

# 3 Amazing Ways To Improve Your Sales Letter!

By Larry Dotson

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1) Motivate people to buy your product. Tell them positive things. For example, you could say, "You can now reach your goals and change your life if you buy our product." If you come across positive in your ad copy, they will become positive about reaching their goals using your product.

2) Get your sales letters and web site evaluated for free. Visit business discussion boards and ask other participants to evaluate them. Don't get discouraged if someone gives you a lot of negative feedback about your web site. Most people are only trying to help you. Take the criticism constructively.

3) Make your products sell quickly by adding a lot of bonuses. You could get the free bonuses for little or no cost by joint venturing with other businesses. You could go to the "freebies" directories and find things. Then you could ask the legal owner's permission to use the item as a free bonus for your product.

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