

4. The Ultimate Best-Selling Salesletter Generator

Before starting this 17-part Salesletter Generator, do some salesletter research using the Salesletter Search Engine document in Section 2. Find the top five salesletters in your market niche, and the top 5 salesletters in related markets. Save them and print them out so you can spot the various sections and model successful approaches to your marketplace.

Part 1 Use a Headline to Get Their Attention

The absolutely most important part of any ad, salesletter or website is the headline.

The headline flags down your perfect prospect and draws them into the rest of your ad.

You can think of it as “an ad for your ad.”

If you don’t get their attention and intrigue them at this point, they will leave without ever reading your offer.

Nowadays, you and I, and everyone are pressed for time.

We tend to bounce around from one thing to another and only if something really catches our attention do we spend the time to really take a closer look.

Here are a few classic headline formats that have worked for profit-producing ads and letters over the last 100 years. And I assure you, the one thing that does not change is human nature, so these tested and proven formats will work for you too.

How to _____

People want to know “how to,” don’t you?

The Quick and Easy Way to _____

People want a “magic bullet,” don’t they? They want the easy way to do or have something and they want it fast.

_____ Secrets Revealed

People always believe there are hidden secrets that will make their lives easier and more prosperous. This headline format plays into this basic human emotion.

Now it's your turn

Create your headline

- Pre-headline (optional)

- Headline

- Sub-headline(s) (optional)

Part 2 Your Opening Paragraph – Draw Them Into Your Letter

In Part 1, you gave your reader a headline to get them to stop long enough to give your letter a closer look.

Now you need to draw them into your letter.

Your opening paragraph must hold their interest and make them want to continue to read.

You could tell them the two or three major benefits they receive from reading the letter ... you could state a little-known fact that creates curiosity as to what is about to be revealed, etc.

Now it's your turn

Create your Opening Paragraph - Draw Them Into Your Letter

Part 3 Tell Them Why They Should Listen To You: Establish Yourself As An Expert Authority

In Part 2 you gave your reader the reasons they should be interested in reading your letter. But they're not ready to buy ... not yet.

You've got to answer their unspoken questions:
Who are you, and why should they trust you?

So you need to build your credibility and get them to trust what you say is true. You can do this in a few ways.

- You can provide success stories about people who have bought from you before
- You can provide a client list of recognizable people or businesses you've worked with
- You can let them know how long you've been providing this solution to customers or clients
- You can let them know you are a respected and well-known expert in your field
- You can cite awards that you've received

Now it's your turn

Why should they listen to you?

Part 4 State Their Problem And / Or The Goal to Achieve

In Part 3 you got their attention with your headline, getting them interested and establishing yourself as an expert authority

Now you have to let them know you know their problem and how it feels to have that problem, or to want to achieve that specific goal. And you build empathy with them by relating exactly how it feels to have that problem, or want that goal. And how their problem could get a lot worse, or how much frustration they will continue to feel if they don't solve their problem or attain that goal.

Not only do you rub a little salt into their wounds, but you take a sharp stick and poke at it a little bit too.

Many times, people need to feel their own pain before they will take action. And it's your job to make sure they know how empathetic you are to their situation.

Now it's your turn

What is their problem or goal?

Part 5 Provide Them Solutions And Then Present Yours As The Best Solution

In Part 4 you built empathy with your reader and helped bring the pain of their problem to the surface of their emotional consciousness.

Now it's time to provide them solutions.

You can either provide them just one solution (yours), or provide them a few solutions and then do a comparison. Show them why these are not the best solutions, and then present your solution and give them the reasons why yours is the best solution.

Such as, you provide the best solution, and a quick and easy way to end the pain and frustration they are currently having.

Now it's your turn

What is your solution and why is it better than others' solutions?

Part 6 Give Them A Little Sample Or Tell Them A Story

In Part 5 you provided them solutions, compared them and presented yours as the best solution.

Now it's time to give them a little sample of your product or service, or tell them a little success story ... or both.

How can you do this?

Let them “play” with your product, give one example of one of the techniques you reveal in your offer. Or tell them a story about a person who didn't choose your solution and all the negative things that continued to happen, and compare that with a success story of one of your customers who followed your advice and purchased your product or service.

Now it's your turn

What is your sample or success story?

Part 7 Tell Them How They Will Benefit Using Benefit Bullets

In Part 6 you gave your reader the chance to demonstrate to themselves your product or you told them a comparative success story, or maybe even both.

Now you want to pile on all the benefits your reader receives.

This is not the time to make a list of the features of your product or service. No, you need to tell them the end result they get from those features ... the benefits.

Benefits are the positive results your customer gets.

Features are the characteristics and specifications of your product or service.

Start off by listing all the features of your product.

Then come up with the resulting positive benefit that your customer gets from that feature.

The best way to see how to do this is to look at successful salesletters.

Once you have your benefit list, make a list of them in your salesletter using headlines as Benefit Bullets. It's kind of like a rapid-fire presentation of the major benefits your customer gets when they buy your product.

Now it's your turn

What are your Benefit Bullets?

Part 8 Let Them Know Other People Have Bought And Benefited Using Testimonials

In Part 7 you gave your customer a list of benefits they get when they buy from you. Interestingly, once humans begin to desire and want your product, they have a tendency to stall before taking final purchasing action ... just so they can try and review the “facts” and make a “wise purchasing decision.”

At this point, they want to believe what you say is true, but they would like some reassurance.

But not from you.

They want to hear from other people who have already bought and benefited from your product.

They want some ... Social Proof.

In other words, testimonials from satisfied customers.

When your product is new, you may need to have some people “review” it for you and ask them for their comments.

After you have a few customers, contact them and ask them for their comments, and permission to use them in your promotional materials.

And it's always good to use their full name, city and state, and even a picture if you can get them to agree.

The more details provided, the more credibility your testimonials will have.

Now it's your turn

What are your testimonials?

Part 9 Make Them An Offer They Can't Refuse ... An Irresistible Offer

In Part 8 you gave your customer social proof by way of comments from satisfied customers.

Now they're primed and ready to hear your offer.

And if you're good you'll make them an irresistible offer ... an offer that provides more resulting value than the money you are asking them to spend with you.

In other words, a terrific deal for the customer.

In addition to your product, you may build more resulting value to your offer by including special bonuses, a longer guarantee after the sale, services for free, special package pricing, etc.

And make sure to tell your customer all the reasons why these extras are valuable to them. Just like in telling them the benefits of your main product, you must also tell them the resulting benefits they receive from the added bonuses you're offering them.

Now it's your turn

What is your irresistible offer?

Part 10 Answer The Question That's On Their Mind ... Give Them A Reason Why You Can Make Them Such A Great Offer

In Part 9 you made an irresistible offer to your customer ... an offer so good, only a fool would pass it up.

But there is now a question running in their mind.

Why are you offering me such a great deal? How can you do this? What's the catch?

Always, if your offer is so good that people are afraid it's too good to be true, give them the reasons why you can bring them such a great deal.

You're overstocked, your supplier gave you a great price and you can pass on the savings, you don't have high printing costs because your info package is delivered as a digital download ... whatever the reason, tell them why.

Now it's your turn

Why can you make such a great offer?

Part 11 Sweeten The Deal, Add Value With Bonuses That Relate To Your Main Offer

In Part 10 you gave your customer the reasons why you are able to make them such a great offer.

Now let's pour a little fuel on the flame and create even more desire.

Let's add some bonuses for ordering now.

In addition to your product, you may build more resulting value to your offer by including special bonuses, a longer guarantee after the sale, services for free, special package pricing, etc.

And make sure to tell your customer all the reasons why these extras are valuable to them. Just like in telling them the benefits of your main product, you must also tell them the resulting benefits they receive from the added bonuses you're offering them.

Now it's your turn

What bonuses are you offering and what is their perceived dollar value?

Part 12 Take Away Their Risk ... Give Them Your Guarantee

In Part 11 you built desire by adding bonuses to your offer.

Now let's overcome their last fear of purchasing.

You've got to reverse the risk.

You, the seller, must take the risk in this transaction.

You give them your 100% money-back guarantee, and for the longest period possible.

Think about it ... isn't that what you want when you make a purchase?

You want to be assured that if this doesn't work, or if it's not what the seller has promised, that you can get your money back without a big fight.

Most likely you already will refund money to someone who is not satisfied with your product or service. Life's too short to have unhappy customers, isn't it?

So all I'm saying is to promote your guarantee, make it an integral part of your offer.

Now it's your turn

What is your guarantee?

Part 13 If It's In Limited Supply, Tell Them. They'll Want It Even More (The Scarcity Persuader)

In Part 12 you took all the risk and made it clear that you stand confidently behind your product by offering your customer a money-back guarantee.

Now it's time to poke and prod just a little.

You've answered the reasons why and helped justify their buying decision, but still they need another emotional stir to get them to take action.

Enter ... Scarcity.

People will buy now if they believe what you're offering them is scarce.

Now it may be the number of these you have available for sale. It may be a time limitation. It may be that your pricing is going up. Whatever it is, you must let them know they need to take action now or miss out on this offer.

Now it's your turn

What makes your offer scarce? Why should they buy NOW?

Part 14 Tell Them Exactly How To Order Now

In Part 13 you gave your buyer the extra emotional reason to order now. Your product is in demand and it's scarce.

Now it's time to tell your reader exactly what to do.

Buy.

And how to do it.

You must give them precisely the how, what and when of ordering ... and do so in a very clear manner.

Don't confuse them now. They've already decided to buy, and now it's your job to make it easy for them to do so.

Let them pay you.

Take their cash, check, credit card ... by internet, phone, in your store or office, or by mail.

Let them order whatever way they want, but let them order.

And tell them exactly how to do it.

Now it's your turn

What are your Order Now instructions?

Part 15 Tell Them Exactly What Happens If They Don't Order Now

In Part 14 you told your buyer exactly how to order.

Now it's time to tell your reader what's going to happen if they don't order right now.

Tell them how they will miss out on getting all the resulting benefits you're offering, how they will still have their same problem to solve, and how their problem will only get worse.

Remind them of their pain, and how it will continue, and get worse without taking buying action.

Now it's your turn

What happens if they don't order now?

Part 16 Your Signoff And Signature

In Part 15 you told your buyer what happens if they don't order.

Now it's time to tell your reader to take action now and order, and sign off with a friendly close and your signature.

Now it's your turn

What is your signoff and signature?

Part 17 Use A P.S. To Summarize and Remind Them Of Your Offer, How To Order, and What Happens If They Don't Order

In Part 16 you told your buyer to order now and signed off with your signature.

Now it's time to give them a short reminder ... it's called your P.S.

If your headline is "your ad for your ad", then your P.S. is a quick summary of your salesletter all in rapid-fire sequence.

And it's probably the second most read part of your ad or salesletter.

You can restate your offer of everything they get, the scarcity factors, what happens if they don't order, your ultimate benefits, how to order, etc.

You may want to do this using two or even three PS's.

Now it's your turn

What is your PS?

What is your PPS? (optional)

What is your PPPS? (optional)

Conclusion

OK, now look through each section and make any changes you want. You can add some connecting sentences to the beginning of sections to smooth out the transitions, or rearrange sentences within sections.

Copy and paste your answers into a new document to form your completed salesletter.

Congratulations! You've done it! Your best-selling salesletter is now complete and ready to release to the world.