

# "Magnify Your Sales Letter's Potential By 50% Or More With A Technique That 95% Of Website Sales Let

By Mike Jezek

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"Magnify Your Sales Letter's Potential By 50% Or More With A Technique That 95% Of Website Sales Letter's Aren't Using!"

By Psychological Sales Letter Specialist (TM) Mike Jezek

You don't want your competitors to read this!  
Friend, in the next few moments, I'm going to go ahead and reveal to you a simple and yet, little known technique that's being neglected by 95% of the website sales letters out there. This technique when applied to your website's sales presentation can increase response. What am I talking about? I'm talking about the "Lift Letter."

Having a lift letter integrated with your website's main sales letter may just be the shock force that sends a surge of more sales rolling in. Ok, you may be asking, "What is a lift letter?" A lift letter is nothing more than another one or two page sales letter in addition to your main sales letter. Question. Have you ever gotten a direct mail package containing a little folded note urging you to buy, which was usually a canary yellow or light blue color? That's a lift letter. Many direct mail packages use them. However, there has been debate as whether they are worth the cost. Why? As you know, conducting a direct mail campaign can be expensive! And most savvy companies, once they have a successful direct mail package, try to streamline it to make it more cost-effective without suppressing response. And sometimes that lift letter is scrapped. But how does this apply to you?

You have a website business. And chances are, you have a 6-14 page

website sales letter. To add a link on your website to a web page with a lift letter on it won't cost you a cent! How do you set up a lift letter?

At the remaining last 2-3 closing paragraphs of your website's sales letter, simply add a link saying something like this:  
Still unsure? [Click here.](#) /Want more proof?  
[Click Here.](#) /Need another opinion? [Click Here.](#)

These links simply lead to a web page with a 1-2 page lift letter. You could even have a lift letter of 5 pages, as there are no set rules here. You can also place one of these links in a P.S. as well. Or even on an order page.

Tips for creating a compelling lift letter:  
It can simply be a long testimonial or endorsement.  
It can be in a memo format. It can be in a news release format.  
It can simply be a sales letter with someone else's signature at the end. The main point to remember here is that your lift letter needs to be signed by someone else other than you or your company to make your sales presentation more believable and persuasive.  
Go ahead and start testing a lift letter to see if it pulls in more sales for you. And tell me about your success.

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Psychological Sales Letter Specialist (TM) Mike Jezek

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