

3 Sales Letter Secrets!

By Larry Dotson

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Larry Dotson
bizreport@sssnet.com

10,000 Sales Letter Templates <http://www.ldpublishing.com>

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1) Promise A Guaranteed Result

Promise your readers an end result or outcome in your ad. You must give them a solid guarantee that your product will solve their problem. For example, you could say, "I personally guarantee you will get over your shyness in 10 days or less or your money back."

2) Back Up Your Claims

Never assume people believe the information in your ad copy. You need to back-up all your claims with indisputable evidence. For example, you could include testimonials, expert endorsements, third party tests or studies, strong guarantees, a list of customers, pictures of customers, etc.

3) Make Your Bonuses Valuable

Increase the perceived value of your bonuses by including the retail dollar amount the freebies would normally sell for. Example, you could say, "Bonus 1# Marketing Tips Newsletter (a value of \$120)." Another example, "Get 7 Bonuses With A Retail Value Of \$345! That more than pays for your purchase!"

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