions of coming back.

Some examples, "A limited number of copies will be sold and then it will be taken off the market." Now, you might pull it back at another time. It's up to you but as of right now, you can only say that, keep in mind, if that's actually what you're going to do, don't just say that and never take it down or limit the number of

copies. These are real world examples so limit the number of copies sold. Offer special pricing for a limited time. It's like, buy it now, because and such and such date, you could even have a ... If you want something to really boost sales and create scarcity, have a timer on the page, maybe right there at the pricing.

It will show, "Hey, when this timer expires, this price jumps 40 bucks" or whatever it is to a higher price at that time. It's to your advantage to purchase right now and save money. Include a valuable bonus product for free but only for the first X number of customers. Now, you don't have to limit the bonus, if you don't want. Maybe you could add a couple of bonuses. Maybe one everyone gets but maybe the second one, you make it a little bit more valuable and then say, "This one is only available to the X number of customers." You can use that as your scarcity and your call to action. Remember, if you want to order product name but you're on the fence, remember, if you go away and come back, you're going to miss out.

No one likes to miss out. Okay, so these are excellent examples you can take away immediately and apply and apply them to your business when it comes to creating your sales letter. Let's talk about the guarantee. Remove any hesitation by removing all risk, with your guarantee. Here is a tip, the longer you guarantee the product, the more sales you're going to make. Now, most people do a 30-day guarantee and maybe that makes sense for your product, you have to decide that, it just depend ... and specially, if it's a service. It's totally up to you but if your competition is doing only 30 days then you might consider offering your guarantee for 45 or 60 or 90.

I mean, if we're talking about ... Specially, if it's digital information products, which is probably what you're focusing on, and what we're recommending, it really doesn't hurt you to go up to 60 days because I think the psychology is that people think the shorter it is, the shorter they're thinking from themselves that ... or they're thinking from themselves, "I'm not going to remember that and I'm going to miss out but if you give me a longer period of time, I'll have plenty of time to recall that it's 60 days and I'll have this extra time to come back and ..." People are generally thinking, I'm not going to use this or put it to work right away, which is true.

Most people do not apply what they purchase. It's just like, it doesn't matter if it's a digital product or a physical product. I mean, think about the fitness industry where people buy equipment, they bring it home, maybe a treadmill or something and they're all pumped up because the infomercial got them all pumped up and jazz and excited about it. They bring it home and it sits in the corner of the room and they never use it. They're all .. People realize that there is a little bit about themselves and they think, I've got longer to use the product, which means, I have longer to think about it. Just keep that in mind, the longer

your guarantee, the more sales you're going to make. Here is an example some guarantee verbiage that you can use.

Use this as a swipe files, so 100% Money Back Guarantee. Your order is completely risk-free. Try, product name, and enjoy, and list the benefits of using a product which is ultimately enjoy the restful nights you're going to get from now on for a full 60 days. If you're not completely satisfied for any reason, I'll buy it back from you. Next, is the call to action. It seems kind of crazy to do this but this is old school. It's evergreen, it always works. This is like when you're watching infomercials where people always say, "Grab your credit card right now and dial 1-800, whatever the number is, 555-5555."

You think people would know that they need to pick up the phone and need to go get their credit card but you're really creating a virtual sense of urgency when you give that call to action. You're also telling them what to do. At this point, it's directing them, it's pulling them by the hand. It's like you're going down ... like going through a maze and you know whether you should turn left or right. They're following you, pull them and take them through where you want them to go. It's really tell them what to do to place the order. Tell them what to do next, what the next step is in order to get the results they've been seeking. That means, hit the order button right now and you'll be able to get access to the products immediately, no matter where you live 24 hours a day.

Here is a couple of swipe files you can use for that. A call to action can be as simple as saying, "To get your copy of, The Greatest Widget Ever, click the order button below right now." Use a benefit-driven call to action. This one is a little bit better such as, "The key to finally shedding a pound starts with The Greatest Widget Ever. Click the order button right now to get started or to take the first step." Now, let's talk about the P.S. and why it's important. The P.S. is at the end of the sales letter and it's really your chance to recap the benefits and primary selling points of your offer. Now, P.S. isn't going to be in a video sales letter. It's primarily for the text sales letter, right.

Just like a letter you had sent somebody in the mail and usually ... and actually, that's how this all use to work. It all use to coming to the mail, in this nice little white paper before it actually went online to online sales letters. This is just moving one medium format to another, it was actually a physical letter at some point. The P.S. recaps the benefits and primary selling points of your offer. In those P.Ss, and you can use 2 or 3 if you need to. Maybe the first one is to remind them of their problem and if you want a solution, then you need to take action today. Then, you remind them it's risk free with your guarantee. Remind them of any scarcity at this point.

Remember people scan sales letters. They're going to see the P.S. They're going to see the headline of course, they're going to see the price the benefits, probably some testimonials, those are the main points of people look at. In this P.S. at the end of the page, which is just below the order button and the price and that sort of information, right at the end, where they're taking action, you can recall all these things in just a single sentence. Remind them of any of the scarcity like the offer ending, limited bonuses, the price increasing, whatever it is. Then, a final call to action to buy. The P.S. is designed to restate the problem, that you have the solution, that it's risk free, that you're going to miss out and a final call to action.

Now, let's take a look at some actual sales letters that I've written and put together and I'll show you what I did and why as far as some of the formatting. You'll also get to see some of the headlines that I've created along the way, all right. Let's jump over and take a look at one now. This one is an earlier sales letter that I wrote for a product that's no longer for sale. This one, as you see the headline, directly reflects some of the templates and swipe files as far as ... for headlines. "Give me just 43 minutes and 23 seconds," now, that's specific, "And I'll show you the secret to dominating article marketing while your competitors do all the dirty work for you. Step by step video reveals all."

There is a lot of things going on in there. You've got specifics first of all and then the secret is the power word. Dominating is a power word and this is cool, "While your competitors do all the dirty work for you." Not just do all the work but do all the dirty work for you. It's someone else doing it for you, it's got a lot of curiosity in there. It's secretive but it's yeah, that's telling them exactly what they're going to get, what the product does. Of course, up in the .. the graphic, it says, "How to pick off the competition one by one and dominate niches with article marketing." Immediately below, I have a little bit of a headline ... not a headline, but right below the headline, I have a testimony.

Now, you can do that, you can spread out your testimonies instead of having them all in one section. You can sprinkle them throughout the sales letter which is an excellent way to make sure that they're seen. Here is an older one but has some really good copy in it. Now, this is all about creating video sales ads, that says, "If you want to see an immediate boost in your opt in and sales conversion rates, give me just 29 minutes and I'll show you how to easily create your own video sales ads in just 6 simple steps." Again, following my own advice and using those swipe files, I'm giving them specifics, remember people like to know how to do something quickly or easily or save time and money.

Well, there is the easy, I'm telling them it's simple, it's easy. Here is how many steps it's going to take you and here is what the products is going to do for you. It's going to boost your sales conversions and it shows you exactly how to create

your own video sales ads. There is a video there that would be live, it would play and giving them exactly example of what they can create which is very powerful. Anytime you can do that with a screenshots or showing them a video, that's really going to sell your product to, if you can demonstrate it. Right below that, it says, "Keep reading ..." so I'm encouraging them to keep reading or if that's one way to get people to keep reading, right?

"To find out how to get your hands on step by step videos revealing exactly how to get started ASAP using free tools." Some people wonder, is it going to cost me more to be able to do this and so I'm showing them, that's a selling point so I'm adding it right there. Here's one that's a little more recent that I wrote. Now, this is for 2 marketers who are teaming up to create a product. Now, one was providing the actual content, the other was by association, even though they're both very successful. This is why I started out the way I did at the very top. It says, "Internet Millionaire and Amazon Author Team up to Reveal ..." Well, what that does at the very ... by putting that there had bring some credibility immediately to the product and the content.

"Internet Millionaire and Amazon Author Team Up to Reveal ..." and then the big headline with some specifics, "31 Unconventional Battle Tested and Proven Traffic Tricks for Generating 8968 Visitors Per Month To Any Website." Then, a sub-headline right below it. This is a way to break up a headline without making it too big. It allows you to kind of get your point across and say additional information that provides a big benefit. Below it says, "Scrap those dusty old traffic tips others are dumping on you and trade them in for something with more horsepower." There is a lot of power words in there. It's a specific way of saying things that people can relate to and that they understand.

Horsepower, instead of saying something more effective, Horsepower is a little stronger word. Let's go back to the headline. Instead of just traffic tricks for generating thousands per month in a website, that's a good starting place but that's going to get a lot of people leaving your website, right. Not quite as powerful as a tweaked headline, a much improved headline that says, not just traffic tricks or traffic methods to get thousands of visitors per month but, "31 Unconventional, Battle Tested and Proven Traffic Tricks for Generating, a specific number of visitors Per Month to any Website." You can see where we're going there. We start of by addressing the problem.

What I'm doing here, where you see the bullet points, the red asterisk, is addressing ... I'm addressing several problems by getting into the mind of the prospects who are coming to this page, hoping they can find some solution for getting traffic. I'm kind of jotting down ... I'm pulling out some things that say, "Hey, I know what you're thinking." In fact, I say, "You're here reading this because you're searching for something." Then, I give 3 different examples.

Maybe it's a quick or easier way, maybe you're seeing some level of success but you need to get more of it. Maybe you're just sick and tired of wasting time and money on crappy products and methods that send you down on a dead end street.

All these things I know are problems, I addressed them right up front and so people can read these and maybe they're not saying yes to all 3 of those but one of those I'm pretty dead sure, they're going to say yes to and say yes that's me, I'm raising my hand. What you see down here is some bold lines with a large font. You'll see those spread out. See, there is when common sense meets reality, most importantly, victims of bad advice, meet. These are sub-headlines that break up the copy. It's designed this way to keep people reading. Obviously, this is a big font and it's the most important part that really, you want to stand out when someone comes to your page.

You want this to be big, you want it to be the thing that's screams at them, that's right in their face. You can see, I'm using some graphics here, to break up the thought process. I've actually used ... Another way to break things up is using a handwritten font, that gets the point across. Otherwise, it gets lost, if I just had that in just plain black like this line, it'll probably ... It gets forgotten about or read over, it gets skipped over. See, I've got a little bold right here, that really breaks up those paragraphs. I continue what the similar theme way of formatting these page throughout this entire sales letter. Now, the purpose of these is to lead them to the next paragraph. Most importantly, I think, okay, what's most important. I need to read that.

A victim of bad advice. What kind of bad advice are we talking about here. Let's go on down. "Don't take my word for it." Well, this is just a way to introduce testimonies and social proof. In this case, I was provided with some Facebook comments of people who were raving about this guy and the product and then I introduce the product. You can see how things look, if I didn't have any of the blue here, if I didn't have these and they all look just like this, no one would read that page. It's just too bland, it's too boring, there is nothing that makes me want to keep reading from paragraph to paragraph. Also, I want to point out that each paragraph is no more than, on average, 1 or 2 sentences.

See, you pick up on that? It's not overwhelming on the individual who is reading it. Here is what I've done, right. I had the headline, you can always use a sub-headline to let them know of more benefits that really drive home, use some power words that make them want to keep reading. You address some problems right up front, you can continue to do so. These sub-lines right here, have to invoke some kind of curiosity that makes them want to go to the next paragraph. Usually, it's a tie, something that ties in the previous paragraph to the next.

That's generally what these are. It's an extension of what was just said that pulls them into the next.

That's generally what the purpose of these are. Sometimes, it's also designed to catch people if they're just scrolling, to catch their attention to make them maybe want to go back and read the previous and then go into the next. Several factors work in here. A lot of people are victim of bad advice, so if someone sees this, they can say hey, and they've read before, it's not your fault, it's possibly ... It's possible that you're simply a victim of bad advice. See how I just blew up that part from previous sentence. Bad advice is sadly far too common in this industry. You see, "That's why I've created this offer with my friend," blah, blah, blah.

Then, we introduce the friend, we built some more credibility about this friend, who is the expert and why you should trust and listen to him. Here is a personal story, people can relate to that, makes him more human, right? We got some social proof and then we introduce the name of the product. We tell them what the product includes, what it's all about. What it will do. Here is some more social proof of the screenshots, it just backs up the headline about those visitors. Here is the bullet points. "Here is how this can help you get the results you want starting today." These bullet points are powerful. You have to spend a lot of time on these just about as much as you do on your headlines.

The point here is to tell them what's in it for them, the benefit as supposed to the feature or if you mention that as a feature, tell them what's in it for them ... what that feature means for them, okay, what it likes to do. You try to tease them, right, this is really a tease section where you make them want it, it's kind of make them saliva at the mouth for what you're offering. You might say, I've got 2 traffic methods, the cornerstone of SEO, a simple strategy, 3 ways to, 2 things you must do, the truth about, Google's new version, the \$300 mistake, the trick to, the highest ROI advertising. I'm saying things without saying what they really are but it's in a way that makes them want it.

You see, I've got a long list and really the longer that list is, that's huge. That's saying, "Wow, this can do a lot for me." Spend time on the benefits. Now, we've come down to the bonuses. Now, you could change the verbiage but it's simple just to say, "Hey, free bonuses." You don't have to make a long introduction to getting the bonuses. I mean, you could say something about, to make ... "To give you every reason to say yes today, I'd like to give you these free bonuses when you order today." I mean, you can say something like that but really, all you need is, "A free bonuses, when you act today or free bonuses."

In this case, I'm just saying, "To ensure you get the most from this training, you're going to get the PDF transcript ..." by the way, this product is a video, "You get the checklist of all the traffic tricks outlined in the training and you get

the MP3 audio version." I talked about that in the previous video, right, about the various formats and how you can use those formats to offer as bonuses or additional content. At this point, I'm talking about the price. You see what I'm doing here, I'm including scarcity, saying, "This is a dime sale." If you're not familiar with a dime sale that means, the price increases after so many purchases so the price increase after so many sales.

Usually that's something like 10 cents every few sales or something like that. That's when they call it a dime sale. It doesn't necessarily have to be a dime but this ... It explains what that is. It says, "But a fair warning," in red this is a dime sale, which means you got to act now. Why would you want to pay more for something, that's what I'm saying here. "In fact, while you're reading this, someone is ordering and the price is going up. If you leave and come back, you don't have to pay more" and that's true. There is the money back guarantee. This is a graphic and it puts a personal touch, if you could use a handwritten font and put your name right here.

Reminding them, they have no risk, whatsoever on their part and here I remember I said a minute ago, "You really can't afford not to invest in this" so I tell them why. Here is the P.S. down at the bottom. it readdresses problems they have been experiencing until they hit the page. Then, it reminds them of the scarcity right here, it reminds them of the guarantee by saying, "There is no risk, here is your 60-day guarantee." In this case, it says, "In case you're still on the fence, check out what this customer had to say." You had another opportunity to throw in a raving testimony and at the very bottom, you would have another order button.

Practicing what I preach here and this is a really good overview of how it's done, why it's done, why the elements are in place, why they look the way they look and things that you can model when you create your sales letter. Now, when you're ready to start creating your own sales letter, here is what I recommend doing. You take all of the steps of the formula and you paste them into a new page in your HTML editor. I use Microsoft Expression Web. It's free, it used to be a paid, it's a high quality HTML editor that gives good code. It's something you can download for free. There is really no point in spending several hundreds of dollars on something like Dreamweaver when you're not going to be doing extensive web developments.

Look up Microsoft Expression Web in Google and find this and download it. Here is what I would do. I've copied all of the steps. I'm going to paste them here in my sales letter so I know exactly where I'm going to put what so I can get started writing my draft. Make some spaces between all. Here, I'll come in and put my headline. I'll start typing out some information regarding the problem. I'll start brainstorming the promise, the proof, the price, the scarcity or value, what I'm

going to do here. This is just notes. Really, I don't have to do this inside the editor on this page just yet, if I don't want to. I could just do this offline.

Don't do it on Microsoft Word, okay. Do it in a Text Editor, because you're going to format it or if you copy and paste from Microsoft Word and here it's going to put some really weird code and it's not advisable. I always work in text if I can, first and then come in here and start copy and pasting the order and filling in the blanks and then start formatting. Naturally, you're going to want that headline to be centered. It's going to be a big font where as your standard text. It's going to be something around 12 to 14 pixels, not pixels but points and size. Just a friendly tip to help you get started. All right, so in the next video, some tips for using and creating video sales letters.