

Sales Letters

By Debbie Forrest

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We have been subjected to sales letters that should have been named 'sales books'. Ugh! I believe sales letters should be just that...honest, to the point, informational letters! Usually, when a person actually writes a letter it will be about 1 or 2 pages. Not 5, 6, or even 7. Give us a break!

It is like, "Geeez, don't bore me to death. I just want to know what it will do for me, info it will provide, etc. I will know if it is for me or not!" Right? Just define the product without overdoing it, use a few phrases for specifics of what you will provide the customer and offer a guarantee....that's enough!

Don't go on and on and on about what is in it for me....have read it one time. We don't have Alzheimer's yet! If you have a list of things, list them only once; not 2 or 3 times. So what if it isn't all the experts say; we the people would rather read 4 paragraphs about what you have to offer than to read a book about it. Please warn us of the length of the sales letter!

Including a couple of testimonies is great as long as it includes first and last names; otherwise we will wonder about the testimonies. And please don't put up pop-up pages that never seem to stop! We will get aggravated and shut the whole mess down without ever reading the sales letter.

Just my opinion, but sales letters should be presented with what the person has to offer in a concise manner. And please don't leave out honesty and worthiness. If your product is worth it's weight in gold, do not belittle it by a cheapened price or a slew of free bonuses.

That would tend to make one think maybe it isn't all it is cracked up to be. Be honest about your guarantee; don't make folks come up with too much information if they feel they truly deserve a refund. Actually, value should make them ashamed to ask for a refund ;)

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