

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

Hello, My name is Mark Hendricks.

Here's a very valuable tool for you to use time and time again.

You'll learn how to write compelling and order-producing sales letters by studying some of the most successful sales letters, from some of the best sales letter writers in the world, and in a wide variety of niche markets too.

You'll be able to see exactly how they use:

**Pre-headlines** - used to set up the main headline, a chance to "set the stage" for what's about to come

**Headlines** - the most important part of your sales letter, always test one headline against another to see which pulls best

**Sub-heads** - used to build on the benefits the reader receives, and can also quickly summarize the offer, also used throughout the sales letter to draw attention to main benefits, or to re-spark attention and curiosity

**Problem/solution** - a sales technique of discussing the problem the prospect has, how painful it is, discuss possible solutions, and then reveal your solution and why it's the best choice

**Stories** - people relate to stories and it helps you write in a way to appeal to the emotions of your reader

**Testimonials** - provides proof that what you say is true, and that other people have bought and are happy, and you are liked and trusted

**Benefit Bullets** - short and snappy 'mini-headlines' used throughout your sales letter to build desire for the benefits your product/service provides the reader

**Transitions** - used to get from one section to another, or from one thought to another to smooth out the flow

**Offers** - here's where you state exactly what they get, how much it costs, and any other details of the transaction

**Bonuses** - use bonuses to build extra value into your offer, the bonuses should be related to your main offer

**Guarantees** - this provides comfort to your reader that you stand behind your product, and that you the seller are taking the risk, rather than the buyer, always use the longest guarantee possible

**Calls to Action** - tell your reader exactly how to order now, tell them to pick up the phone, send in the fax, click this button, and to do it now

**PS** - next to the headline, this is the second most closely read part of your sales letter, it's your chance to state your main benefits, offer, and guarantee to your reader

**And more** - study each letter closely and see what other strategies you can find

## **How to get the most out of this program**

**Section One** First, read through the Salesletter Sample and notice all the yellow notes included in the salesletter. Next, listen to the Salesletter mp3 and take notes on the Salesletter Handout.

**Section Two** Do some market research for similar products in your niche market or simply browse the database, and find your competition (and future Joint Venture partners). See how others have successfully approached your target market. Look into other markets and borrow good writing from an unrelated field and use it in yours. The top listings in each of the market niches are among the best sellers in the database. Print some of these out on paper, analyze them and mark them up so you can see each part of the letter, and how they transition from section to section to create an easy-to-read flow.

**Section Three** Answer the 25 questions in the Salesletter Questionnaire before you write one word of your salesletter to develop your empathy and understanding of your target prospect. Most people never really understand their customers' problems, fears, hopes, dreams and desires. Before sitting down to write, answer these 25 important questions to make your writing so much easier and effective.

**Section Four** Use my proprietary 17-Part Salesletter Generator to help you get the flow of your salesletter and to make sure you cover all the bases. Just fill in the blanks following my guiding comments, and you've got a letter that follows the proven psychological sales track for getting profitable results time and time again.

**Section Five** Use this headline creating tool to model 100 of the world's best-selling headlines. Go through all of them and come up with your own versions of these classics to test one against another until you find your winning headline.

**Section Six** Here are some extra special bonuses for you.

**Make a 'swipe' file of your own.** Never steal or plagiarize anyone's work, but you can model and emulate successful letters using the same flavor and feel. Save some of the salesletters you find to be most effective, and use them as inspiration for your own efforts.

**Here's a big tip (and most people won't do this)**

Get paper and pen, and write out by hand the salesletters that you have bought from. You will internalize the thought processes more completely and the writing process will become natural to you. Also look through the salesletter database in Section Seven for classic salesletters to write out, this is highly recommended.