



FREE MARKETING GUIDES

Writing a Sales Letter



Writing a Sales Letter

If constructed properly sales letters can be an inexpensive and effective way to communicate directly to your target audience. Make sure your letter gives the reader a reason to read on. Don't let your letter end up in the bin.

1) Who is your letter for?

Before you construct a sales letter, you must have something worth saying and know exactly who you want to say it to. A sales letter is one way to provide direct information about why your reader should consider your product over your competitors; it can also be used to keep your reader up to date with the developments of your business.

2) Structure your letter

The following tips will help you to structure your letter effectively:

- Use a headline to grab your reader's attention.
- Get to the point - don't waffle or use too much technical jargon.
- Match the needs of your reader by listing the benefits you offer.
- Persuade customers it is in their interest not yours to read on.

3) Specify a problem

If you can spell out a problem to the reader that affects them directly, chances are they will read on.



4) Provide the solution

Identify a problem then describe how you can solve it. Provide the solution, talk about your business, what you do, what products / services you provide. How can you solve the concern you have raised?

5) Testimonials

Your customer needs to have a reason to believe and trust what you have to say.

Include key projects you have worked on. If you have won awards or have many years of experience in the industry, make sure your reader knows. Get satisfied customers to say what a great job you have done for them. Obtain permission from your satisfied customers to include their names and even a picture.

6) Make an offer

If you can provide a great offer then your readers are more likely to take action and reply. Successful offers are usually a mix of price discounts, free gifts, free trials and free consultations.

Please note:- Often adding products or services is a better way of adding value than decreasing price!

7) Call for action

Make it clear what the reader should do next. Do you want them to phone, email or visit your website. Phrases like 'call us now to book a free consultation' often work well. Don't forget to include your contact details.



8) Reminder of the benefits

At the end of the letter it is worth reminding the reader that they would be foolish to miss out on the deal. Phrases like 'call now to receive your discount' is an example of a call to action.

9) PS

Research has shown that the postscript (PS) is often read after the headline. Use a PS to reinforce and remind readers of your irresistible offer or as a final call to action.

10) Points to remember

- The letter must be personalised - persuade your reader how they will benefit and the solutions your business will bring for them.
- You should always address the letter to a named contact to increase the response rate.
- If constructed correctly your sales letter will persuade your customer to either make a sale or take an action to find out more.

Have a look at the example sales letter on the next page.



Sales Letter Example:

Below is an example sales letter that may give you ideas on how to structure your letter.

Date

Name

Address

Address

Postcode

Dear Mr. (Named Contact)

½ Price Business Cards

To celebrate the launch of our new website we are offering you ½ price double sided business cards. These cards are full colour and will really help your business stand out. Check out our website for other great deals www.pulsecreativemarketing.co.uk

FREE Marketing Guides

You can also download a range of FREE Marketing Guides containing practical hints and tips on how to make your marketing effective. Simply visit our website.

If you have any queries or would like to arrange a FREE Marketing Review please do not hesitate to get in touch.

We look forward to hearing from you soon.

Yours sincerely

Paul Finch
Marketing Manager

P.S. Visit the website to get your 1/2 price business cards - hurry they won't last for long!

www.pulsecreativemarketing.co.uk



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