

# 5 Specific Questions Your Sales Letters Must Answer To Achieve The

## Best Results

By Joanne L. Mason

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Here's a surefire method to guarantee you achieve the best results from your sales letters. Rather than make a sales pitch that your prospects will very likely ignore, instead present your products or services as the answer to their problems.

When you offer the help that your target audience is looking for it won't be hard to make sales. You can show that you really do understand the needs of your market by addressing these five specific questions right up front in your sales letter.

#### 1. What's In It For Me?

This is the number one rule of salesmanship. People buy products for one reason only...what they will receive out of it. You must instantly tell any prospect exactly what they will get out of your product. Your best opportunity to do this is in your headline. Make a bold statement right up front and capture your target audience immediately.

#### 2. How Will My Life Become Better?

This is where you have to understand the emotional appeals that attract your prospects like moths to a flame. Do they want to become richer, smarter, better looking, thinner or more popular? Do they want to save time, money or effort? Study your niche market until you know what emotional buttons to push and you'll see a huge increase in your sales instantly.

#### 3. What Will Happen If I Say No?

You have to give people a compelling reason to buy from you. A good way to do that is by reminding them what will happen if they don't purchase your product. What problems will continue to exist for them, how much money will they lose, how type of frustration will they continue to endure? Help your prospects to see that they really can't afford to say no because your product truly is the solution to their problems.

#### 4. Why Should I Trust You?

The best way to establish trust in your sales letters is by using testimonials. A good testimonial is

the written equivalence of a word of mouth referral. Prospects naturally trust what other people say about their experience with you. Get your past customers who have been happy with your business to give you testimonials to use in your sales letter.

#### 5. Will I Be Stuck With Your Product?

Here's where you can literally seal the deal. Reverse the risk of doing business with you. Always offer a money back guarantee so that people will feel confident that they won't lose out if your product is not what they expected. When your prospects see that you stand behind your products enough to assume the risk they can feel more comfortable in purchasing your products.

When you use these easy tips to answer your prospects questions in your sales letter, not only will you gain an unfair advantage over your competition, but you'll also show your prospect that you care about their problems and your product is the solution that they need.

Joanne Mason's articles have helped thousands of small business owners to significantly increase their profits by discovering the secrets to writing better sales letters. Get a FREE subscription to her ezine, Sales Letter Secrets, at <http://www.moneymakingsalesletters.com>

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