

"How To Write A Dynamite Guarantee For Your Sales Letters"

By Mike Jezek

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"How To Write A Dynamite Guarantee For Your Sales Letters"
by Mike Jezek, Direct Mail Copy & Sales Letter Specialist
"\$ales letters that create buying frenzies"

Ok, this is going to make some of you uneasy!
In my work with clients I have come across some people
who were leery of going all out with their Guarantee.
And that's understandable. But let me tell you this...

A money-back guarantee on your offers will make your response soar.
It will. And the more powerful, the more outrageous
your money-back guarantee; the better your results will be!
In fact, a powerful money guarantee has been shown to be
a hot button in getting people to buy. One of the key reasons
is that all people really want in life is S.E.X. S.E.X.?

Yes, people want Security, Essentials, and the Xtras of life.
And in that order to. And a money-back guarantee is tied into
giving people the security they want. After all, people are skeptical.
Big time! So if your money-back guarantee is better than
your competitors, odds are you are going to outperform your competitor.

So what kind of money-back guarantees can you use in your sales letter?
First the bad news. You're only limited by your imagination
relevant to your particular industry. Now, the good news.
There are various guarantees you can immediately copy to
skyrocket your sales letter's response rates. Here they are:

30 Day Money-Back Guarantee
60 Day Money-Back Guarantee
90 Day Money-Back Guarantee
1 Full Year Money-Back Guarantee
(Been said to get the best results and lowest returns.)

You can also give a money-back guarantee and allow your buyers
to keep any free reports or bonuses they've received from

their purchase.

You can have another company vouch for you that if you don't follow-through on your promise to give a money-back guarantee to a customer who requests one, then they will. (Clever!)

If you're a service business you can give a partial refund of services rendered or even give a refund of the entire purchase price. You can even provide a product instead as a guarantee policy.

Another guarantee you can try- give one of the above guarantees along with \$10 or even \$50 extra. Just for people taking the time to test your offer. Yes, it's an outrageous and risky guarantee but it'll give you more leverage over your competition.

Graphic design pointers. Try adding your picture and signature to your guarantee to boost credibility. Put your guarantee in certificate form. Put the words guarantee in big bold letters that stand out.

Also, mention your guarantee at least three times throughout your sales letter. More if you have little to no testimonials.

You can even write your headline as an outrageous guarantee. Bottomline: Create a guarantee that far surpasses that of your competition and you'll achieve success.

Yours FREE: 10 Minute \$ales Letter Critique by Direct Mail Copy & Sales Letter Specialist Mike Jezek.

Yes, see if your sales letters are ready to unleash a buying frenzy with a free critique from Mike Jezek.

Email: <mailto:miknlisa@gtcinternet.com>,

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