

Why Write a Sales Letter for Each Product?

By Judy Cullins

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Why Write a Sales Letter for Each Product?
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When your product sales slow down after the initial honeymoon you need to think more about the message your are sending out to your potential buyers.

To make sure your product or service you offer will keep on selling from the first day, the first year, even for life, whether you have a Web site or not, you need to write a first class, must-buy-now sales letter for each product.

Give your Potential Buyers a Reason to Buy

If you are like me and have a Web site, it is content driven. Why? Because that's why people come to any site—to get free information. Most home pages give too much owner biography or company mission statement and information. Your potential buyers want to know how you can solve their problem. Why should they choose your service or product. They want to know why they should choose you over other people. Your home page needs benefit-driven headlines that lead them to each sales letter.

Author's note: Even if you don't have a Web site, you need a sales letter you can send out by email to your potential buyers.

What Every Sales Letter Needs to Pull Orders and Profits

1. Start the Letter with a Benefit-Driven Headline.

Include headlines throughout your sales letter.

"Want a quick and easy way to quadruple your Online Income in four months?"

If you answered, "yes" to yourself, the headline succeeds,

because you will keep reading. If you said "No, I don't believe this, " but I'm curious where this is going," the headline still succeeds. You win when your headline seduces your potential customer to click the link to your sales letter. There, they will discover many more of your product's benefits and features.

2. List the Top Five Benefits of your Product or Service in bullet form.

To define your top benefits list the problem your buyer wants solutions for. Your solutions are the benefits. How will your book make someone's life easier, richer in time or money, help their personal growth, provide additional income, entertain them? How will your product or service make them a better business person, more attractive, feel better, avoid catastrophe, sickness, or surgery?

3. Address your Potential Buyer's Resistances.

Include where they are now so they will emotionally connect with your solutions (the product or service). Let's say they want to write an eBook or print book to make themselves the "expert," make life-long passive income, or share their unique message.

Many people don't write a book because they doubt it will sell well enough for all the effort, it may not be significant enough, it will take too long, cost too much money, and they really aren't writers. One, by one, your sales letter addresses their concerns and shows these potential buyers how they can become an excellent author and make their books more salable, while building their profits.

4. Sprinkle Testimonials Throughout your Sales Letter.

Potential buyers who visit your site or another one that sells your products are more pulled to buy when others recommend your book. It's an endorsement of you and more important than product information.

Include testimonials from experts in your field, celebrities, man/woman on the street, and other people who have profited from your advice.

Make it easy to buy. In your request for testimonials, add a few sample phrases and benefits to save these busy people time. Ask them to choose the phrases they support, or add some of their own.

5. End your Sales Letter with your 100% Money-Back Guarantee.

When you offer an iron-clad guarantee, people see your product as so valuable that you put yourself on the line for it. They will be

more likely to buy and be satisfied with their purchase. Make your guarantee up to 90 days if your eBook is delivered by Click Bank.

They guarantee only up to that time.

6. Make your Sales Letter Credible.

To boost sales, authors need to add free bonus reports related to their book. The products illustrate added value—sometimes! Make sure your free bonus reports' value are not more than the price of your product. Would you believe this offer "order this for \$49 now and receive 4 special bonus reports worth \$395?"

7. Share the downside of your product to create empathy.

For example, "this ebook won't write the book for you, or even get it published, but it will show you the steps and resources to write compelling copy, finish fully and sell well."

8. Include your expert credentials.

You potential buyers wants to know why they should choose you. Don't be bashful.

This is the time to act powerful. For instance, "I spent 6 months researching this book and 3 months writing it. My background includes 20 years coaching, promoting and making over \$150,000 on my own books, presenting 70 writing seminars a year, and 27 published clients since 1999." My mission is to help entrepreneurs manifest their book and web dreams.

Do these qualifications help you choose?

Without a sales letter either by email campaign or to guide your potential buyers on your Web site, you will leave them bored, uninspired, without enough information to make that decision to buy.

For email promotion, without a short or long sales letter for each book, your unique, useful and inspiring words will not get read, your products and services will not sell.

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