

How To Write Ads, Sales Letters, and Website Copy That Sells Like Crazy

Would you like to get more leads and prospects coming to you who want to buy now?

Would you like to know the psychological sales triggers to pull to get more profit results from your ads, sales letters and website?

Would you like to end the frustration and get more of what you want from your business?

Important Note: Please **print out**, read and study the complete 18-page document, 1 Salesletter Sample that is included in this handout **prior** to the presentation.

We will be using it as an example for you to learn from.

The Little Secret That No One Is Telling You...

“All the latest hi-tech web design gadgets, bells and whistles won't help make you any money unless you learn to use W_____ and S_____
S_____ that have been proven to G____ A_____, G_____
I_____ and D____, and M_____ people to take B_____
A_____ N_____.

It doesn't matter how pretty and professional looking your ad, sales letter or website is, the only way you're going to make money is by using W_____ that communicate clearly the B_____ of your offer and the R_____ W_____ your prospect should buy from you rather than anyone else.”

Mark Hendricks

Persuasive words and strategies that get your reader...

- A_____ to something that will be of...
- B_____ to the them...then enough
- D_____ for that B_____ must be generated to motivate them to...
- T_____ A_____ and...
- B_____ N_____

"It's the W_____ that do the selling..."

“You've got to write your sales message so your prospective customers develop an E_____ D_____ for what you're offering them, before you ask them to buy.”

**We ALL decide with E_____, and
then justify with L_____.**

"Your ability to write P_____ is the most important and most widely overlooked M_____ tool that you will ever acquire.”

Mark Hendricks

A little known, yet very important secret...

There are three basic things that have to line up for you to make a sale:

1. Right M_____
2. Right O_____
3. Right T_____

1 - The Right Market

- Easy to F_____ and R_____
- H_____ and S_____ Crowd
- Already I_____
- Already M_____
- Already B_____
- Buying R_____
- It's the "L_____"

2 - Right Offer

- Use the 5 P's of the Offer (more later)
- P_____ V_____ and R_____ B_____ to the Buyer have to be much H_____ than their C_____

3 - Right Time

- People B_____ when T_____ are ready, N_____ when Y_____ want to S_____ them something
- P_____ F_____

The Psychology of the Buying Process:

1. _____ You
2. _____ You
3. _____ You

The Six Psychological Triggers To Use In Every Ad, Salesletter, and Website

“I _____: The P _____ of P _____”
by R _____ C _____

The Six Psychological Triggers To Use In Every Ad, Salesletter, and Website

1. A _____ / E _____ - If people perceive you as an expert, they will respect your opinion, and believe what you say is true and worthwhile
2. L _____ - People do business with people they like. If you want a friend, be a friend.
3. C _____ and C _____ B _____ - Begin with small commitments, things that are easy to agree to. Develop the trust relationship over time.
4. R _____ - Do a favor for them first. The tendency is to return a favor for someone who has helped us.
5. S _____ P _____ - Others think you're good, so you are quickly accepted as good by others (personal testimony)
6. S _____ - People tend to want what is scarce. Create special offers with a time limit and/or quantity limit

By using these six triggers in every Ad, Salesletter, or Website you quickly get people through the three steps of:

1. _____ You
2. _____ You
3. _____ You

The Classic Ad and Salesletter “Formula” *(the basics):*

____ _
____ - _____
____ - _____
____ - _____
____ - _____

The Three Most Important Parts of Any Ad, Salesletter, or Website

1 – H _____
2 – O _____
3 – C ____ To A _____

Bonus Point -- The “L _____” -- W _____ H _____ O _____ A _____

1 – H _____

“80% of the success of any ad, salesletter or website depends on the H _____.”

Mark Hendricks

“Your H _____ is an ‘A ____’ for your A ____.”

Mark Hendricks

Five Headline Examples:

How To _____

The Quick and Easy Way To _____

The Secret To _____

_____ Secrets Revealed

How To _____ And _____

2 – O_____ (use the 5 P's):

- P_____ - include the 3 biggest benefits
- P_____ - give a detailed description
- P_____ - include extra bonuses
- P_____ - offer special pricing
- P_____ - time limit, quantity limit, etc.

7 Ways to Build Your Special Offer:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

Important Point

The value of your offer will increase as you combine these elements (and others) together into a unique package offer.

3 - Call to Action

- Tell them exactly how to order and make it E_____
- Give them M_____ ways to O_____ and P_____

The 17 Parts of Every Successful Ad, Salesletter, or Website Salespage

- 1 – H_____ (pre and sub too)
- 2 - Your opening P_____
- 3 - Establish Yourself as an E_____ / A_____
- 4 - State their P_____, or G_____ to A_____
- 5 - Provide them S_____ O_____ and present yours as the best S_____

- 6 - Give them a S_____, or tell them a S_____ -
- 7 - Tell them how they benefit using a list of “B_____B_____”
- 8 - Let them know other people have bought and benefited using
T_____
- 9 - Make them an O_____ they can’t refuse...An Irresistible O_____
- 10 - Answer their “Unasked Question”... Give them the R_____W_____ you can make them such an irresistible offer
- 11 - Sweeten The Deal: Add V_____ with B_____ that relate to your main offer
- 12 - Take Away Their R_____: Give them your best and longest G_____
- 13 - If it’s in limited supply, tell them -- they’ll want it even more (the ‘S_____’ Persuader)
- 14 - Tell them exactly how to O_____N_____
- 15 - Tell them exactly what happens if they D_____O_____N_____
- 16 - Signoff with a friendly and heartfelt close, and use your signature
- 17 - Use a_____ (or multiple P.S.’s) to summarize and remind them of your offer, how to order, and what happens if they don’t

The Quick and Easy Way To Learn How To Master Each Of These Areas

T_____W_____B_____ - S_____S_____

Followup, Followup, Followup!

Rule Number 1:

- ☐ use a S_____ of letters
- ☐ each one R_____ to the other
- why do this?...

Some People: missed your first letter... ignored your first letter... didn’t understand it... procrastinate... were interested but something else came up... whatever reason...

Assignment Four:

- 1) Use the salesletter tools in “The World’s Best-Selling Salesletter” package to find salesletters in your target market niche.
- 2) Look closely at the top 5 and do a complete analysis
- 3) See how they handle the “WHOA” formula
- 4) Write your salesletter using the 17-part template as your guide
- 5) Check your salesletter to make sure you’ve used all six psychological triggers
- 6) Edit your salesletter putting transitions between the 17 parts (see the salesletter search engine for ideas from other successful letters)
- 7) Make your letter easy to read using comfortable type font and eye-catching formatting techniques

The Reason Why You Want To Do This:

You’ll:

- ☐ get more leads and prospects coming to you who want to buy now
- ☐ know the psychological sales triggers to pull to get more profit results from your ads, sales letters and website
- ☐ end the frustration and get more of what you want from your business