

The Complete Mentor

You Can Never Give Out Enough Good Will Changing One Life At A Time

Unit Three

Selling Information On The Internet *Creating a Winning Sale Response!*



Unit 1 Getting Started Selling Information!

Unit 2 Making Your Product!

Unit 3 Creating a Winning Sales Letter!

Unit 4 Creating Your Secondary Response!

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***Unit Three:
Creating a Winning Sales Letter***

Okay, this might be one of the most important lessons. Remember, Your web site is nothing more than a long sales letters.

If you're ready – I'm ready to guide you...

Creating A Winning Sales Letter

You've got to study direct response because the web is really the same thing – just on a computer screen instead of a sales letter sent through the mail or a direct response ad in the newspaper. I'll provide you with a suggested reading list later on (yes, you'll have to do some reading – but I guarantee it's worth it). It's important to have a good grasp on direct response advertising and marketing principles.

The real reason most web sites can't make money is because they lack strong web copy.

Consider this: If a site didn't have any graphics – just words – could it make sales?

Absolutely!

But what if a site didn't have any words – just graphics – could you expect to see any sales?

I don't think so!

It's The Words That Sell!

The right words have the almost magical power to make your visitor BUY!

And when you can know how to create compelling copy that sells you can practically write your own ticket. You can literally turn the Internet into your own

automatic online moneymaking machine. It's true. And that's why this lesson will be so important...

Cyber Copy Tips

When writing your copy throw everything you learned in English 101 out the window.

1. Write just like you talk

Use plain, easy to understand English. Nobody cares if you can use xenophobia and ostentatious in a sentence. Write almost like you're talking to a buddy. So that means use contractions. Be friendly and personable in your writing.

In fact, you'll notice I use phrases like "Look" or "I just told you about..." or "Listen". These are all "talking phrases".

2. Put passion into your letter

Since you won't have the luxury of seeing your prospect eye-to-eye to gauge their reactions you need to put extra passion into your message. Even if you think you are overdoing it when you write, your letter will end understated when it gets read. Get really, really, really enthusiastic!

3. Write to one person

Try to think of the ideal prospect as you are writing and make the message just for them. Even if your web site will be read by thousands of people each day – every person will read it one at a time. Use "you" and "your" liberally.

Focus on them, not yourself.

4. Keep your sentences and paragraphs short

Keep your sentences and paragraphs very short and simple.

Period.

Sentences (and even paragraphs) can even be one word like that last one. And paragraphs should be no more than 4 or 5 lines. You want your web site to look easy to read with a lot of white space. Make it inviting. Long blocks of words are scary (especially online). Paragraph breaks do not need to be determined by content.

This is critical for your web site because reading on the screen is even more difficult than on paper!

5. Use plenty of compelling subheads

Subheads should be like mini-headlines. Use them to break up large bodies of text and to bring people back into the body of the letter.

A lot of people will scan your web site so you need to make your subheads give a complete selling message by themselves. That way people who scan your web site can even be sold. Many times I'll use rejected headlines (from our last lesson) for the subheads.

You will tell the full story with the subheads – this is called a “double readership path” which works for both readers and skimmers. Okay, next...

6. Use lots of bullets

To make long letters look easier to read and draw attention to your message use lots of bullets and be sure to make them double-spaced so the web page looks easy to read.

- You can use bullets
- ✓ Checkmarks
- 1. Numbers, etc.

7. Make It Easy To Read

There are three graphic embellishments you want to stay away from in your web copy. They are underlines, italics and ALL CAPS. Underlining is typically used to identify hyperlinks so you don't want to confuse readers with underlines.

ALL CAPS, like this, makes it much more difficult to read (especially on a screen).

Italics usually come out difficult to read on the screen.

Also, to make it easy to read avoid reverse type (this is white type on a dark background). Stick with a light background and dark type. Remember if people can't read what you're saying they can't buy.

To give emphasis to certain passages you can use **Bolding**, Boxes and yellow highlighting.

8. Eliminate excess wording

Simplify. Convey your message in a clear and concise manner – but remember that doesn't mean keep it short. You need to ruthlessly edit your sales letter for flow.

9. Use action verbs whenever possible

If you see too many “as”, “is”, “was” or “were” replace them. Sentences using action verbs are more powerful.

10. Margins

You want to bring your margins in closer on the web site. So instead of using the whole screen you need to have your webmaster set the margins closer for easier reading. Never, ever make people scroll left or right to read your sales letter.

People’s eyes have difficulties reading anything that is set too wide. That’s why you’ll see most magazines and newspaper are set in columns.

11. Credibility

Internet users are more skeptical bunch than anyone else. It’s too easy to hide behind a fake email address or P.O. Box. I like to put my contact information (including a real phone number) on every page. This is a little credibility booster but it helps!

Here’s what I include on the bottom of every page on my site:

(c) The Complete Mentor LLC
P. O. Box 1162, Levittown, PA 19058-1162
Phone 215-499-8629
Email mhouser@thecompletementor.com

Side Note: If you noticed, I place a (c) symbol on each page also. Be sure to copyright your pages because you are given what’s called “common law copyright” anytime you create anything. You don’t even have to register it with the copyright office for this protection.

When writing your web site’s sales letter you want it clear enough so any 6th grader could understand it. Now you probably think your prospects are a lot smarter than 6th graders but nobody has time anymore to sit down and figure out what you’re trying to say – so keep your writing simple and straightforward.

I have a simple 12-part formula that I use for most of my sales letters – so let me share that with you now.

I’m going to reveal exactly how I’m able to get approximately 1 out of every 32 visitors to buy. I don’t know if you’re familiar with average conversion rates for web sites – but that’s pretty good.

1. Create Immediate Attention With A Powerful Headline

You can see ‘prehead’ (this is the small headline above the main headline), a headline and subheadline. All 3 of these are powerful enough to be the main headline. Your headline’s job is immediately get your prospect’s attention and stop them dead in their tracks.

Step one of the formula, you need to create immediate attention with powerful headline. You want to create immediate attention with a powerful headline. So my headline here is “In only 2 1/2 minutes you can quickly and easily create a sales letter guaranteed to sell your product or service or without writing”.

Does that pretty much grab your attention if you’re interested in selling your product or service? I think so.

IMPORTANT: From the 50 headlines you wrote for the last homework assignment you should come out with about 10 that are the strongest. Use the strongest one for the main headline, and then use the additional ones for a subhead, prehead (if you like), first sentence (depends – we’ll talk about that more) and the subheads throughout your sales letter.*

Now let’s move on to part 2 of the formula...

2. Create Instant Believability with Testimonials

One of your biggest problems on the Internet (or anywhere) is being believed. The best way to assure people you are not a scam artist or huckster is providing testimonials. As you can see I like to include a testimonial as close to the top of the letter as possible. I’ve placed these 2 testimonials from prominent Internet marketers above my headline. This way I get people immediately believing what I say before they read my sales letter.

You’ve heard about using testimonials but you may not see the way that I do this. I do it a little differently. I put the testimonials right up front. Remember, on the Internet, you’re dealing with skeptical people, right? You’re some scam artist, who knows? You’re going to take their money and run off to Brazil. So you create these testimonials right up front and this gets people believing more of what you’re going to be saying right away in your sales letter instead of coming at it with an attitude of “so what?”

Also, your testimonials need to be real. I’m sure I don’t need to say it – but I will any way – you can’t make up testimonials. Eventually, someone will find out and word travels pretty fast over the Net.

One more point about testimonials is you want to provide a full name, city, state,

email address if possible. Something so people know these are real people who are giving their testimonials for your product.

Don't worry if you don't have any testimonials yet – I've got a few simple ways to get a good crop of glowing ones:

- ◆ Send out your product to a few experts/namesakes in your market. Most people are very willing to give you a little blurb you can use. In fact, I do it very often because I get added publicity by giving my testimonial (if it deserves it) and then added my web site URL under my name.
- ◆ Using our audio software and a good head set you can record testimonials, at your speaking engagements. Have someone else ask the attendees to record a message about how they liked your talk and make sure you get their permission in writing.
- ◆ When I first started I had zero testimonials. I got **Alex Mandossian** testimonial because I worked with him on a Seminar. He gladly gave me a great testimonial. (Which is actually a pretty good strategy you can hire people for consulting, services, etc and then ask them for a testimonial once they get to know you.)
- ◆ Use testimonials about yourself. When I first started I asked a few of my colleagues to give me testimonials and an ad copy I've written for them. Even though they weren't for the product I was selling – it did give me more credibility than without it. So, if you can't get a testimonial for your info product get it about yourself, personally.
- ◆ Go back to current customers. Most people never ask for feedback and if you deliver good value – people are happy to provide you with a terrific testimonial you can use. I can provide a template that works like crazy inside the Instant sales letters package – you'll get a copy of that as an added bonus (see the end of the lesson.)

Okay, now back to the formula...

3. Build Interest By Discussing a Problem, Expanding on your Headline or Incorporating a Story (or using our other proven openers).

The first part of your sales letter is critical to your success. Here I expand on the benefits I got people excited about in the headline. They start imagining the success one sales letter could bring them.

My headline has already grabbed their attention. They've seen our top two testimonials and now they're in a more receptive frame of mind. The beginning of your letter, you need to really grab them. Grab their interest. Remember this is all part of the AIDA formula, just expounded in, so the beginning part of this says, How much is one good sales letter worth your business? Asking a question is a great way to get people involved in your copy. And it goes on from there

Then, a little further on down the copy, I use a story. I mean everyone loves a good

story. Did you here about the homeowner that was first denied and after they read my book he received \$26,000? I won't tell you that story here but you were interested, right?

That was a story.

So I tell a story about this guy who created salesmanship in print. Stories are a great way to capture people's attention. Everyone loves stories. When you're reading a book, don't you love it when they tell a story? I use a story here to keep readership high.

Now before we move on I want to give you several opening formulas you can use when writing your own sales letters (these are proven openings that have worked over the years):

****7 Sales Letter Opening Formulas You Can Use****

#1: The "If then" formula – This formula goes something like this "If you're looking for <benefit a>, <benefit b> and <benefit c> then this could be the most important letter you ever read.

Here are few examples:

- If you've ever thought about writing your own book or newsletter, or wondered what it would be like to run your own publishing company, you'll be interested in this letter.
- If you're interested in creating a huge (and immediate) cash flow for yourself or Your business, this is going to be the most exciting message you will ever read.
- If you're interested I creating a six figure income in only eight quick weeks or a new and growing profession then you want to read about this.
- If you are worried about the future...about increasing inflation...and the factors that Make for such a nervous economy, I have some ideas you should seriously consider.
- If you work for yourself, and are working harder than you wish...this new breakthrough will interest you.
- If you have _____, this could be the most eye-opening letter you will ever read.
- If you own a single Dow stock, even just one big-name mutual fund or any investment tied to the "market index," I have an important – even urgent – message for you today.
- If you are concerned about _____, this letter is for you.

- If you want to write and get published, I can't think of a better way to do it than Writing books and stories for children and teenagers. (Institute of Children's Literature)

#2: Ask a Question – Asking a question in your opening is a great way to get your reader's involvement increased with your site. It's important that the question is something the reader is interested in knowing the answer to or they'll simple hit the 'back' button on their browser!

Examples:

- Could you use an extra \$500 a week?
- How would you like to earn \$1,000 a day – every day?
- Are you insane?
- Have you ever wondered why some people seem to have a “knack” for handling money?
- How Would You Like To Be Debt Free Including Your Mortgage In 5 to 6 Years?
- How Would You Like To Have Your House Pay You \$5,000 to \$10,000 That You Don't Have To Pay Back?
- How much is one more sale worth to you?
- Would you be pleased if you made 50% on your portfolio every 12 months?
- If I could give you a more effective marketing strategy that would “outperform” the selling approach you are currently using, would you be interested?
- Are you paying too much for <Service or product>?
- Would you like to see \$1.00 grow to \$60.00 - \$80.00 grow to \$500.00 – by next March? Let me tell you how:
- Can one-third of all _____ in America be wrong?

#3: Immediately Enhance on the Benefit of the Headline – another way to get reader's interested is to simply enhance what you've just said in the headline that made them interested. (Also, if you can imply or let them know a quick and easy method is available this makes it even better.)

Examples:

* Never before has the attainment of smooth, clear, beautiful complexion been as simple, as inexpensive as now.

* It's easy to become a good _____. Surprisingly easy.

* The fact is that no matter who you are, whether you are young or old, weak or strong, rich or poor, I can prove to you readily by demonstration that you are leading an inferior life, and I want the opportunity to show you the way in which you may completely and easily, without inconvenience or loss of time, come in possession of new life, vigor, energy, development and a higher realization of life and success.

*Yes, it's true...

#4: Warning or prediction – people seem to be endlessly fascinated with predictions and warnings. This is another great way to start your web sales letter.

Examples:

* If you are thinking of buying a _____ - Don't!

* Let me make a prediction...

*<Person's name> has accurately predicted – and avoided – every bear market crash of the last 20 years, with zero false alarms. And now her system is flashing an urgent new, all-out SELL signal. Of course, when <person> talks, Wall Street listens, so you may have already heard about her stunning new SELL signal in the general media. But in this letter, I'd like to alert you to what the news media is not reporting...(Outskirts Publishing)

* The world has changed. And It's going to change even more. But most poor saps don't see it coming...

#5: Announcement or News Opening – people are always interested in the newest development and advances so your opening can focus on that.

Examples:

* Only once in 50 years comes an improvement like this

* The energy crisis is over Houser has the answer the world has been looking for with their water engine!

* I am writing to urge you to take immediate and profitable advantage of the most unusual (and fleeting) money-making business opportunity I've ever extended. The opportunity just became available and already – it's nearly 30% sold out!
(Nightingale Conant)

* I'm excited about something very important, and I wanted to share it with you immediately. So, I sat down and wrote this long, but time-critical, letter. Please take a few minutes and read it now.

* This may be the most startling _____ news you have ever read.

#6 Open With A Problem – One great formula is open with a problem and get reader’s all emotionally charged up about how bad their situation is then later in the copy you’ll give them the solution (your product).

Examples:

* Finding time to meet new, interesting single people and develop special relationships gets more difficult every year.

* With the amount of professional reading you’ve got to do, it probably seems impossible to keep up with today’s business books. (Executive Book Summaries)

#7: Tell a Story – stories are one of the best openings you can use if you can pull it off. Lots of people will read a story if you make interesting enough – below are a few tested and proven story openings to use.

Examples:

* I’m really steamed up! And I’m not going to take it anymore!

* I recently made a whopping <\$\$\$\$\$> by following some simple, yet powerful, Concepts I’m about to share with you. (Nightigale Conant)

* I’ve got to get this off my chest before I explode!

* I used to work hard. The 18-hour days. The 7-day weeks. But I didn’t start making big money until I did less – a lot less. (Joe Karbo)

* My name is <your name>. I’m a <profession> . I’m not a professional ad writer. But what I have to share with you is so extraordinary and so powerful, I decided to write you myself. So bear with me a little.

* On a beautiful late spring afternoon, twenty-five years ago, two young men graduated from the same college. They were very much alike, these two young men. Both had been better than average students, both were personable and both – as Young college graduates are – were filled with ambitious dreams for the future. (Wall Street Journal)

* I got the message around 7 pm, and I got at once! I knew I had to drive all night in an ancient Jeep through a steaming jungle that would scare a tenderfoot like me out of three years’ growth, even in the daytime. I also knew that if I could get to where I was going in time it was worth a few prickles up and down my spine during the tight spots. (Thompson Cigars)

* I want to tell you about my friend, Clara, who suffered for years with many health problems. (FC&A Publishing)

Remember, you can also use a combination of any of these openings together to come up with some sizzling copy. Your opening is critical.

Those first few lines make people either read on... or simply click away. You've got to make anyone reading your opening feel absolutely compelled to keep going and now you can, using these 7 opening formulas.

Here's the rule I try to follow: The purpose of your first sentence is to make people want to read the second sentence. And the purpose of the second sentence is to make people read the third sentence, etc.,etc.,etc.

I think of it as a slippery slide. I want to people to read my headline, read the subhead, read the first sentence and...then they're at the bottom of the sales letter giving me their credit card.

Keep that simple fact in mind whenever writing your letter. And now back to the formula...

4. Whet Reader's Desire with Hot Benefits and Bullets

Benefits are the results your prospects are looking for. If you sell a book – people don't want to read the book they want the 'secrets' and information inside. You can incorporate benefits into you bullets (which are really "mini headlines") so use the same powerful words to build desire and stress benefits or how they can avoid pain.

This is good!

Now – we're cooking! We're getting into desire now. Each one of our bullets are like little fans that keeps stoking the flames your prospect's desire up and up.

Take a look at each of my bullets points here you'll see these are all really desirable Benefits and they people more and more excited about your product.

Bullets help people read on the computer because they can quickly scan the bullets. So leave lots of space in between your bullets to break up the copy and make it look easier to read.

****Bullet Formulas****

- How a _____ got # new customers in 9 days.
- Stop _____ without expensive _____.
- Quick and easy _____.
- __#__ simple ways to _____.
- __#__ critical questions you must have answered.
- How to stop_____.
- The absolute best time to _____.

- End your _____.
- How to avoid the ___#___ biggest _____ mistakes.
- How to become a ___ even if you can't _____.
- No more _____.
- How to discover _____.
- The A-B-C formula for _____.
- The little-known secrets of _____.
- The no-lose way to _____.
- The truth about _____.
- ___#___ facts you must know about _____.
- A simple technique for _____.
- What every _____ must know.
- What <name> can teach you about _____.
- Why almost everyone is wrong about _____.
- The correct way to use _____.
- An easy 3-step system for _____.
- How to quickly easily create _____, using _____.
- ___#___ new ways to get _____.
- New ways to get more out of _____.
- What never to believe in any _____.
- How to make sure you're not overpaying for _____.
- ___#___ ways to slash your _____ costs.
- Easy cure for _____.

5. Intensify That New Desire with Testimonials Showing

Results

Not only do I start with testimonials – but I'll put them throughout the letter. People love reading testimonials because they are much more powerful than anything you could ever say about yourself.

Whenever I mention a point, if I have a testimonial for that point, I'll stick that testimonial underneath it so it proves my point. It's not just me saying how great I am but actually others proving it – MUCH more powerful.

So when I'm talking about my letters are good for professionals, I have a radio talk show host as a testimonial. Then I write that my letters are good for service businesses and right below is a testimonial from a man who's a 3 Star General.

6. Build Value by Comparing Apples to Oranges or ROI. Establish Why Price is Really a Great Value.

In order to prove that your product or service is a great value you need to show it. I do this by comparing my book and videos to having to pay me or just take what the insurance adjuster will not give them for not knowing. I have an audio of an insurance adjuster lying to the customer. This way I can prove it's a great value.

Think of a scale: On one side you've got value and the other side is money. Every person uses this mental scale when coming to a buying decision.

You want to make it so the value side is so much higher than the money side that people don't even think about not buying. This takes us back to creating irresistible offers.

So, here's the trick we need to compare apples to oranges. Take a look at the paragraph that says "Well realize the adjuster was only willing to give me \$3,000 until I opened his eyes to the real facts of the policy and my case. Now we are seeing \$26,000 to properly handle my homes damages. A Public adjuster would have charged me 25% fee or \$6,500 (this is all by the way).

Then I talk about how much money I made an extra \$23,000 with a little understanding. What I saved by handling the case my self instead of using a public adjuster the price of \$150 bucks is cheap.

Wow!

All of a sudden it went from \$6,500 or 25% to \$150 bucks!

So where's my value on the scale? Getting up there, right? And in this package we are only talking about half of the offer.

7. Explain Reason-Why

Explaining to people the reason why you are doing something is one of the most powerful persuaders you could ever incorporate into your sales letter.

Now this is important. Not too many people know about this. There's a great book by a professor as psychology at Arizona State University, Robert Cialdini, called Influence: The Psychology of Persuasion.

I read this book seven times. Absolutely amazing!

One of the major concepts is giving people a reason why.

Dr. Cialdini talks about an experiment by Harvard social psychologist, Ellen Langer, that concluded people like to have a reason for what they do.

Her experiment consisted of people waiting in line to use a library copy machine and then having experimenters ask to get ahead in line.

The first excuse used was "Excuse me, I have five pages. May I use the Xerox machine because I'm in a rush?" This request coupled with reason was successful 94% of the time. However when the experimenter made a request only: "Excuse me, I have five pages. May I use the Xerox machine?" this request was only granted 60% of the time. A significant drop.

Okay now for the shocker...

It may seem like the difference between those two requests was the additional information of "because I'm in a rush", but that's just not the case.

Because in a third experimenter, the experimenter asks "Excuse me, I have five pages. May I use the Xerox machine because I have to make some copies?" There's no reason mentioned or new information presented, just the word "because".

This time a full 93% of the people said yes simply due to the word 'BECAUSE'! And it didn't even matter that there was no reason given. Just that little word triggered a magic response.

Using this psychological 'trigger' can massively increase your marketing success.

I explain the truth that I don't have any fulfillment costs because it's delivered over the Internet and I don't have any staff costs because they order online. Everything I say is 100% true and it helps people believe you and buy from you.

For some reason everyone wants to be mysterious about their business. If you're lowering the price nobody thinks you're doing it just because you're "such a nice guy". So let people in on the reason why – and they'll buy.

I've used this countless times for myself and my clients.

Using this secret weapon for public adjusting firm, I helped them produce a massive 1,000% return on investment simply using "reason-why" copy.

The premise was how can we sell a service for the incredibly low price of only \$500? (Regularly this product sells for about \$895 - \$1,295.) Then the ad went on to explain that the reason why the price was so low because the adjusting firm wanted to gain market share and get homeowner's to using their service. It was a huge winner and a big money-maker for the client.

Just come up with a believable reason why and you can tap into one of the most powerful influencers of human behavior.

Okay, let's move on to part 8 of our formula...

8. Create 'Greed' Desire or Gotta' Have Mentality with Free Bonuses.

I like to pile on the bonuses and really get people excited. Sometimes they buy the main product just because of the bonuses.

My father told me people will remember the quality long after the price is forgotten.

Do I care? Nope!

Your bonuses should be so good you could sell them on their own.

This is where I'm bumping up the value again. I give customers 3 free bonuses for ordering by a certain date.

I have this date script set so it automatically moves ahead 4 days from today's date. This is a little trick so if today is October 31st – the date counter script will move ahead to November 4th. Some sites use a script that make the bonuses only available until midnight that same day you visit. I find that unrealistic so I set mine at 4 days head.

Side note:

Just to clarify, if you're using a time sensitive offer like I am but that keeps continually rotating you need to word it correctly so people believe they don't get the bonuses unless they order by that date. This is important and it's the truth because I could change the price at any moment or I could take away a certain bonus.

So the best to handle this is to say something like "I can only guarantee you will receive all 3 bonuses if you order by <date>". That doesn't say they won't get the bonuses after that date – they may or they may not.

Take a look at the bonuses and notice how they are worth triple what the cost is for the packages. So it ends up being a pretty much a no-brainer.

That's what you want! You want people to really get excited about the incredible deal they're getting!

I mentioned a couple good ways to get bonuses in the section on offers but another solution to creating great bonuses is to simply take out something you were originally going to offer with your information product and use that as a bonus.

9. Unconditional Guarantee to Alleviate Fears (even better-than-risk-free guarantee).

Part 9 of my formula is to present the strongest, most unconditional guarantee you can deliver.

And I even like to do one better.

I like to do a better-than-risk-free guarantee. So if you guys will read through that guarantee, you'll see that anyone that takes me up on my offer will come out better because they'll get their money back and they'll get to keep the free bonuses even if they do get their money back.

So is that a pretty good deal for them? I'd say so.

If you're delivering a digital product people can pretty much keep most of the things anyways so why not get credit for making them an even better guarantee?

The more risk-free you can make it for people to take action the better. There's no need to worry about offering a strong guarantee if you've got a good product. Study the guarantee I use on the site.

If you do don't have enough courage to stand behind your product with a 100% money-back guarantee you shouldn't be selling it. Just think of refunds as a cost of doing business.

****Guarantee Examples****

- You risk nothing. You have the right to a prompt and full refund at any time – even after you've read the guide and the handbook or received all the issues of you subscription. Fair enough?
- If you're not completely convinced that <publication> can help you foresee the changes that will affect your life and money in the years ahead...or if you decide<publication> can't help you earn more investment profits in the months to come...just let us know after reading the first issue and the bonus reports. We'll refund every penny you've paid. And the reports are yours to keep and profit from.
- You'll fully protected by our iron-clad money-back guarantee: If you decide that your <name> membership and <publication> aren't for you, just let us know at any time during you membership period. We'll send you a prompt 100% refund – every
- penny you paid. That's a full refund, not partial or pro-rated. All the issues and the bonuses are yours to keep – even if you cancel. Could any offer be fairer than that?
- I absolutely guarantee if you stick with me the full 12 months and take action on <service> you'll make at least 10 times your investment. If you don't, you'll get every red cent you paid me refunded to you, no questions asked. All I asked is you prove to me you made a 'good faith' effort to take action on my advice.
- If you don't agree that this is the most impactful, eye-opening, and profitable seminar you have ever attended, simply tell me and I'll issue you a 100% refund on the spot plus I'll give you an extra \$100 for your trouble.
- Here's the best guarantee you've ever seen! Ask for a refund at any time and a

check is on its way to you – for the full amount – even if you cancel on the very last day of your subscription. Keep everything I send you. Every issue. Every bonus report. Every book. Every audio cassette tape. It's all yours FREE forever! I can't be any fairer than that. Re-read the above paragraph for loopholes if you like. You won't find any. My money-back guarantee is absolute. That's how sure I am you'll profit like crazy from <publication>. See if I'm right. (Abraham publishing)

- All risk is lifted from your shoulders and placed squarely on mine. Join today

10. Demand Immediate Action Using Scarcity or Time Deadline Stress What They'll Lose if They Delay

Nobody likes to make a decision. That's why you have to help them along by incorporating a time deadline (we talked about that earlier with the bonuses section) and reminding them of what they'll miss out on if they don't take action. Sometimes it can be as easy as one paragraph that tells prospects they'll waste much more than our asking price on ineffective letters this year.

11. Make it Absolutely Clear What to Do Next

Here's where a lot of sales letters wimp out. Don't make people guess what you want them to do. Tell them "click here" to get started right away.

People are good at following directions if you give them the directions what to do. "Click here to order" or "Click here to get started and get these benefits"

Give them the action. Tell them exactly what to do.

****Sample Closes For Use****

- Is it a deal? Then please mail your discount certificate today. And many thanks.
- And your investment could pay off, like it has for others. The profits you make from using these techniques could add up to thousands, tens of thousands or even hundreds of thousands of dollars or more. It's up to you. Get started today.
- It should be obvious I am mercilessly attempting to induce you attend this program at my company's risk. It's not to separate you from<\$\$\$\$>. Quite the contrary. I know many of you will never (left to yourselves) fully utilize the highest and best profit and growth potential your business or practice has to offer you without the help of these powerful ideas, methods, and new direction principles.
- I urge you to take action today. Turn to the inside back cover, complete the form, and return it in the postage-paid envelope. And welcome to <name of membership>.
- Do you agree you should sample <product>, especially since you can have them at more than 40% off the usual price? Do you agree you should give me this opportunity to prove my point – that you deserve the best, and this is it? Do you agree you can't

lose, since I'm taking all the risk as proof that we do want you in the select group we regard as "family" – those who have tasted the royalty of fine <product type>?

- So, look all you want for a catch – you won't find one. But what you will find is an incredible selection of <product >, continuous savings and the most satisfying <membership> you've ever had.
- The next move is up to you. I've shown you that the <product name> is as risk-free as an offer can come. You and I both know that if you've read this far in the letter, you're seriously interested in improving your business and personal income. All that's left to do now is take action.
- So what are you waiting for? Drop the enclosed card in the mail today.
- I urge you to take this golden opportunity to try them all for 21 days, free...and see for yourself the dramatic increases in size and strength the <product> can bring you. Just return the free-preview certificate.
- But don't take my word for it. See for yourself. Please send for my next issue at no risk. I'm seriously looking forward to working with you.
- You owe it to yourself to try this method and feel the wonderful results it can bring. And now you can absolutely free.
- Go ahead...return your invitation today. You've got nothing to lose...and so much to gain. That's a personal promise you can take to the bank.
- If you're ready to turn your life around...to stop wasting your time and start making a lot of money...to start living among the ranks of the rich...call xxx-xxx-xxxx to enroll now. Or complete the enclosed enrollment form and mail it- or fax it to xxx-xx-xxxxx.

And now on to the final part of our formula...

12. The Power P.S.

I will give prospects another chance to get additional information in the P.S. of the letter. It says "click here if you've decided not to order" and that takes them to another page filled with testimonials and such that answers some more of their questions.

This works just like a lift note in a direct mail piece.

Have you ever seen those loose notes that say something like "Read this only if you're undecided.." or something like that? Those are called lift notes and the reason they're called lift notes is because they 'lift' response.

So using it on your web site will increase your response.

Then the P.P.S. summarizes the benefits and restates what they'll get if they order now!

Make this as strong as possible because some people only read your headline, opening, subheads and then scroll down to the bottom to see your deal.

Believe it or not, your P.S. is usually the second most read part of your letter after the headline or opening.

So don't let the P.S. just be an afterthought in your sales letter.

Use your P.S. to highlight a benefit from your sales letter, remind prospects about their purchase being tax deductible, reinforce your guarantee, introduce a special surprise bonus, or motivate the prospect to take action by mentioning a date, limited time offer, etc.

Here are a few samples for you to model...

**** Sample P.S.s For You To Model****

- P.S. As our “thank you” for giving <publication> a 30-day free trial, we'll also send you two valuable gifts you can keep no matter what you decide. The first is _____. And your second free gift is _____. (Prevention)
- P.S. One more thing I almost forgot to mention – this Course includes the best, most unique learning tool there is – A REAL PERSON. You get your own professional Course Counselor to call with any questions you may have. As often as you need. Any time. Eight hours a day. Five days a week.
- P.S. If you continue to work out the same way, you're going to get the same results. What I'm offering you is the easiest, most risk-free way to try the <product> so you can see for yourself how our scientifically developed exercises and conditioning routines can help you increase your strength, improve your stamina, and help you achieve the more muscled look you have always wanted.
- P.S. Act today and you'll get the exclusive <company name> no-time limit guarantee. I insist that every customer be satisfied customer, so I'll thank you to return the book for a full refund should you ever become dissatisfied. This is the way I've done business for over # years, so you can be assured that I'll stand behind this guarantee.
- P.S. All the free bonuses, including the two big books, are yours to keep even if you take advantage of our no-risk 100% money-back guarantee.
- P.S. Don't forget...this is a tax deductible business expense. If you register early at <\$\$\$\$>, your real cost after your tax credit is approximately <\$\$\$>.
- P.S. You can lose a lot of money with the wrong newsletter. But you can't lose when you accept this no-risk offer. If you're disappointed with your first issue of <publication> for any reason, just let us know and we'll refund your subscription payment in FULL.
- P.S. Our unique new guarantee reflects our confidence in <publication>'s ability to work for you. If you don't save at least 100 times your subscription cost, you get all you money back. At any time during your subscription – right up to the very last day.

- P.S. Please remember, your free no-risk trial is exactly that – totally free to you and without any risk whatever. In fact, the only way you could incur any risk at all is by not accepting this invitation, and thus depriving yourself of the greatest
- Success advantage that you might ever have the opportunity to discover.

There you have it. Applying these this 12-step formula to your next sales letter and watch your conversion rate shoot through the roof.

But wait, we're not done yet with our copy...

Testing Your Sales Letter

Before you put your new masterpiece on the Web I suggest I few low-cost test that I use myself before I put my copy up.

The Sleep On It Test

First, you should let your copy sit for at least a day. Then the next day you can come back to it with new eyes and a fresher perspective. You can find errors that weren't apparent before. Also, you chances of writing a good sales letter are significantly improved with rewriting. (I will rewrite an ad or letter 3, 4 or 5 times before I'm done.)

Reading Aloud Test

I don't what it is about reading something aloud versus reading to yourself, but you'll pick up lots and lots of insight into how good (or bad) your piece really is by reading it aloud.

All the bumps and rough spots jump out at you.

Or a variation on this is to have someone else read it you. This even better. As they're reading it, you should take out a copy of the ad and make notes on it. One big advantage of this is your reader is completely impartial.

The won't stress certain phrases or words to make the meaning clearer. And if the reader is having trouble you know that's an area to edit.

Sneaky Opinion Test

This test is really great. Take your copy off your printer and make a Xerox copy of it. (take out all the references to you or your company).

Then go around to a few people who should be in you target market and say something like, "Take a look at this, I just found this on the Web." Key point: Do not tell people you wrote the letter because they'll be say how nice it is.

You're gauging their response. If they say something like "Did you write this?" or "This is really good." What that really means is your letter stinks.

But if you start hearing "Do you know how I can get this done?" or "Do you do this?" then you know you're on to something good and ready to put it up on your site.

Your sales letter on the web is going to make or break you – it's the engine that runs your web site so go back over this section several times.

Multiple Pages or 1 Long Scrolling Page?

One last thing about our web page sales letter is that I make one long page that people will scroll to get through. When I first started, I made it three parts and they'd click over and click over and click over (I had little transitions with arrows moving people forward).

Doing it this way I found I was losing about 40% of my visitors by making them click. So now it's one long letter. People know how to scroll and they will scroll. So it simply follows proven direct response marketing principals – DM pros will usually tell you that long copy will out-pull short copy.

THE REALLY BIG SECRETS TO LEARNING HOW TO WRITE GREAT COPY

Most good copywriters will tell you they use a "swipe file" or idea file. This is a really important part of your copywriting arsenal. I have 2 huge bins filled with sales letters and ads that I look through when I need ideas or inspiration.

I try to get on as many mailing lists as possible so that I can study exactly what people are doing. Plus, now with tons of email coming my way (spam included) – I have several folders created where I store ad copy.

There's great saying that goes, "Why create mediocrity when you can copy genius?" I agree.

You should start collecting great ads and sales letters. Look for ads and letters that you see repeated. If the advertiser is a direct response marketer they are only being repeated because they **work**. Also, collect examples that you like and that make you buy or you would buy if you could afford it.

Start today! I promise it'll be one of the most profitable investments of your time (and space in your house).

Now, I just want to make a quick point; there is a big difference between copying and getting ideas from a sales piece. You can't just change a few words and feel like you've created your own ad (plus, it'll probably flop for a 101 other reasons).

What you're looking for is the big idea behind the ad copy that you can use.

The famous John Caples ad "**They laughed when I sat down at the piano but when I started to play!**" is a perfect example.

The big idea is people laughing and making fun of you until you prove them wrong. That's what you should take away from that ad.

Now, I'm going to give you the greatest secret in the world for massively turbo-charging your copywriting ability. It requires work and because of that I know that

most of you might not do it – but if you you’re totally serious about learning about copywriting – you need to do this...

what am I talking about?

It’s simple. You will take a winning sales letter and actually write it out by *hand*. I’ve done this dozens of times and there is something magical about this technique. You can get a lot from just reading good sales letters and ad copy – but there is a completely different dimension you gain when writing them out by hand.

You actually get inside the copywriter’s head and you can see how they use the parts of the copywriting formula we discussed.

Trust me, this is something you gotta do!

Congratulations – you’ve now made it to the end of lesson three – pat yourself on the back!

ADDITIONAL RESOURCES FOR THIS LESSON:

ADDITIONAL RESOURCES FOR THIS LESSON:

Recommended books:

Here’s my recommended reading list. My bookshelves are literally filled with marketing and advertising books and I’ve put together this list of top books and I’ve put together this list of top books you MUST read:

- **“Scientific Advertising”** by Claude Hopkins.
- **“My first 65 years in Advertising”** by Maxwell Sackheim. (Out of print)
- **“The Robert Collier Letter Book”** by Robert Collier. (Out of print)
- **“How to Write a Good Advertisement”** by Victor Schwab. One of the first books I ever read on advertising and still one of the best.
- **“Tested Advertising Methods”** by John Caples. Absolute classic. Devour this one and also look for Caples’ other books that are out of print.
- **“Advertising Secrets of the Written Word”** by Joe Surgarman. Surgarman has made millions for himself selling blu-blocker sunglasses. His copywriting book is a tremendous resource for any copywriter.
- **“Ogilvy on Advertising”** by David Ogilvy. An absolute must-have classic written by an agency man who actually understood direct response.
- **“Magic Words that Bring You Riches”** by Ted Nicholas. One of my direct marketing heroes. Ted took the guts of his \$197/year newsletter on direct

marketing and distilled it into this book.

- **“The Ultimate Sales Letter”** by Dan Kennedy. Superb book. My copy is dog-eared and heavily used. Perfect for helping you create your own powerful sales letter.
- **“Influence: The Psychology of Persuasion”** by Robert Cialdini. This isn’t a copywriting book but you must get this book. I’ve read it at least 7 times and it will help you understand the psychological triggers to a sale. Very Powerful!!

WEEK THREE

HOMEWORK ASSIGNMENT #1:

I want you to write out the examples I’m attaching in your own handwriting. Each one is an incredible study in persuasive salesmanship in print and deserves your time.

If you can’t do all of them, please do at least one or two. I promise it will really help you.

HOMEWORK ASSIGNMENT #2:

Write a sales letter. I’m sure you knew this one was coming. Just use the headlines and offer you’ve already created and put that together with the 12-part copywriting formula.

Just do the best that you can don’t try to edit yourself as you write. Just write and write – get everything you want down before you edit yourself. Don’t let that “inner voice” inside of your head screw you up.

To help make this even easier for you – check out the new “information products” template you have.

All set? Excellent!

I’ll see you next week!

Important note: Understanding human psychology is the secret key to really making your sales letters sell – BIG TIME! As a special bonus you’ll get a **very** confidential report on the hidden psychological triggers to winning ad copy. I promise you’ll never want to part with it!