

# Increase Your Sales Exponentially with Endorsements

By Matt Lopilato

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"Increase Your Sales Exponentially with Endorsements"  
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Many marketing experts today still believe the most powerful method of marketing in existence, both online and offline is endorsement letters.

Let's take a closer look at why.

What is an endorsement letter?

Simply, it is a letter of recommendation for you and/or your product written by the individual who owns the address list of the people the letter is intended for. A simple example would be like me writing a letter of recommendation (endorsement) for your product or service and sent it to all my customers, telling them it's a great deal.

Can you see how powerful this can be?

What do you think your chances would be trying to convert the people the letter was sent to without the endorsement?

I'll tell you. Next to zip.

Generally, it would take 5-6 follow ups before you

converted these prospects into buying customers. But, because the list owner endorsed your product or service, your chances of converting a good percentage of the people on the first try are remarkably high.

Why is this? It is because the people already know and TRUST the list owner. If he or she sends out an endorsement on a new product to hit the market, most of his or her individuals on the mail list will buy solely on that person's recommendation. If he says it's a great product then it must be great and they just gotta have it!!

It's human nature.

Now, how do you go about getting one of these endorsement letters written for your product?

First thing you want to do is go after the right person to provide you with the right endorsement.

This requires two steps.

1. Research online and offline for only successful marketers in your related target market. It serves no purpose to go and get a great endorsement for your product from someone whose business is a miserable failure. If you do, you could be joining them soon.

2. Contact the business owner and ask for an endorsement offer to his or her customer or newsletter subscriber list. Offer a 50-50 deal on sales made from their list. Make the offer a great opportunity for them and generally they will be happy to do so.

If the endorser requests a copy of your product to look it over and evaluate for quality and value, send it or refer them to your web site to review it.

Is this starting to sound a little like a joint venture deal to you? Your answer should be YES, because it is.

The most important factor here to remember is that had you rented this particular list from a list broker and sent out a cold message (in other words, a first time sales letter or advertisement without an endorsement from anybody) your response rate would be pathetically low. It would take a miracle to make a sale on that first mail out.

With an endorsed mailing (old-fashioned direct mail or email) the likelihood of making sales from that first

letter is well above average.

Again, it is a matter of TRUST.

Give this method a try especially if you don' have your own customer base yet. It is a proven method to get going very quickly in the right direction.

Good Luck

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