

12-Step Foolproof Sales Letter Template

by David Frey

Yr sales letter must overcome yr reader's buying resistance & persuade them to take action. Whether it's in person or on paper, the process of overcoming buying resistance is the same. Hurdles are spoken & unspoken:

1. "You don't understand my problem"
2. "How do I know you're qualified?"
3. "I don't believe you"
4. "I don't need it right now"
5. "It won't work for me"
6. "What happens if I don't like it?"
7. "I can't afford it"

Effective sales letters must address some or all of these objections. This template overcomes each objection in a careful, methodical series of copywriting tactics. The 12 steps:

1. Get attention
2. Identify the problem
3. Provide the solution
4. Present your credentials
5. Show the benefits
6. Give social proof
7. Make your offer
8. Inject scarcity
9. Give a guarantee
10. Call to action
11. Give a warning
12. Close with a reminder

Each step adds to reader's emotions while calming their fears.

Motivation - An Emotional Thing

We buy based on emotions & justify our purchase based on logic only after the sale. So each step in the sales letter process must build on reader's emotions to where they are motivated to act.

Only 2 things motivate people: the promise of gain or the fear of loss. Fear of loss is the stronger motivator.

Would you rather buy a \$50 course on "How to Improve Your Marriage" or "How to Stop Your Divorce or Lover's Rejection?" Stats prove the 2nd title outsells the first 5 to 1. Why? It addresses fear of loss.

Underlying promise of gain & fear of loss are 7 "universal motivations".

Position any product or service so it provides 1 or more motivation:

1. To be wealthy
2. To be good looking
3. To be healthy
4. To be popular
5. To have security
6. To achieve inner peace
7. To have free time
8. To have fun

Ultimate motivations are what people **really** want. Yr product is just a way to give these benefits. Always focus on these motivational factors.

12-Step Sales Letter System

1. Get Attention

The opening headline is the 1st thing yr reader sees. It **must** get their attention. People have a short attention span & sort mail over the wastebasket. Headline must target their interest, or they'll throw yr letter away.

3 Proven headline templates:

- a. **How To** _____
People love to know how to do things. To get attention, combine "how to" w/ a powerful benefit.
- b. **Secrets of** _____ **Revealed!**
People want insider secrets. We love to know things others aren't privy to. Knowledge is power. Those who have it feel powerful. It's exciting to discover secrets.
- c. **Warning! Don't Even Think of** _____ **Until You** _____
This headline leverages fear of loss. **Warning** demands attention. Combine it w/ targeted interest.

2. Identify the Problem

Tell yr reader how it feels to have that problem. They should read & say, "Yeah, that's exactly how I feel". Rub salt into that wound.

Agitate the problem so they really feel pain & agony. Companies & people only change their ways due to severe pain. Tell a short, painful story: *There's nothing worse than getting home in the evening and not having your garage door open. It's dark outside. You trip on the porch step and search for your front door key. Finally, you find it only to scratch your new front door looking for the keyhole. Exhausted, you go inside and plop on the couch just when you remember the car is still running in your driveway....*

3. Provide the Solution

They feel the pain. Now introduce yourself, yr product and/or yr service. Relieve their pain. Tell them there's no need to struggle thru their problem. Yr product or service will solve it.

4. Present your Credentials

Now yr reader is thinking, *Yeah, sure he can fix my problem. That's what they all say.* So prove to them now that you can be trusted. List yr credentials – any one of these:

1. Successful case studies.
2. Prestigious companies (or people) you have done business with.
3. The length of time you've been in yr field of expertise
4. Conferences where you have spoken
5. Important awards or recognitions

Yr reader must feel "you've been there and done that" with great success and they can expect the same.

5. Show the Benefits

Now tell how they'll personally benefit from yr product/service. Don't just list features. Tell the benefits. People don't care about you or yr product, only what it will do for them.

Get a piece of paper. Draw a line down the center. Write the features on the left. Think about obvious & not-so-obvious benefits. List those on the right. Most products have hidden benefits people don't naturally think of.

E.g: a hot tub not only soothes & relaxes yr muscles. It gives you an opportunity to talk to yr spouse w/out interruptions. Hidden benefit: greater communication with yr spouse & ultimately a better marriage!

Bullet point ea benefit to make it easier to read. Think of every possible benefit yr reader may get. People often buy based on only *one* of the benefits.

6. Give Social Proof

The reader wants it all to be true, but they just don't believe you. You must build credibility & believability. Testimonials prove yr claims. Customr pictures w/ name, city, state & phone # (if possible) prove you are real..

7. Make Your Offer

Yr offer is key to yr sales letter. A great offer can overcome mediocre

copy. Great copy can't overcome a mediocre offer. Make them think, "I'd be stupid not to take this deal." Best offers combine great price, terms, & free gifts. Selling a car? Then offer discounted retail price, low interest rate, & a free year of gas. Raise value of yr offer w/ add-on products/services r/t lower price. Vivid benefit explanations raise offer's perceived value.

8. Give a Guarantee

Make offer irresistible. Take all risk out of the purchase. People fear being ripped off. Did you ever buy a lousy product and couldn't get yr \$\$ back? So do the strongest guarantee you can. Demonstrate yr confidence.

Most small businesses already have a strong guarantee. If an irate customer wanted their \$\$ back, you'd just do it. But owners fear many people would want refunds. Doesn't happen. When did you last ask for a full refund? Here's a guarantee I give for one of my products:

**** 100%, No Questions Asked, Take-It-To-The-Bank Guarantee ****

I personally guarantee if you make a diligent effort to use just a few of the techniques in this course, you'll produce at least \$4,490 profit in the next 12 months. That's right, \$4,490 extra profit you never would have seen without this course. If you don't, I'll refund the entire cost of the course.

Actually, you get double protection. Here's how. At any time during the 12 months, if you sincerely feel I fell short in any way on delivering everything I promised, I'll be happy to give you a complete refund. Even if it's on the last day of the twelfth month!

This guarantee extends for 1 year. They'll get specific benefits (\$\$). If they don't get what they expect, they get their \$\$ back, no questions asked. This eliminates all buyer risk.

Hint: Your offer may be so good, people won't believe it. So always give the reason you can give such a great offer. E.g.: you goofed ordering inventory, so you're overstocked and can offer such a great price. The reason why helps people reconcile yr irresistible offer & makes it believable.

9. Inject Scarcity

Most people take their time responding to offers, even irresistible ones, because:

- They don't feel enough pain to make a change
- They are too busy & just forget
- They don't feel that the perceived value outweighs yr asking price
- They are just plain lazy

Use an extra incentive to motivate people. Inject scarcity into yr letter to create a fear of loss. Tell yr reader either the quantity is limited or yr offer is valid for only a limited time, something like this:

- ***Purchase by (future date) to receive the entire set of free bonuses***
- ***Our supply is limited to only 50 (item) & will be sent on a 'first come, first served' basis. After they're gone there won't be any more available.***
- ***This offer is only good until (future date) after which the (item) will return to its original price.***

Caution: If you make an offer you need to live up to it. If you go back on your word after the deadline date you erode customer trust & confidence.

10. Call to action

Don't assume yr reader knows what to do to get the benefits from yr offer. Clearly & concisely spell out how to make the order. Whether its picking up the phone & calling, filling out an order form, faxing the form to yr office etc.... tell them **exactly** how to order from you.

Be "action-oriented." Say

- ***Pick Up the Phone and Call Now!***
- ***Tear Off the Order Form and Send It In Today!***
- ***Come to Our Store by Friday and ...*** Tell them explicitly & succinctly.

Plant yr call to action throughout yr letter. If you ask the reader to call yr free info line, some testimonials might say, ***When I called their free info line*** or say in yr offer, ***When you call our free info line...*** Then the call to action at the end of the letter is consistent & won't surprise or confuse people.

11. Give a Warning

A good sales letter builds emotion, right to the very end ... even after yr

call to action. Use "risk of loss". Tell reader what will happen if they don't take yr offer. They'll continue to:

- Struggle day to day to make profit
- Work too hard for too few customers
- Lose the chance for valuable bonuses
- Keep getting what they've always got
- See other companies get the business

Paint a picture in the reader's mind of consequences of not acting now. Remind them of their terrible situation, & that it doesn't have to be that way.

12. Close with a Reminder

Always include a P.S. It's the 3rd most read element of yr letter. Some good copywriters add many P.P.Ses. Remind them of yr irresistible offer. Include yr call to action & remind them of the limited time (or quantity).

A Few Extra Tips:

Tip #1: Start w/ Features/Benefits.

Biggest hurdle to a great sales letter is just starting. A feature/ benefit list is easiest. Write each feature on a 3x5 card. Put a related benefit on the back. Yr letter is off to a good start.

Tip #2: Complete yr letter & let it sit a day or so. You'll be more objective when you edit.

Tip #3: Develop a "swipe file" to get yr creative juices flowing. When you see a great ad or effective letter, file it so you can refer back again & again. Companies pay \$1000s to develop marketing materials; leverage that by using it as a model for yr own work.

Tip #4: Before yr sales letter, do a customer profile sheet. Write all you know about them. Focus on who you're writing to.

Tip #5: How long should a sales letter be? As long as it needs to be. Each part of yr letter builds yr case. If ½ page does it, great. It takes 24 pages to sell some products. Whatever it takes. Each step builds yr case in a unique way & adds to the reader's emotions.

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