

3 Hypnotic Salesletter Closings!

By Larry Dotson

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1) You could end your ad copy by telling people what will happen if they don't buy your product. Use a problem which they won't be able to solve without it. For example, you could say, "Imagine staying in debt, filing for bankruptcy and losing your credit." Another example, "See yourself 5 years from now still without the love of your life. How will you feel?"

2) You could end your ad copy with a question that they will always say yes to. Then they will be used to saying yes when you ask them to order. For example, you could say, "You want to be able to afford the best things life has to offer, don't you?" Another example, "You want to meet the woman/man of your dreams, don't you?"

3) You could end your ad copy with a short review of your whole ad. Repeat all the major benefits and features they will receive. For example, you could say, "Like mentioned earlier, you'll get the e-book "How To Increase Your Sales", you'll get the report "5 Ways To Double Your Sales Instantly" and you'll get a "FREE 30-Minute Consultation With Yours Truly!"

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