

The Winning Sales Letter Formula

By Marty Fiegl

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The Complete Guide To Internet Marketing <http://www.completemarketingguide.com>

If you've been selling on the web for a while, or "trying" to sell on the web you already realized that your sales letter is the determining factor to whether you make a sale or not.

With all the information out there, whether FREE or paid I still see people breaking the rules, and possibly breaking their bank. Listen, there are rules you need to follow to create a successful sales letter. The age old formula A.I.D.A has been around for over a hundred years and is the outline for all successful copy. Stick to it or don't start writing.

A.I.D.A. - Attention, Interest, Desire, Action

Attention - Your Headline and Subheadline must grab the visitors attention. I also use a header graphic. If you can't make a header graphic pay someone to or simply leave it out. If it's ugly you just lost a sale by looking cheap and unprofessional. How's your headline? Does it compel? Does it tell your main benefit and what your visitor will get with your product?

Don't overlook the most used type of headline. The "How-To." I've recently come back to using the "How To" headline with incredible success. It actually increase the response rate on one of my Web Sites over 5%. (and I thought my 1% response rate was OK with a \$67 product).

Remember when using a How To headline you need to include the main benefit of your product/service.

Here are a few examples...

"How To Lose 34 Pounds In The Next 30-days GUARANTEED!"

"How To Eliminate Bad Credit"

"How To Win Friends and Influence People"

Interest - Interest is needed to keep the prospect reading. Your first few paragraphs must be interesting. Whether you tell a story, talk about a problem your reader is having or making a bold promise. Interest needs to be maintained throughout the entire sales letter, if you can't keep it interesting, cut it out. It's better to have a shorter sales letter that's interesting than a long one that's boring. If you can keep it interesting longer, the better off you are.

If you're going to be asking questions in your sales copy make sure that you are asking "YES!" questions. What I mean is, any question you ask should get a YES! response in the prospects mind. Here are a few examples:

1. Could you get excited about...?
2. Can you see the value of...?
3. Do you see the benefit in...?
4. Are you looking forward to...?
5. Doesn't it make sense to...?

By making the prospect say YES! you're getting them to agree with you and building rapport.

Also, using action verbs and getting the reader excited will maintain their interest as long as they are interested in what you are offering. Words like "Discover, Unleash, Transform, Turn, Create and Explode" are good examples of action verbs.

A bullet list is a good way to maintain attention because people will scan them quickly and find what interests them. Use action verbs as the sentence starters for your bullet lists.

Desire - Creating desire is usually done with adding bonuses. Your bonuses should out value your product at least 2:1. Here are a few rules you should follow when choosing your bonuses.

1. Make sure they accompany your main product.
2. You show the actual "Value" of each of them in a price figure. Example: ("Super Pop-up Creator (A \$34.95 Value!)
3. Short, brief exciting bullets are all you need to explain the bonus.
4. The total value of the bonuses should EXCEED the price you are asking for your offer by at LEAST 2 times.
5. Do not to use products that everyone else is using as bonuses.

The more unique your bonuses are the more perceived value your overall offer will receive. If you need to purchase resell rights to something to get bonuses that accompany your product better, do it. If you can contact someone and get a discount to a product offer that as a bonus.

Bonuses are only limited to your imagination and will create perceived value by themselves.

Action - You need to tell the prospect what to do. Do you want them to "Order NOW!" or "Click Here To Sign-up for your free copy of the gazette Newsletter!" More importantly you need to have a rock solid guarantee.

If you don't have a guarantee or you skimp out on your guarantee then you will lose sales. By law you need to offer a 30 day guarantee. So, the least you can do is tell them that you guarantee your product for 30-day for a full refund.

When someone is ready to order a million things run though their mind. Mainly they wonder how they will get their money back if they are unhappy. Think about it. Would you buy a new car without a warranty? Probably not. Neither would anyone else. Tell them they have nothing to lose and mean it.

Take Care,

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