

How To Write Sales Letters That Sell

Kilstein has produced a collection of proven sales letters that have generated millions of dollars in sales for both online and offline companies that readers can adapt for any business. IN MARKETING What is the main difference between "pathetic" and "profitable?" A compelling advertising headline. Veteran marketers and entrepreneurs alike know a powerful headline is the most important factor for putting more money in your pocket. Whether it's for your .Web site .Yellow Pages ad .Sales Letter .Postcard .Marketing brochures .Newspaper or magazine ad . . the right advertising headline will attract, persuade and retain your most loyal, valuable customers. It's true. A great headline makes all the difference. Scientific tests have proven it over and over: Just by changing a headline, you can increase an ad's profitability by two, three, even five times. Finally, here is the world's #1 resource for quickly and easily creating powerful advertising headlines that are a perfect fit for your business. The kind of headlines that produce record-breaking sales results! In this book, copywriting expert David Garfinkel, who mentors other copywriters for \$15,000 and up, offers you one of his most prized possessions: his carefully chosen, market-tested set of advertising headline templates that truly can make you rich! "David Garfinkel is the best copywriter I know." - Jay Conrad Levinson, author, best-selling Guerrilla Marketing series

The 16-Word Sales Letter(tm) is a copy system that has generated over \$120 million dollars for Agora Financial in the last two years alone. It's a simple formula that could help you generate millions in online sales... No matter how competitive your niche is...No matter what kind of product or service you're selling...And no matter your level of experience.That's because it can not only help you identify a new big idea for your market, but also help you structure your sales message for maximum emotional impact. If you're a copywriter, marketer or entrepreneur, you're about to discover a secret that could help you dominate your market, crush your competitors, and potentially add millions to your business and personal bank accounts.Advanced Praise for The 16-Word Sales Letter(tm) "This is the book I've been waiting for. For years, I've been asking myself: How can a guy whose native language is not even English be one of the best U.S. copywriters in history? Now I have the answer... nicely reduced to a simple, understandable formula. And the best thing is that it's a usable formula. Anyone seriously interested in copywriting should discover Evaldo's secret." --Bill Bonner, Founder of Agora. "It's not often that I come upon a copywriting strategy that feels new to me. And even less frequently do I encounter one that is both new and exciting. Evaldo Albuquerque's "16 Word Sales Letter(tm)" is such a strategy. I'm going to recommend this as a must-read to all my copywriting proteges." --Mark Ford, best-selling author and chief growth strategist for Agora."Evaldo is the world's greatest copywriter you've never heard of. Why haven't you heard of him? Because while others are selfpromoting ... heck, while they're eating, sleeping and relaxing... he's cranking out the next blockbuster. He never stops. He's a 9-figure sales machine and our business's secret weapon. This book is your blueprint to how the machine dominates. Read it and put it into action. Your royalty check will thank you." --Peter Coyne, founder of Paradigm Press, Agora Financial's largest imprint. "I'm recommending this book to everyone in my company, and making it required reading for all new hires. When it comes to books on "writing" I try to read everything new, and no matter how many books I pick up, I rarely find any ideas that are innovative (or even useful), but this book shattered my expectations--I found page after page packed with fresh ideas. It's engaging to read, and very easy to implement the writing techniques. Evaldo has uncovered a new way to write sales copy that is perfect for today's buyers; I really love this book, and after you turn the first two pages, you'll see exactly why. It's a must-read primer for anyone who writes sales copy... Read this book--and learn from one of the best." --Oren Klaff, best-selling author of Pitch Anything and Flip the Script "Few people know his name. Yet, those at the highest levels of direct response advertising consider Evaldo Albuquerque the Michael Jordan of modern financial copywriting. His new book, The 16 Word Sales Letter(tm), reveals for the first time the secret to his astonishing success. In split tests, the selling formula Evaldo reveals in his book has won, repeatedly, against ad copy written by the world's top copywriters. When asked at a recent seminar I gave what are the two best books I've ever read on copywriting, my answer was Breakthrough Advertising by Eugene Schwartz and The 16 Word Sales Letter(tm) by Evaldo Albuquerque." --Caleb O'Dowd, www.roitips.com Set in Los Angeles in the early 1980's, this coolly mesmerizing novel--now a timeless classic--is a raw, powerful portrait of a lost generation who have experienced sex, drugs, and disaffection at too early an age. They live in a world shaped by casual nihilism, passivity, and too much money in a place devoid of feeling or hope. When Clay comes home for Christmas vacation from his Eastern college, he re-enters a landscape of limitless privilege and absolute moral entropy, where everyone drives Porches, dines at Spago, and snorts mountains of cocaine. He tries to renew feelings for his girlfriend, Blair, and for his best friend from high school, Julian, who is careering into hustling and heroin. Clay's holiday turns into a dizzying spiral of desperation that takes him through the relentless parties in glitzy mansions, seedy bars, and underground rock clubs and also into the seamy world of L.A. after dark.

Writing Effective Sales Letters - To Supercharge Your Marketing

A Step-By-Step Guide To Writing Sales Letter That Sells

The Ultimate Sales Letter, 3rd Edition

Model Letters for Every Selling Situation

A Step-by-Step Guide to Writing That Sells

Scientific Advertising

Sales and marketing is a fast-paced environment, and there is never enough time to write good letters--letters that will communicate, convince, and close. Sales & Pitch Letters for Busy People will help salespeople at every level save time and avoid having to produce sales and pitch letters from scratch. Sales & Pitch Letters for Busy People is a handy, quick-reference guide that not only tells you how to write virtually any kind of sales pitch letter, but includes a wide range of samples that you can easily and quickly adapt and use right now. This book includes concise, easy-to-use writing tips and resources that get attention--and results! Packed with solid writing advice and useful techniques, it also includes a CD-ROM that contains templates not only for all of the sample letters included in the text, but even more. This guide will cut the time you spend on writing sales, marketing, and pitch letters in half--and will help you get the results you want and need. Don't worry about finding the "right" word or phrase, or even the "right" format of your sales correspondence--the work has been done for you.

Scale your single-person business to profitability. Increase your audience, create multiple products, and generate more profit. This book takes you through the entire process of building a scalable business from the seemingly impossible place of "being just one person." Most single-person businesses are stuck in a pattern of exchanging time for money. Through this book, you will learn how to beat that feast or famine cycle of work. Ask yourself the following questions: Do I have to do the work or can I outsource it to someone else? Can I receive 1,000 orders tomorrow and handle it? Is the process/delivery repeatable so anyone can do it? What You'll LearnDevelop a profitable, scalable business from what you're doing now Create content and attract an audience to that content Outsource your scalable process Scale your profit and money management Optimize your growth and prioritize meeting and exceeding your goals Who This Book Is ForConsultants, freelancers, owners of small to medium-sized businesses, developers, and entrepreneurs

An excellent introduction for anyone preparing a proposal, sales letter, or report for the first time, and a valuable reference for experienced writers, this guide is filled with clear concepts and practical examples.

Writing sales letters is not creative; it's about following a process -- paint by numbers rather than think outside the box approach. This Sales Letter Guide explains why some sales letters work and most don't. And it shows how to write a copy that any business can use. Besides, this book also includes: -

Completely updated text and examples - Great headline formulas - New exercises to spark creativity - The best way to use graphics This book is a must-read for anyone in sales, marketing, or who owns their own business.

A Proven Method of Writing Multi-Million-dollar Copy Faster Than You Ever Thought Possible

Steal This Book!

The Boron Letters

Create Winning Ads, Web Pages, Sales Letters and More

The Complete Sales Letter Book

Winning Website Sales Letters

Distilling the wisdom of the world 's greatest advertisers, direct marketing expert Craig Simpson delivers an education on direct marketing and advertising copy that creates brand awareness, sells products, and keeps customers engaged. Walks readers through time-tested methods of creating effective ad copy that

increases profits. Dissects the principles of legendary marketers like Robert Collier, Claude Hopkins, John Caples, and David Ogilvy.

If you want to sell more online - this book is for you. Written by an online copywriter, Winning Website Sales Letters -- How To Create An Opening That Pulls Prospects In... A Message That Sells Them... And An Offer They Simply Can't Refuse is designed to put the persuasive power of words to work -- so you sell more or your products and services by default. Yanik Silver said "Winning Website Sales Letters is the real deal! If you want a proven blueprint for knocking out powerful web copy that sells, I suggest you keep this guide by your computer. The resource simply walks you through the whole sales copy process and it doesn't matter if you're a copy pro or newbie. Great job." Joe Vitale added "Get This! Great collection, wise insights, and enough material here to inspire and educate the most seasoned online marketer!" Jo Han Mok stated "Huge fan of yours!! I don't think anyone has created more "comprehensive" resources on copywriting than you have. U da man!!" And Terry Dean commented "I think you did a great job teaching people how to write web copy that sells. Winning Website Sales Letters is one of the best manuals I've ever seen on how to write effective, order producing copy in simple easy-to-use steps. I highly recommend it to anyone who wants to sell online." Sound fundamentals are the secret to selling and this volume covers every necessary element in detail. The result? You get copy that attracts attention... copy that fuels desire... and copy that sells like crazy.

An updated guide to creating an effective sales letter explains how to take full advantage of this powerful marketing tool by writing a letter that will actually get read, generate leads, and make money, providing a step-by-step tutorial in developing the right sales letter for any business. Original. 35,000 first printing.

Using the metaphor of an Indiana Jones-type archeology professor on a quest, Michael Masterson describes specific techniques and overall strategies on how to improve and construct a powerful sales letter.

The Advertising Solution

The Ultimate Sales Letter Guide

How to Write Words that Sell

Time-saving, Money-making, Ready-to-use Letters for Any Prospect

Magnetic Marketing

How to Navigate Clueless Colleagues, Lunch-Stealing Bosses, and the Rest of Your Life at Work

I Want To Buy Your Product.. Have You Sent Me A Letter Yet? How to create powerful sales letters, advertisements, flyers, brochures, web pages and newsletters that persuade hundreds, or even thousands, of customers and clients to buy from you!

Hundreds of ready-to-use model letters for handling various sales situations. Aimed at the busy sales rep, each letter can be used as it is or can be quickly modified to suit. The chapters follow the progression of the sales cycle.

Sales Letter, Sales copy and copywriting technique Boost your sales by boosting your skill! Sales copy can make or break any campaign, whether you are trying to increase sales, build your list or engage with prospects. Discover top converting copy methods you can instantly apply to your campaigns for improved results across the board=> Maximize your conversions and ROI fast with these proven copy methods=> Build your subscriber base fast with top converting copywriting skill=> Engage prospects and customers better through effective sales letter writing technique What Makes This Course Unique? I have got your back. As with most relevant courses, this one will be updated over time with fresh content. All updates for life are included. The extensive content is broken into easily digestible bits you can rapidly absorb. Engaging exercises along the way help you master the methods so you can see results fast. You'll come out with a specific strategy to improve conversions in two types of marketing campaigns: direct sales and lead generation. Who is the target audience? This copy course is meant for anyone promoting their own products or services, and consultants hired to promote products for others. No prior experience is necessary as I cover the most effective ways to craft compelling copy in few steps. This course is probably not for you if you're already an expert copywriter. Get a copy by clicking on the buy button NOW!

MAGNETIC MARKETING(R) is a radical, dramatically different sea-change in the way new customers, clients, patients or prospects are attracted and in the way products, services, businesses and practices are advertised. It is a "change movement" that has established itself in over 136 different niches, business categories, industries and professions, but is still also a "best kept secret"---its practitioners are in a "secret society." It--and only it--offers real protection from commoditization, Amazon-ization, price and profit destruction. It is soundly based on well-proven strategies dating from the turn of the century to the present. No academic theories, no vague "ideas," no fads. No BS! The makings of a system for your business's sustainability and growth you can rely on. It is introduced to you in this important and timely book. You have made a wise decision obtaining it. Bolt the door, put away the device and dig in! magneticmarketing.com

Attract New Customers. Boost Your Sales.

I Want to Buy Your Product... Have You Sent Me a Letter Yet?

Advertising Headlines That Make You Rich

The Ultimate Sales Letter

From Single to Scale

The Robert Collier Letter Book

First impressions are critical. Make yours count with a winning sales letter! You know how important it is to make an authentic personal connection with clients and potential customers. You live for elevator pitches and face-to-face contact. You enjoy making people comfortable while offering ways to serve their needs. But do you put as much time and effort into that other, equally important sales tool: the written word? Communications, marketing, and media expert Ralph Allora shows how to craft effective messages that reach out to new clients, keep you on their radar, and close the deal. Winning Sales Letters--From Prospect to Close teaches you how to: Strategize your messages for every stage of the selling process Command attention and motivate your clients Put your best self in every note Create engaging approaches for letters, e-mails, and text messages Avoid the mistakes that sabotage great communication "A sleek, practical guide to writing winning sales communications. Whether you're a novice trying to 'earn' the meeting or a savvy pro with writer's block, this book will help you connect, engage, and build trust with your customers." David Forgione, VP, Multi-Media Sales, The Wall Street Journal

Let's face it, if you can't write a sales letter, you can't sell your products. It's a fact. That's why we're here to walk you through our proven template piece by piece, step by step so that you can emulate it to your hearts content.

Where do you start in a sales letter? How do you create an attractive headline? How do you connect to your viewers in such a way that they can't take their eyes of your site until they're purchased your product? We're about to answer all those questions and more. The great thing about this is you don't need to go on any extensive copywriting courses, you don't need to spend years practicing, and there's absolutely no need for you to be an expert or experienced writer in any way. Get this ebook today and start improving your income into a secure, financially free future.

"Amazing returns on my mailings""Ben Hart has given me the secret to getting into the mind of my customer and generating amazing returns on my mailings. With just a few simple changes to my own writing, I am already seeing dramatic results. Thank you for this powerful, step-by-step formula for creating 'Blockbuster Sales Letters'."-Valerie Hasara, Editor, OyesUcan.com??Absolutely the best in the business"??Ben Hart is absolutely the best in the business. His direct mail campaigns have single handedly turned many floundering and start-up enterprises into multi-million-dollar powerhouses. Ben's books are packed full of strategies, methods, rules and tips that will profit direct mail experts and beginners alike. And Hart's books are enormously fun to read. His writing is clear and direct . . . Every direct mail veteran, as well as anyone planning to launch their very first direct mail marketing campaign, must read Ben's books immediately. I will read this book many times."-Steve Loflin, Executive Director, National Society of Collegiate Scholars (400,000 members)??One of the true masters"??The dirty little secret of direct mail is that you can count the true masters on two hands and still have several fingers left over. These are the giants who produce the huge results over and over again. Ben Hart is one of the true masters. He's the guy the others are always studying and trying to 'steal smart' from. When you read this book you are learning a lifetime of success secrets from the very best in the business."-Richard Rossi, Co-Founder, Envision EMI, Inc., Marketer of educational programs that enroll 50,000 students every year with annual revenue of more than \$70,000,000 generated by direct mail??One of the creative giants in direct mail today"??Ben Hart is one of the creative giants in direct mail today. I have personally sent Ben to number of my largest clients to help them improve their direct mail programs. Each one has thanked me because Ben's packages have consistently beaten everything they've been doing."-Glen Thomas, Co-Owner, RST Marketing

A journey through a land where Milo learns the importance of words and numbers provides a cure for his boredom.

How to Write Blockbuster Sales Letters

The Phantom Tollbooth

How to Attract a Flood of New Customers That Pay, Stay, and Refer

How to Write Copy That Sells

How to Write Letters That Sell

How to Write Well-constructed Sales Letters

Robert Collier was decades ahead of his time in writing down ways for man to improve his lot in life. He wrote "Secret of the Ages" during an active and successful life developed upon basic ideas which opened up new vistas of living for countless multitudes of people. Brought up to be a priest, he worked as a mining engineer, an advertising executive and a prolific writer and publisher. The Robert Collier Letter Book earned Robert Collier the distinction of being one of the greatest marketing minds in history. Robert Collier sales letters were successful because he wrote to his readers' needs. As an expert in marketing, his sales savvy and writing expertise placed hundreds of millions of dollars in his clients' pockets.

This book is for everyone who needs to write copy that sells - including copywriters, freelancers, and entrepreneurs. Writing copy that sells without seeming "salesy" can be tough, but is an essential skill. How To Write Copy That Sells supplies specific copywriting techniques for everything from email marketing, web sites, and social media, to traditional media ads and direct mail.

Richard S. Hodgson has compiled over 100 of the best sales letters ever written, covering a wide variety of products & services. Each letter is presented in its entirety, with an in-depth analysis from Hodgson on each piece, explaining how the letters were developed & what factors made each so successful. Adapt these strategies to your own particular marketing objectives & goals. Sales letters on diskette is included with each book.

How to Write Sales Letters That SellKogan Page Publishers

How to Write Killer Sales Letter : 2nd Edition

Copywriting Techniques for Achieving Success Through Direct Mail and Emails

Sales & Pitch Letters for Busy People

How to Write Proposals, Sales Letters & Reports

Writing Effective Sales Letters to Supercharge Your Marketing

How To Write Sales Letters That Sell 2Nd/Ed

Part of a series of pocket guides aimed at enabling the reader to learn a new skill in just 30 minutes, this text provides ideas and advice on how to write sales letters that really sell.

Copywriting SecretsA Step-By-Step Guide To Writing Sales Letter That Sells Copywriting is basically the term used in referring to the process of writing the text that publicizes a business, person, an idea or an opinion. A copy may be used on its own, such as a script for a television or radio advertisement, or in conjunction with other kinds of media as in the text for websites and promotional materials. Copywriting is one of the most essential elements of effective marketing. It's the art and science of strategically delivering words that get people to take some form of action. Copywriting Secrets is for copywriters, multichannel marketers, creative directors, freelance writers, marketing managers . . . even small business owners and information marketers. It reveals dozens of copywriting techniques that can help you write both print and online ads, emails, and websites that are clear, persuasive, and get more attention and sell more products. Here's just a tiny fraction of all you will learn in this book: All About A Sales Letter The AIDA Principle Sales Letter Format Sequence How To Create Headlines How To Write An Effective Sales Letter The Fundamental Questions Your Sales Letter Should Answer Why Content in Sales Letters Lose Business? Lethal Sales Letter Mistakes Characteristics of A Good Sales Letters Insider Secrets Of A Killer Sales Letter SEO Copywriting And Much More Proudly presented by "Being The Best" Scroll to the top of the page and select the Buy Now button!

This book/CD-ROM reference for professionals teaches letter-writing basics and offers style and grammar guidelines, along with some 365 sample letters for sales, marketing, and public relations, vendor and supplier issues, credit and collections, transmittal and confirmation, personnel matters, and every other business situation. Appendices list frequently misused words, punctuation guidelines, abbreviations, and telephone and online grammar hotlines. The CD-ROM contains all of the sample letters from the book, which can be customized for immediate use. Seglin teaches magazine publishing in the graduate department of writing, literature, and publishing at Emerson College.

Annotation copyrighted by Book News, Inc., Portland, OR

From the creator of the popular website Ask a Manager and New York 's work-advice columnist comes a witty, practical guide to 200 difficult professional conversations—featuring all-new advice! There 's a reason Alison Green has been called " the Dear Abby of the work world. " Ten years as a workplace-advice columnist have taught her that people avoid awkward conversations in the office because they simply don ' t know what to say. Thankfully, Green

does—and in this incredibly helpful book, she tackles the tough discussions you may need to have during your career. You ' ll learn what to say when • coworkers push their work on you—then take credit for it • you accidentally trash-talk someone in an email then hit “ reply all ” • you ' re being micromanaged—or not being managed at all • you catch a colleague in a lie • your boss seems unhappy with your work • your cubemate ' s loud speakerphone is making you homicidal • you got drunk at the holiday party Praise for Ask a Manager “ A must-read for anyone who works . . . [Alison Green ' s] advice boils down to the idea that you should be professional (even when others are not) and that communicating in a straightforward manner with candor and kindness will get you far, no matter where you work. ” —Booklist (starred review) “ The author ' s friendly, warm, no-nonsense writing is a pleasure to read, and her advice can be widely applied to relationships in all areas of readers ' lives. Ideal for anyone new to the job market or new to management, or anyone hoping to improve their work experience. ” —Library Journal (starred review) “ I am a huge fan of Alison Green ' s Ask a Manager column. This book is even better. It teaches us how to deal with many of the most vexing big and little problems in our workplaces—and to do so with grace, confidence, and a sense of humor. ” —Robert Sutton, Stanford professor and author of The No Asshole Rule and The Asshole Survival Guide “ Ask a Manager is the ultimate playbook for navigating the traditional workforce in a diplomatic but firm way. ” —Erin Lowry, author of Broke Millennial: Stop Scraping By and Get Your Financial Life Together

Less Than Zero

The Copywriter's Handbook

The Step-By-Step System For More Sales, to More Customers, More Often

Copywriting Secrets: How Everyone Can Use the Power of Words to Get More Clicks, Sales, and Profits...No Matter What You Sell Or Who You Se

Things You Must Know To Successfully Advertise Your Business Through Letter: Sales Books For Entrepreneurs

Million Dollar Sales Letters You Can Legally Steal to Suck in Cash Like a Vacuum on Steroids

A book for everyone who writes or edits copy, it reveals dozens of techniques that can help you write ads, commercials, and direct mail that get more attention and sell more products.

A series of letters by history's greatest copywriter Gary C. Halbert, explaining insider tactics and sage wisdom to his youngest son Bond. Once only available as part of a paid monthly premium, The Boron Letters are unique in the marketing universe and now they are a bona fide cult classic among direct response marketers and copywriters around the world. The letters inside are written from a father to a son, in a loving way that goes far beyond a mere sales book or fancy "boardroom" advertising advice...It's more than a Master's Degree in selling & persuasion...it's hands-down the best SPECIFIC and ACTIONABLE training on how to convince people to buy your products or services than I have ever read. The Boron Letters contain knowledge well beyond selling. The letters also explain how to navigate life's hurdles. This marketing classic is personal and easily digestible. Plus... immediately after reading the first chapters, you can go out and make money and a real, noticeable difference in your marketplace. There are very few successful direct response marketers (online or off) who don't owe something to Gary Halbert...and for many of them, The Boron Letters is the crown jewel in their collection. Copywriters and marketers read and re-read The Boron Letters over and over again for a reason. These strategies, secrets and tips are going to be relevant 5, 10, even 100 years from now because they deal honestly with the part of human psychology which never changes, how to convince and convert folks into buyers. Bottom line? Read the first chapter. Get into the flow of Gary's mind. Then read the second. I dare you to NOT finish the entire darn thing. After you put a few of the lessons into practice, you too will find yourself reading The Boron Letters again and again like so many of today's top marketers. If you don't already have your copy get it now. I promise you won't regret it. My best, Lawton Chiles American advertising pioneer CLAUDE C. HOPKINS (1866-1932) is still renowned today for developing such marketing innovations as coded coupons that could be used to track the success of varying offers. His methods are still prized for their efficacy today. In this groundbreaking 1923 work, written after he retired as president and chairman of one of the world's biggest ad agencies, Hopkins shares the secrets of successful marketing that are just as relevant today as they were almost a century ago. Learn: . how advertising laws are established . the importance of just salesmanship . why businesses must offer service . mail order advertising: what it teaches . what makes headlines effective . understanding customer psychology . how to use art in advertising . how to use samples . the best way to test campaigns . the impact of negative advertising . and much more.

If you want to learn how to write sales letters that convert, and learn it fast, then this short book will show you how. Here are just some of the tips you will find inside: The five-word question every prospect asks (fail to answer it and you'll lose the sale) The fundamentals of copywriting, and why you can forget the rest The only purpose of your sales letter One marketing principle you always have to keep in mind (many marketers are afraid of this because they think they'll lose out on sales - it's so powerful, you'll stand out instantly in the marketplace) How a weak phone battery can develop strength of character (this rarely-taught copywriting principle will make you more persuasive) Why copy is NOT the most important part of the sale (and what else you need) Secrets of the Baritone-Voiced Salesman that will make your prospect more likely to buy How to get over the fear of being sleazy when selling Why you're doing people a service when you sell something (even information they could get for free) The 80/20 of Copywriting (get these right and you've virtually guaranteed your copy will sell) Humans only have two desires (learn these primal needs, and you'll always extract maximum persuasion juice out of your sales letter) Why loading too many benefits into your sales letter can destroy your chances at making the sale (and what to do about it) Four ways to come up with a hook that almost forces your prospect to read your sales letter Why creativity is a misleading term How to harness the power of your subconscious The single most useful definition of communication (understanding this will make you a better writer and more persuasive) How to make your writing so simple to read, it almost hypnotises the prospect into buying what you offer +What eating an apple and persuasive writing have in common (Hint: the better you describe it, the more likely your prospect is to buy) Three hacks to instantly improve your writing (#1 is for you if you hate writing) "Morning Pages on Steroids": How to beat writer's block in one afternoon Where to get an answer to every question you have about your sales letter The three things you have to know about your target market before writing your sales letter How to write sales letters in a way your customer thinks you read his mind (it isn't difficult, either) Why not to use headline formulas (and 13 better ways to come up with headlines) 9 bulletproof ways to begin your sales letter A four-step process to outline your story and sales argument so you always know exactly what the reader is going to ask next (if you get this right, the copy practically writes itself) Thirteen ways to write bullets that dig straight into the prospect's brain (he'll keep thinking about them all day - until he finally buys your product) How to maximise value and soothe all doubts the prospects has The exact number of bonuses to add (offer more and you risk pushing willing customers away) Two questions that make structuring the ordering process a no-brainer A two-step process to writing your copy in less time than you ever thought possible (you'll reduce re-writes and headaches too) The 10X SCUBA Technique that takes all the pain out of the editing process When & whom to ask for feedback (get this wrong, and you might butcher a perfect sales letter) The simple 6-step process of writing a sales letter The absolute best ads to study if you're serious about making money How to ethically use pain to compel the reader to buy your product And much, much more...

The Greatest Direct Mail Sales Letters of All Time

30 Minutes - to Write Sales Letters

How to Write Seductive Sales Letters People Want to Read, Convert Better, Boost Your Sales, Rank Higher Plus Proven Tactics to Maximize Engagement Levels and Revenue

Winning Sales Letters From Prospect to Close

Use Your Words to Make Sales, Get Customers, and Generate Stacks of Cash

First published in 1994 and now available in paperback, a handbook which shows how to incorporate the author's techniques into direct mail letters, offering headlines, sample letters, checklists, and special tips and tricks.

How YOU Can Write Your Own Sales Letter That Kills - Which Produces a Minimum 2-4% Conversion Rate - And Save Thousands From Hiring Your Own Copywriter! At Long Last... YOU Can Now Write Your Own Professional Copy That Sells... Because I Am Going To Give You The "Brains" Of A Professional Copywriter - In Layman's Terms!

A seemingly ordinary village participates in a yearly lottery to determine a sacrificial victim.

A powerful sales letter is the ultimate marketing tool for all types of business owners, sales reps, and advertising professionals. However, most sales letters end up getting tossed in the junk mail pile. The Ultimate Sales Letter, 3rd Edition shows you how to write letters that get read, generate leads, and make money. Coverage includes: The twelve best headline formulas; Strategies for building a customer base; Sales letters for Web sites and online use. This guide teaches you a step-by-step system for writing sales letters any business can use--designed by the most successful and highly paid professional direct-response copywriter in the country.

The Sales Letter Guidance Book

How They Were Created, why They Succeeded, how You Can Create Great Sales Letters, Too!

Copywriting Secrets

The Architecture of Persuasion

How a Single Person, Small Business, or an Entrepreneur Can Grow Their Business to Profit

Copy That Sells

This book will help you to make more money, serve more people, and increase your impact so you can change the world in your own way. Few people on earth have studied and applied sales copy in more situations, for more people, and in more businesses than Jim has. This book will teach you a skill that will pay you for the rest of your life.

The right piece of direct mail can produce excellent response rates and have an extraordinary effect on business. But why do some sale letters achieve spectacular results whilst others are instantly consigned to the bin? This book reveals the secrets of creating successful sales letters. Containing examples of real sales letters, it includes plenty of advice on what to avoid as well as what to include. Key topics are covered such as: the secrets of persuasion; planning a letter which will get replies; creating offers that get responses and timing mailings for maximum effect.

Let's face it, if you can't write a sales letter, you can't sell your products. It's a fact. That's why we're here to walk you through our proven template piece by piece, step by step so that you can emulate it to your hearts content. Where do you start in a sales letter? How do you create an attractive headline? How do you connect to your viewers in such a way that they can't take their eyes of your site until they're purchased your product? We're about to answer all those questions and more. The great thing about this is you don't need to go on any extensive copywriting courses, you don't need to spend years practicing, and there's absolutely no need for you to be an expert or experienced writer in any way. As long as you can write in English, this template works every time... Get this book today

and learn how to write effective sales letters and earn extra income online - starting now!

Ask a Manager

The AMA Handbook of Business Letters

The 16-Word Sales Letter (tm)

Influence Prospects, Multiply Sales, and Promote Your Brand

The Lottery

How to Write Sales Letters That Sell