

Introduction

If you're looking for a step-by-step process to craft a compelling online sales letter – than this book is for you. Inside you'll find valuable insights, techniques, and a step-by-step method to turn your product into profit by creating a message with irresistible appeal to your target market. It's about using words for maximum impact, so you can sell more of your products or services online.

Ask any direct marketing veteran and they'll tell you the sales letter is the heart and soul of every package. It's the number one tool of choice among copywriters. Now you can apply many direct response secrets accrued over the years to let your words do the selling online – 24 hours a day and around the world.

The explosive growth of the Internet – particularly the World Wide Web – has created an unprecedented marketing opportunity. Suddenly, marketers everywhere can market their goods and services to a global audience, without the need for a traditional store or print catalogue... and all the high costs associated with these methods.

Today you don't even need an office to establish a moneymaking enterprise. On the web, all you really need is an adequate presence, a steady stream of qualified traffic, and a persuasive sales letter. Of course, it's fundamental to have a top-quality product and to direct your message to an identifiable market segment. But that's the case with any business you start – online or offline.

The foundational key to marketing success is to help people solve their problems or satisfy their desires. When you give them what they want, you immediately attract attention and interest because that's what your prospects are already thinking about -- and magnetically drawn towards.

“Advertising is actually a simple phenomenon in terms of economics. It is merely a substitute for a personal sales force – an extension, if you will, of the merchant who cries aloud his wares.”

Rosser Reeves

Providing you with the tools to help you craft a powerful and persuasive sales letter is the purpose of this book. If you follow the steps I suggest, you'll soon acquire the ability to write effective sales copy. The more letters you write, the more skill you'll develop and the easier it gets to influence prospects to buy.

Some people simply don't have the time to learn new skills. Others couldn't be bothered mastering the ins and outs of persuasive copywriting. Still others don't think they have the language skills to craft a moneymaking sales letter.

That's why copywriters exist... to serve these people. But if you can't afford the fees of a competent professional, you needn't worry. Help has arrived – now it's up to you to use it. Reading and memorizing this material will help somewhat. But the real gains are made only by applying these ideas in the world of online marketing.

Look, the simple fact is... if you can carry on a conversation with a friend ... you can write a letter. And if you've ever had to convince somebody to 'buy' into your point of view -- you know what it takes to sell. It takes passion, belief, enthusiasm, and persuasion. Successful sales letters influence and persuade in a friendly, one-on-one, conversational manner.

“It is insight into human nature that is the key to the communicator's skill. For whereas the writer is concerned with what he puts into his writings, the communicator is concerned with what the reader gets out of it. He therefore becomes a student of how people read or listen.”

William Bernbach

Traditional copywriting is essentially “*salesmanship in print*”. Online it's more like “*salesmanship in pixels*”. Though many serious prospects will print out your letter for easier reading, it first appears as nothing more than a collection of pixels on the prospect's computer screen.

Anyone can learn to write an effective online sales letter. It makes no difference what your background is – you could be a professional, tradesman, author, inventor, hobbyist, or homemaker. What does matter is that you have identified a hungry market and have a quality product -- one that offers buyers the help they seek to make life better in some way.

The knowledge and expertise you're about to acquire isn't a 'quick-fix'. It's not an instant solution. Nor is it something to tuck inside a drawer, or leave on your bookshelf – only to gather dust.

Use this book as a practical tool and valuable resource and you'll acquire priceless skills – skills that can serve you well for a lifetime.

According to Gary Halbert -- somewhat of a legend in copywriting circles...

“The most valuable skill you can have in today's world... if... you want to become independently wealthy... is... the ability to write a great sales letter.”

These principles, ideas, and strategies can serve you for many years to come. They can and will help you sell virtually any good product designed to address the market's problems and desires.

Many of these ideas have been adapted and adopted from the direct response industry and they work just as well online. They're tried and true techniques that have worked for years and will continue to do so.

How can I be so sure?

While technologies and applications have continually changed... human nature hasn't. We still yearn for the same emotional rewards our forefathers did.

Yes, this book is about marketing online and generating sales directly from a website. But as high-tech as the web seems... it's important to remember that you're still communicating with a living, breathing human being. You're communicating with an individual – someone with their own hopes and fears.

“Advertising is, actually, a simple phenomenon in terms of economics. It is merely a substitute for a personal sales force – an extension, if you will, of the merchant who cries aloud his wares.”

Rosser Reeves

Powerful and persuasive salesmanship is a one-on-one communication – regardless of the level of sophistication used to deliver the message.

I've spent a large part of the past 6 years writing online sales letters for a variety of clients. Additionally, I've been privileged to discuss what makes a successful online sales letter with numerous colleagues, clients, and marketers.

These experiences have helped me develop a 'system' that has worked over and over again, in many different markets. Now I offer it to you.

In *Phase I*, you'll learn what it takes to create a great online sales letter. Then, you'll uncover the major reasons why people buy... and why they don't. Unveiled next is the Ultimate Sales Letter Planner to help you establish your own outline – an important first step to writing a powerful sales letter.

Phase II takes you through the process of crafting a moneymaking sales letter – starting with the headline and ending with the P.S. You'll discover why the headline is the most important part of every sales letter and how to create an appealing headline that grabs attention... and how to write a powerful opening that pulls prospects in. Next, you'll master the skill of crafting benefit copy and how to prove your claims to the audience. You'll then learn how to build an irresistible offer and rock-solid guarantee. Finally, it's a matter of closing the sale, adding a provocative P.S. and creating an order form that's quick and easy for buyers.

In *Phase III*, you'll learn how to turn your rough draft into a finished sales letter. Here, you'll learn how to polish it up to make your letter even stronger. This process involves both editing and basic design enhancements. This section ends with a discussion of common mistakes and how to avoid them – as well as an online sales letter checklist.

Why Write Your Own Sales Letters?

No one else understands your product the way you do. If you've been in business for a while, or you've spent months in product development, chances are you know everything there is to know about your product. For someone else to gain this kind of intimate knowledge -- it would take months, perhaps even years.

To understand your product enough to sell it in quantity means someone else would need to invest substantial time in research. That's part of the reason why copywriters charge what they do. A sizable chunk of the total fee from a reputable copywriter covers the time it takes to get the writer "up to speed" on your product, it's advantages, the marketplace, unique selling points, competition, etc.

There's no way around it. If you want gold, you've got to dig for it. And if you want results – you better do your research first.

You already have the knowledge and first-hand experience. This gives you an obvious advantage from the start. You'll save time and money by transferring your 'inside information' into appealing copy, rather than have someone else first do the in-depth research for you.

Another advantage to writing your own web copy is that it gives you your own distinctive voice. It injects your own style and personality into the letter helping you 'connect' with your reader – something you can use to your advantage in subsequent sales efforts.

In reality, no one cares as much about your product and your success as you do. Your business is your investment and only you will feel the full effect of the results produced. As a copywriter, I take each assignment seriously. I put my heart and soul into my work and give it my best shot every time out. But the truth is... I never have as much riding on the outcome as does the entrepreneur or business owner who hired me.

If you've looked around, chances are you've discovered a mountain of material already published on writing sales copy. But what's different about this text is its exclusive focus on website sales letters. This book isn't about selling by email... and it's not about creating 'killer' direct mail packages either. It's about how anyone -- including you -- can take an idea and craft it into a compelling online

sales letter that pulls in cash-paying customers to your website – even if you’ve never written a winning sales letter before.

With my step-by-step process, you won’t have to struggle to crank out a great moneymaking letter. You won’t have to spend grueling hours locked away in isolation hoping and praying for the words to flow naturally and persuasively.

Just knock off one step at a time. I’ll share with you the ideas, techniques, tactics, strategies, secrets, and shortcuts I’ve learned along the way. When you’re done, you won’t just have an effective sales letter – you’ll have acquired valuable asset – a skill -- that can bring you a steady stream of customers, cash flow, and profits for many years to come.

My system isn’t a radical departure from proven direct-response methods... far from it. It merely simplifies the process so anyone can follow along, understand the concepts and then apply them to their own online letters. Following my format makes the actual writing a breeze. It organizes your thinking, thereby creating a planned and prioritized sales presentation.

The key to any huge task is to first simplify it.

Break it down into smaller manageable tasks. Crafting winning sales letters is no different. That’s where this system shines -- by breaking down each aspect of sales letter writing into a series of simple steps. It makes writing much easier and fun to do. With each step, you’ll not only gain new skills, but valuable experience too.

*Please note – I’ve used the masculine pronoun when referring to prospects and customers throughout this volume. It was done so as a matter of grammatical convenience and consistency -- nothing more. Prospects and customers come in both genders. My objective is to help you, whether you are a man or a woman. Just remember that the value is in the information -- not in the method of delivery.

21 Valuable Insights You’ll Acquire By Reading This Book

1. How to tackle any marketing project from the start to ensure your success
2. Key distinctions about online prospects and how you should approach them
3. Crucial information you need to gather before writing
4. The 3 things online prospects ask themselves when they arrive at your site
5. Specific reasons why people buy... and why they don’t

6. How to cut through the clutter of competing messages and reach prospects where they 'live'
7. A simple way to outline your sales letter to make it easier to write
8. The mindset to adopt whenever you write sales copy
9. Formulas to help you conceptualize the process of selling with words
9. How to write a powerful, super-effective headline whenever you want
10. Easy prospect-pulling ways to start your letter
11. How to uncover small distinctions and turn them into huge benefits
12. Simple, super-fast ways to write intriguing and compelling bullets
13. The best method for proving any claim with a single paragraph
14. How to take any product and create an offer with 'magic' appeal
15. Surefire techniques for strengthening your letter with a risk-free guarantee
16. How to close sales through the written word
17. What to say in your P.S. to ensure continued prospect interest
18. How to craft an order form that encourages and facilitates sales
19. A simple method for spotting glaring errors before launching your letter
20. Quick and easy design techniques to give your message more appeal
21. Common online letter pitfalls and how to easily avoid them