

Why do market gurus exploit this?

By Emma Okafor

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Regardless of what you're trying to sell, you can't sell it without your prospective buyers. And selling through mail successfully depends mostly on how you talk to your prospective buyers. Knowing the psychology of your prospect is a very good advantage to cash in. This is an important guide line to apply when writing sales letters that generate very huge revenue.

All winning sales letters "talk" to the prospect by creating an image in the readers mind. They "set the scene" by appealing to a desire or need; and then they follow smoothly into the "visionary" part of the sales pitch by describing in detail how well life will be and, how "good" the prospect is going to feel after he's purchased your product. This is the "body or guts" of the sales letter.

Overall, a winning sales letter follows a time-tested and proven formula:

- 1) Attention;
 - 2) Get him interested in what you can do for him;
 - 3) Make him desire the benefits of your products so badly his mouth begins to water;
 - 4) Demand actions from him by letting him know of your fast delivery.
- This is called "AIDA" formula and it works.

Sales letters can be made in different formats. Regardless of the length of your sales letter it should do one thing, sell hard! You should

never be "wishy-washy with your sales letter and expect to close the sales with a color brochure or circular. You do the actual selling and the closing of the sale with your sales letter - any brochure or circular you send along it will just be what you say on the sales letter.

There's been a great deal of discussion as just how a sales letter should be. A lot of people ask: will prospects really read a long sales letter. The answer is a simple and time-tested yes indeed! Survey tests over the years show that longer sales letters pull even better than shorter ones. So don't worry about the length of your sales letter as long as it's interesting and rewarding that the prospect can't resist reading it all. To do this you break up the "work" of reading by using short, punching sentences, under lining important points you're trying to make, with the use of sub-headlines indentations even the use of a second color.

The brochures or circulars you may want to include with your sales letter to reinforce the sale should be of top quality. It should include your name/address even your telephone number and a company logo on them before you send them out. This makes your prospect think of you as his supplier - the company - and not just another mail order operator.

People ask whether they should use a post office box number or your sheet address. Generally the best is to include both. This kind of open display of your honesty will give you credibility and divert thought of you being just another "fly-by-night" mail order company in the mind of prospect.

Above all else, you've got to include some sort of ordering coupon. This has to be simple and easy for your prospect to fill. A great many sales are lost because their order coupon is just too complicated for the would-be buyer to follow. Don't get fancy! Keep it simple, and your prospect responding with glue.

Should you or shouldn't you include a self-addressed reply envelope? There is a lot of variables as well as pro's and con's to the question, but overall, when you start "winning" sales letters to a good mailing list, a return reply envelope will increase response tremendously.

A very important guide to use in writing sales letters is something that's in you. It's your initiative. It's easy to use. First pretend you don't know anything about writing sales letters. Secondly observe other good sales letters and write down things you like about them. A combination of this approach and the other guide lines will make a million dollar sales better for you. It worked for me!!!.

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