

5 Keys To Make Your Sales Letter So Powerful - It'll Send A Rolling

Blackout Through Your Competitio

By Mike Jezek

5 Keys To Make Your Sales Letter So Powerful - It'll Send A Rolling Blackout Through Your Competitio

Mike Jezek
miknlisa@gtcinternet.com

Hot-shot Copywriter <http://www.irresistiblecopywriting.com>

“5 Keys To Make Your Sales Letter So Powerful – It'll Send A Rolling Blackout Through Your Competition”

By Mike Jezek, The Psychological Sales Letter Specialist ™

Imagine wielding the power to send the sales of your competition south while your sales conversions break new records. If you could learn 5 ways to make this happen would you be curious to know how?

In the next 2 minutes you're going to learn these 5 powerful yet ruthless ways for causing trouble for your money-hungry competitors while you experience an unprecedented increase in profits. I promise you, this article may be one of the best articles you read all year! Enjoy!

1) USP – A good USP is indispensable to your business. Due to lack of space, I'm going to assume you know what a USP is. So to exact more sales firepower, you'll want to utilize phrases such as “Unlike most of our competitor's who XXX we do XXX.” “Where XXX won't, we do XXX.” Or “Why settle for the XXX our competitors provide when you can get our XXX.” Make reference to your main competitors without naming them. Just give hints as to who they are. This way your prospects will come to the conclusion themselves as to who you're talking about and this technique will be more powerful.

2) Answer Objections - Your sales letter should answer every conceivable objection. As an

objection unanswered is a sale lost. In this case, you want to study your competitor's websites looking for objections you can raise and answer in your copy that your competition has left out. And then make mention of it in your copy that most of your competition doesn't have an answer to this question but you do.

3) More testimonials/ other credibility builders – Put simply, the man with the most glowing yet believable testimonials wins. Set up a monthly or bi-weekly routine of acquiring testimonials. On top of that, if applicable to your industry, make references to organizations that you belong to and awards you've won. Also, acquire logo's demonstrating that you belong to the Better Business Bureau, or iCop or the like. Think about it, if you're choosing between site A which has 10 testimonials and logos displaying how secure and honest their business is compared to site B which has 3 testimonials – who are you going to do business with?

4) Comparisons/comparison charts - This one is absolutely powerful and its influence cannot be denied. Study your competitor's websites and write down their product/service weak points (price, features, warranty/guarantee, etc.) and make a bar chart on your site. Make sure your strengths are boldly compared against their weakness in this bar chart. Only hint at who your competitors are – you don't want site visitors going to their sites out of curiosity to confirm what you say is true.

5) More information – Is your offer easy to understand and clearly explained? Are you summarizing what your prospect is getting for their money and have you given as many benefits and features as you possibly can? Sounds simple, yet it's absolutely amazing how many marketers don't give enough information for people to make a decision. You'll sooner buy from a business that gives you more concise detail as to what you're getting than one who doesn't.

Now that you've learned these five powerful keys for multiplying the selling power of your sales letter -you now wield a sharp sword. How you use that sword is up to you. Take heart that most of the people who read this article will go "Hmm" and then forget about it. But if you systematically apply this information, you may usher in a new golden era for your company!

Yours Free: 10-Minute Sales Letter Critique by Psychological Sales Letter Specialist™ Mike Jezek. Find out where the weak spots of your sales letters are and where your copy is strong. A \$150 value – yours free. Get your FREE critique from Mike Jezek now. Email: miknlisa@gtcinternet.com www.irresistiblecopywriting.com Copyright 2002 Mike Jezek

Mike Jezek
Psychological Sales Letter Specialist (TM)
"Sales Letters That Create Buying Frenzies"
Author of "How To Write A \$ales Letter Worth

It's Weight In Gold", "Sales Letter Super Weapons"
& "Sales Letter Super Weapons II." For dynamite
copy infused with SELLING POWER go to:
www.irresistiblecopywriting.com
miknlisa@gtcinternet.com

Get-Articles.com : 1000's of reprintable business and internet marketing-related articles.

[Submit your article for reprint.](#)