

5. How To Write A Killer Sales Letter

One of the most crucial skills that separates people who are successful on the Internet from those who struggle is the ability to write a compelling sales letter.

Here is an example of an excellent Underachiever sales letter created by Brett McFall for his scrapbooking site.

"Who Else Wants To Know How To Make Money With Scrapbooking?"

From: Brett McFall, 9.18am

Dear Friend,

If you are interested in making money from your favourite hobby, scrapbooking ... then this is going to be the most exciting message you ever read.

Here's why:

There is an amazing new ebook called, "***How To Make Money With Scrapbooking.***" It covers nearly everything you need to know about getting up and started in your own scrapbooking business ... as soon as TOMORROW!

Imagine being able to set your own hours. Would that be nice? Doing what you love - scrapbooking ... and doing it when it suits your lifestyle. And can you imagine how great you'll feel if you were getting PAID to do it?

Wouldn't it be great to work from home? Not having to battle the peak hour traffic or sit on dirty public transport? How would it make you feel to be your own boss ... and for people to be proud to be have you 'scrapbook' for them?

Just a few weeks from now you could be earning between \$50 and \$100 an hour doing what you love.

Did you hear that? ***\$50-\$100 an hour!*** Some professional business people don't make anywhere near that per hour.

anywhere near that per hour.

And imagine being able to start your scrapbooking business while you're working at your current job? You can definitely do that. Imagine being in control of how much money you make. Some scrapbookers can easily make over \$5,000 a month (*that's \$60,000 a year*). Not bad just for working from home, huh?

- You could take holidays when you want (*and enjoy the feeling of knowing that every cent came from doing something you're truly passionate about*)
- You could buy a whole ton of materials and accessories as tax deductions (*hey, that's the extra little freedoms you have when you're in business*)
- You could work around your family commitments - or you could work late into the night (*there's no boss telling you what to do or what hours you can work*)

Would that be a great lifestyle or what?

That's what this brand new book could give you the freedom to do.

And it's not like any other book you've ever read on making money with scrapbooking.

Why?

Simply, every section in the book is there because "you asked for it." Well, not "you" really. But from real live questions. Questions from people who love scrapbooking and want to make a living from it. A simple webpage was set up, and people like you visited it and left me their most pressing question on making money from scrapbooking.

Then I answered them!

Which means no fluff. Just the real answers you want to know.

You'll discover all types of exciting tips. From how to set up a business from scratch ... to what supplies you'll need. From how to get customers (easily) ... to how to handle complaints!

Here's a sneak peak at what you'll discover in ***"How To Make Money With Scrapbooking"***:

- How to quickly and easily get started in making money with Scrapbooking (*it truly is easier than cutting out a pattern!*)
- How to set your own hours ... work when YOU want – and still make \$50 to \$100 an hour**
- Why even a beginner can get started in their own scrapbooking business (*that's right, you don't need to be "scrapbooking guru"*)
- A simply amazing way to let people know that you are "open for business" – discover how to make them so eager that they come flocking to you ready to give you cash**
- How to know if you've got what it takes to be a Scrapbooking Artist (*and how to make money from it even if you don't!*)

money from it even if you don't!)

- ☑ **Want to know the “right price” to charge for your services?** Don't start a Scrapbooking business until you know this important tip – getting it wrong could render your business “dead” from the start
- ☑ The single biggest complaint customers have about Scrapbook Artists (*once you know this, you'll be able to create an ultra successful business while your competitors remain oblivious*)
- ☑ **How to market your business so well that your customers are desperate to do business with you ... literally waiting in line for “only you”**
- ☑ How to do more of the kind of work that YOU love most ... and get paid top dollar for it
- ☑ **No customers to sell to yet?** Here's a secret almost nobody (*except the few successful Scrapbook Artists making good money*) know about building a huge list of customers at lightning-quick speed – even if you've never sold a thing in your life
- ☑ Are there any copyright laws when you sell a Scrapbook spread? This is what you MUST know to sail past any legal hassles with ease
- ☑ **How to easily turn “interested prospects” into “raving fans” of your work without even trying**
- ☑ **SAVE HUNDREDS OF DOLLARS ON MATERIALS!**
Where to go to in order to get merchandise at BULK reductions
- ☑ **Do you charge by page? Or by groups? Here's the honest truth about the right way to charge**
- ☑ Where to find rare Scrapbooking supplies that virtually no-one else uses (*in fact, supplies so rare that your customers will wonder how you create the magic you do*)
- ☑ **How to know what potential customers REALLY want - so you can lock on to their desires like a laser-guided missile**
- ☑ How to make absolutely sure that you customer loves every single you page you create **FIRST TIME**
- ☑ **How to have a thriving Scrapbook business WITHOUT doing “home parties”**
- ☑ Where to advertise for the greatest bang (*discover how to market for just cents on the dollar!*)

- ☑ **How to make your business different from the rest and earn 3 times what your competitors do**
- ☑ What supplies you need to get started (*and which you don't!*)
- ☑ **What customers are really looking for in a scrapbook (*and no, it has nothing to with colors, patterns, stamps, materials or anything like that!*)**
- ☑ Where to get clip art for FREE!
- ☑ **How to give your products that “wow” factor so yours customer keep coming back (*and telling their friends!*)**
- ☑ How to conduct business with your customers so that you don't waste time, but still get everything you need from them in order to create a “top gun” spread
- ☑ **How much other Scrapbook Artists are earning (*can you imagine getting paid \$5,000 for an album? It's true – you just need to know how*)**
- ☑ The BIGGEST mistake most Scrapbook Artists make when it comes to charging (*truth is, you're not charging enough!*)
- ☑ **The ideal place to meet in order to plan the scrapbook for a client (*this makes a huge difference to the success of the project*)**
- ☑ How to create advertising that pulls your ideal customer out of the woodwork (*that's right, they come searching for you, not the other way around*)
- ☑ **How to manage your time so that your business doesn't take over your life**
- ☑ How to still enjoy your family and friends, yet run a thriving scrapbooking business from home
- ☑ **“To die for” scrapbooking resources you can rely for information, help and savings**
- ☑ Where to see the best scrapbooking tradeshow in the country (*this is where you pick up that extra “edge” for your projects*)

- ☑ **How to organise your scrapbook workspace so that you have a great time AND make great money**
- ☑ How to market your business on the internet (*even if you're a complete "computer dummy"*)
- ☑ **How to easily calculate costs and profits so that your accountant scratches his head in disbelief**

And that's just a fraction of what you'll find out in *"How To Make Money With Scrapbooking."* Because, look at what else you'll get:

SPECIAL BONUS SECTION: "Whoa... wait a minute ... how do I handle these situations?"

Which means, you'll get the answers to these "in your face" questions:

- **"I'm not sure if the graphics I'm using are copyright protected. I got them from another friend who scrapbooks. Can I use them?"**
- "I'm having a hard time with a client; it seems like she calls me every other day with a new idea or new way she wants things done. She's driving me crazy. What can I do?"
- **"I love scrapbooking, but I'm worried that I don't know enough of the fancy techniques to truly run my own business. In some ways, I'm just waiting for somebody to find me out and say, "Wait a minute, you aren't really an expert!" How can I get past these thoughts?"**
- "What are some simple things I can do to attract business?"
- **"I've been scrapbooking for a while now, but I think I'm undercharging and would like to do something about it. But, how do I break this to my existing customers?"**
- "I do scrapbooks for my sister-in-law for about half the price of what I charge my other clients. These books take a great deal of time, and anyone else would charge her TWICE what I do, but she does baby-sit my children on a moment's notice, which I appreciate. So, I don't mind giving her a deal. However, now she wants me to give her sister the same deal. I don't have time to do that. What should I tell her?"
- **"How do I handle sales tax?"**

- **"How do I handle sales tax?"**

So, how much better would you feel knowing all the answers to these questions and more? Wouldn't you have a much better chance of success in starting your own scrapbooking business?

That's why you should own this book today (*in fact, you can be reading in as little as 5 minutes from now!*).

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(All you need is a credit card, no special internet accounts or anything like that. And it's totally secure. Your credit card data is passed directly to the bank and no one but bank has access to your sensitive information.)

What's a resource like this worth?

To have someone do all this research for you would normally cost you around \$800 (*I should know, that's what it cost me!*). Particularly laser-guided accurate information like this - ***SPECIFICALLY for making money from scrapbooking***. This isn't some boiler-plate collection of answers.

Everything is explained in PLAIN English. Which means it's dead-easy to read and understand. And it's logically laid out.

There are other resources out there retailing for over \$100.

Which is why ***"How To Make Money With Scrapbooking"*** is such a bargain at \$27.77

That's right, a fraction of what it's really worth and what it cost me to research. Why would I make it so affordable? Simply because my costs to deliver it to you are so low.

This is an electronic book (*e-book*) that can be downloaded to your computer in a flash. Which means you can be reading it and discovering all these amazing secrets in as little as 5 minutes from now. ***Ain't that a hoot!***

So I figure I'll be able to offer this fantastic resource of information (*which if you follow the tips contained in its pages could make you thousands of dollars easily in the next few months*) to more people. And make my investment back over time.

No matter what however, it's a bargain for you. And yes, I plan on raising the price from \$27.77 till \$47.77 very soon. Once I get a few more testimonials from satisfied customers, the price will increase. So you'll want to be quick if you want to save some bucks.

[Click Here To Order Securely Through Click Bank](#)

\$27.77 is a drop in the ocean compared to what you could make by using these secrets. You're discovering the secrets behind earning \$50-\$100 an hour! Plus because this is material for helping you start your business, it's tax deductible!

for helping you start your business, it's **tax deductible!**

And don't worry, if for any reason you're not happy with the content, you have a complete guarantee to protect your investment.

100% RISK-FREE MONEY BACK GUARANTEE

Hey, you're my customer. And if you're not happy, it looks bad on me. So if you're not happy with what you discover from "*How To Make Money With Scrapbooking*" I don't expect ... or want ... to keep your money. Just simply whip off an email to me and I'll happily refund your money in full (*in fact, I'd be embarrassed to keep it*).

**But... the book is yours to keep no matter what,
as a "thank you" gift from me!**

Okay? So you really can't lose! The book's yours no matter what.

That's about as fair as it gets, don't you agree?

But I tell you what I'll also do to make this the best investment you ever make. I'm going to throw in some free bonuses which could literally turn you into a marketing wiz in a matter of days. See, knowing how to be a scrapbooking artist is one thing. But knowing how to market your talents is another.

Safe to say, that even the best scrapbooking artist in the world would remain a secret if they didn't know how to market their business, true?

So if you grab your copy of "*How To Make Money With Scrapbooking*" right now, here's what I'll throw in (*and yes these are worth more in dollar terms than the whole book*):

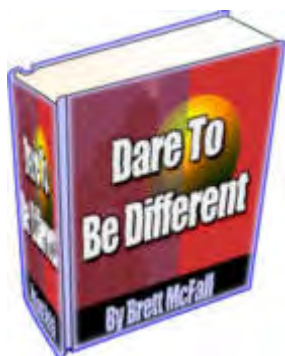
**FREE BONUS REPORTS
VALUED AT \$348.00!**

SPECIAL REPORT #1: PERFECT ADVERTISING



SPECIAL REPORT #1: RESPECT ADVERTISING: The Advertising Of The Future - What It Is, And Why You Need to Start Doing It ... Faster (RETAIL VALUE: \$29)

- Discover why small businesses actually have an **ADVANTAGE** over traditional mass marketers
- How you can become No.1 in your customers eyes, while other companies get nowhere



SPECIAL REPORT #2: DARE TO BE DIFFERENT: How Extraordinary Businesses Advertise Their Way To Success And How You Can Too (RETAIL VALUE: \$29)

You'll discover:

- How to instantly take a boring “me too” advert and turn it into a “killer” with just the addition of 1 or 2 lines
- **Powerful examples to make it super easy to apply “differentiation” in your business**
- How successful entrepreneurs have made themselves and their businesses unique
- **3 ways you can make your business impossible to ignore ... NOW**



SPECIAL REPORT #3: How To Sell Your Product Or Service So Well, Customers Practically Beg You To Take Their Money (RETAIL VALUE: \$29)

- The simple but super powerful process for virtually grabbing your prospect by the collar and making them drink up to your sales presentation like it was milk to a baby
- **Heaps and heaps of ways to apply this process in your business for real PROFIT, including actual ideas and examples that you can flat out copy, or just use to spur on your own imagination**
- How to intrigue your prospect; create desire in their hearts; close the sale ... and more!



SPECIAL REPORT #4: The Yawningly Simple ... And Devastatingly Effective ... Way To Triple Your Profits And Become An “Advertising Genius” (RETAIL VALUE: \$29)

- The only way to create advertising that will make you rich
- **4 advertising mistakes that can lose you thousands of dollars**
- How smart advertisers make their fortune
- **The simple principle you can use to make money from your advertising all the time, with every single ad you run**
- How I became an “advertising genius” and how you can too ... PLUS amazing real examples of advertising tests



SPECIAL REPORT #5: REVEALED: The Money-Making Secrets Of A Killer Sales Letter Which Made \$139,800 in Just 29 Days! (RETAIL VALUE: \$29)

See an actual sample of a letter which made \$139,800 in just 29 days - I don't think I need to mention how important this is for any business owner to see. Actual proof that what you write can make you rich.



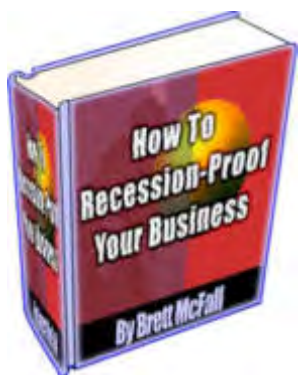
SPECIAL REPORT #6: How To Design Your Own “Killer” Ad And Increase Your Response By 500% (RETAIL VALUE: \$29)

- How NOT to design your ad
- **One of the key secrets of successful advertising design** *(something which most graphic artists don't have a clue about, so don't get them to design your ad! Do it yourself!!)*
- Exactly how to design your ad for maximum profits
- **6 proven examples of advertising design that work, including one that has personally brought me over \$12,000 in sales in just a few months**



SPECIAL REPORT #7: Sensational Ads Set To Dominate And Profit (RETAIL VALUE: \$29)

- How an 'average' Yellow Pages ad was turned into a blockbuster
- **How a client of mine can now pick and choose the jobs he wants**
- How a reader is using what he's learning to write great ads, and
- **"The 5 Fears" - why they're holding you back from big profits**



SPECIAL REPORT #8: BUSINESS SLOWING DOWN? Here's What To Do About It Now, And Recession Proof Your Business ... Forever (RETAIL VALUE: \$29)

- What NOT to do when your turnover takes a siesta ... and how to avoid becoming a 'tortoise'
- **How to get maximum results, impact and profit from all your advertising efforts**
- 6 powerful Recession-Busters, plus
- **A proven press release which not only gets printed, but makes money too**



SPECIAL REPORT #9: How To Get Your Customers To Stop What They're Doing And Order - The Secrets Behind Offers That No-One Can Refuse (RETAIL VALUE: \$29)

- How to make your offer so irresistible that your prospects can't wait to contact you or spend their cash
- **Absolute "killer" examples of hot offers that got the phone ringing off the hook** (including one offer which tripled the owner's business and made him an extra \$200,000 a year) - **model these offers for your own profit**
- How to send your sales soaring with a simple little twist



SPECIAL REPORT #10: ADVERTISING MASTER LESSON: Two Of The Most Successful Advertising Pieces In The History Of The World - Revealed Here For Your Own Profit (RETAIL VALUE: \$29)

- The actual word-for-word advertising piece for American Express which was mailed to over 280 million people and generated well over a billion dollars in revenue
- **Then a second piece which again was a world-beater, but this time for The Wall Street Journal - taking in an estimated billion dollars**
- How to use these outrageously successful letters for profiting in your own business



SPECIAL REPORT #11: How To Write Ads Which Make Your Customers Practically Beg You To Take Their Money (RETAIL VALUE: \$29)

- The real reason you create an advertisement
- **How to find and understand your prospects like they were family**
- The nine things you must know if you want to make money hand over fist
- **A real-life example of someone who can't handle any more customers and beats every other business in his industry - even though he lives in one of the smallest towns in Australia**



SPECIAL REPORT #12: 8 Quick And Easy Design Secrets Of Ads & Sales Letters That Sell! (RETAIL VALUE: \$29)

- Which point-size is the most effective for increasing readership and getting sales
- **Which fonts are the best to use, and which to avoid like the plague**
- How to make sure you don't scare your prospect off BEFORE they've even reader your ad
- **How to make prospects notice the things you want them to - you're actually in control!**
- How to hook your reader into reading your complete ad or sales letter ... and more

Phew...that's some list of FREE Gifts, right?

Now, I've gotta tell you. I've been writing advertising for 15 years. Over 8,600 ads for 153 different industries. Working solely with small businesses. And these reports contain some of my best-kept secrets.

They're each 8 pages long. Which means you've got a total of 96 BONUS pages of easy-to-understand insights you can use to promote your business! Isn't that great?

And I'm not charging you a cent for them! HOW CAN I DO THAT? Simply because I've already written the reports and made my money back on them. And by allowing you to download them doesn't cost me a cent. So why not give them to you?

They're each worth every cent of their \$29 value. But hey, they're yours FREE. Congratulations!

But I don't know how long I'll keep these bonuses up there. It's part of a marketing test I'm doing. They're worth a lot to me in my heart, and at any time I could take them down forever. So if you want them, get in quick.

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Wishing you great success.

Warmly,



Brett McFall

P.S. Don't forget, you're getting **\$348 worth of bonuses** for just a fraction of that price. Everything to get you started in making money with scrapbooking. So if that's what you want to do, this is the opportunity you've been waiting for. [Click Here To Order Securely Through Click Bank](#)



NOTE: We use Click Bank to process all orders. Click Bank utilizes the strongest security and anti-fraud features available on the Internet and never stores your financial data on their system! Your credit card data is passed directly to the bank and no one but bank has access to your sensitive information. They are also approved by the Better Business Bureau!

[HOW TO RECOMMEND THIS SITE TO OTHERS AND MAKE A PROFIT](#)

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The first thing you'll notice about this letter is that it is very long!

You may initially think that no one would ever read all this information on a website but it has been proven time and time again that if someone is interested in what you are selling, they will read every word of a long form sales letter. It has also been proven that this is without a doubt the most effective way of selling a product online.

To help you write an effective sales letter we have created a easy to follow step-by-step system which we call the **Building Block Sales Letter System**

This system is based on the idea of building a tower with children's blocks.



What you are going to do is develop a series of simple 'building blocks' by filling in the following worksheets and you will then be able to stack them one on top of the other to create your sales letter.

OK, let's see how it works...

Building Block #1: **Headline**

The first building block that we will look at is your ‘Headline Block’

Many people mistakenly believe that the purpose of a headline is to attract as many people as possible. This is **incorrect**.

The real purpose of a headline is to grab the attention of your **ideal customer**. Let’s have a look at a real world example:

When Brett came to write his headline, he could have used a headline such as:

“Learn How To Make \$100 An Hour Doing What You Love”

This headline would have appealed to just about everyone

However, because Brett had selected Scrapbooking as his niche market, it made more sense to go with a headline that read:

“Who Else Wants To Know How To Make Money With Scrapbooking?”

To anyone other than a scrapbooking enthusiast, this headline is of no interest, but to someone who loves scrapbooking it is extremely effective because it is **specifically talking to them**.

Once you have isolated your customer from the crowds of random surfers, you must give them a compelling reason to read your letter.

Remember, your reader will be judging your letter using the

W.H.A.M Principle

Why and
How does this
Affect
Me?

They don’t really care about you or how proud you are of your new eBook.
They just want to know what’s in it for them.

Your heading should therefore also contain a **tangible benefit** that will convince your reader that it is worth reading your letter

Let's have another look at Brett's example. His full headline is:

“Who Else Wants To Know How To Make Money With Scrapbooking?”

The tangible benefit that Brett is offering is a **way to make money** which is a great benefit if you have a genuine system to back up your claim.

The easiest way to develop an effective headline is to use proven headlines as a guide. You can then substitute your product into the existing headlines until you find something suitable.

For example Brett created his headline by changing an existing headline to suit his purposes

Original Headline	Modified Headline
“Who Else Wants A Whiter Wash – With No Hard Work?”	“Who Else Wants To Know How To Make Money With Scrapbooking?”

Now its your turn. On the following page is a list of 101 proven headlines. Go through the list and jot down as many potential headings as you can. Then have a break and revisit your list to narrow it down to the 5 headlines that you like best.

Use Building Block Worksheet #1 to record your headline shortlist and then read them out to members of your target market. Ask them which headline they find the most compelling.

101 Effective Headlines

- (1) By This Time Next Month, You Could Have A Global Data Communications Network
- (2) Whose Fault When Children Disobey?
- (3) The Secret Of Bowling Strikes
- (4) Are They Being Promoted Right Over Your Head?
- (5) Want To Lose Some Weight?
- (6) How To Raise Your Child's IQ Before It Is Even Born
- (7) Do You Make These Mistakes In Job Interviews?
- (8) Doctors Prove 2 Out Of 3 Women Can Have More Beautiful Skin In 14 Days
- (9) The Crimes We Commit Against Our Stomachs
- (10) A Breakthrough Idea For Those Who Want To Act In The Movies
- (11) Which Of These 5 Skin Problems Do You Have?
- (12) Stop Dreaming And Start Making Money
- (13) Wanted: Your Old Shredder. Get A Minimum Of \$700 Trade In On Our New Models
- (14) The Chinese Secrets Of Weight Control
- (15) Who Else Wants To Make Big Money In Electronics?
- (16) Three Powerful Reasons You Should Come To My Seminar
- (17) You Can Laugh At Money Worries If You Follow This Simple Plan
- (18) They Laughed When I Sat Down At The Piano – But When I Started To Play!
- (19) Imagine Me...Holding An Audience Spellbound For 30 Minutes!
- (20) The Amazing Secrets Of The Hottest Investment Of The Last 5 Years!
- (21) A Wonderful Two Year Trip At Full Pay – But Only Men With Imagination Can Take It
- (22) Confessions Of A Disbarred Lawyer
- (23) Smart Car Owners: Save Up To 87% Off Retail Prices On Your Spare Parts
- (24) How To Become Debt-Free And Stay That Way – Forever
- (25) Ohio Lawyer Discovers How To Make Money At Home With The Help Of The Government
- (26) Do You Sincerely Want To Be Rich?
- (27) Thousands Now Play Who Never Thought They Could

- (28) Do You Do Any Of These Ten Embarrassing Things?
- (29) At Last...Someone Has Unlocked The Secret Of Getting People To Fall In Love With You!
- (30) Are You Ready To Use Self-Hypnotism To Make Life Give You What You Want?
- (31) Do You Make These Mistakes In English?
- (32) What's Your Best Chance To Make Money In Real Estate Today? The Answer Below May Surprise You.
- (33) Some Straight Talk About Vitamins And Your Sex Life
- (34) 47 Reasons Why It Would Have Paid You To Answer Our Ad A Few Months Ago
- (35) Here Are 87 Surprising Ways To Get Money From The Government
- (36) Released At Last – 143 Perfectly Legal Ways To Get A Check Out Of Uncle Sam!
- (37) How To Wake Up The Financial Genius Inside You
- (38) How You Can Eat More And Weigh Less
- (39) Is The Life Of A Child Worth \$1 To You?
- (40) How To Discover What You Are Really Good At
- (41) Science Has Finally Counterfeited A Perfect Diamond
- (42) Would You Like To Take In \$140 After Supper?
- (43) Insider Information – On Who's Really Making Money
- (44) How To Burn Off Body Fat, Hour By Hour!
- (45) The Secret Of Teaching Yourself Music
- (46) Free Kit Tells You How To Take Better Photographs
- (47) It's A Shame For You Not To Make Good Money – When These People Do It So Easily
- (48) Boston Lawyer Reveals The Insiders Way To Get Even
- (49) To People Who Want To Write – But Can't Get Started
- (50) 161 New Ways To A Man's Heart – In This Fascinating Book For Cooks
- (51) Why Some People Almost Always Make Money In The Stock Market
- (52) Can You Pass This Memory Test?
- (53) Too Busy Earning A Living To Make Any Money?
- (54) New Jersey Man Reveals A Shortcut To Authorship
- (55) Attention: Home Owner, Don't Buy Curtains Until You Read This

- (56) The 5 Most Costly Mistakes In Business – How Many Are You Making Right Now?
- (57) 12 Special Tax Strategies That Are Making Doctors Rich
- (58) What's Your Best Chance Of Earning \$50000 A Year By The Time You Are 30?
- (59) Take This 1 Minute Test – Of An Amazing New Kind Of Shaving Cream
- (60) Man Who Limped With Foot Pain – Now Runs 2 Miles Every Day!
- (61) Imagine Working Until 4.00am – And Loving Every Minute Of It!
- (62) My Name Is Stephen Robinson...And I'd Like To Make A Confession
- (63) An Open Letter To Every Overweight Person In Texas
- (64) The Other Side Of The Story On Rock Hudson
- (65) The Little Mistake That Cost A Farmer \$3000 A Year
- (66) How To Win Friends And Influence People
- (67) Pregnant? The Sooner Your Know, The Better
- (68) Everywhere Women Are Raving About This Amazing New Shampoo
- (69) How I Saved \$10294 Off My Wedding – And How You Can Too!
- (70) Are You Closing Your Eyes To The Profit Potential In 800 Services
- (71) What Everybody Ought To Know ...About This Stock And Bond Business
- (72) Advice To Wives Whose Husbands Don't Save Money – By A Wife
- (73) The “10 Quickest Ways” To Get More Customers
- (74) Let Me Tell You How I Lost Weight For Keeps
- (75) 17 Stocks You Should Dump Right Away
- (76) The Lowdown On Self-Publishing
- (77) Suppose This Happened On Your Wedding Day!
- (78) A Startling Fact About Hamsters
- (79) Don't Try This With Any Other Copier
- (80) It's Crazy That A High School Dropout Can Make This Much Money
- (81) Six Types Of Investors – Which Group Are You In?
- (82) Here's A Quick Way To Break Up A Cold
- (83) Ohio Man Discovers The Secret Of How To Escape The Rat Race
- (84) When Doctors 'Feel Rotten' This Is What They Do
- (85) Want To Be A Legal Investigator?
- (86) The Amazing Diet Secret Of A Frustrated New Jersey Housewife

- (87) How A “Fool Stunt” Made Me A Star Salesman
- (88) How I Improved My Memory In One Evening
- (89) Often A Bridesmaid But Never A Bride
- (90) Common Faults In English
- (91) What Every Girl Should Know
- (92) Facts You Should Know About Skin Care
- (93) To Car Owners Who Want To Cut Gasoline Bills
- (94) To Young Men And Women Who Want To Get Ahead
- (95) Did You Know You Can Give Your Dog Perfect Nutrition?
- (96) Advice To A Young Person Starting Out In Business
- (97) Announcing...The New Edition Of The Encyclopedia That Makes It Fun To Learn Things
- (98) Are You Ever Tongue-Tied At Parties?
- (99) 7 Steps To Financial Freedom
- (100) The Truth About Real Estate
- (101) The Greatest Gold Mine Of “Easy Things To Make” Ever Crammed Into One Book

How To Write Your Sales Letter

Building Block #1 – Headline

My Headline Shortlist

My Main Headline

Review Checklist

Will your Headline appeal to your ideal customer? [YES | NO]

Does your Headline contain a tangible benefit? [YES | NO]



Building Block #2: Opening

The next building block that you will create is your ‘Opening’ building block. This block is very easy and should only take a few minutes to create.

There are three parts to your ‘Opening’ building block

- (1) Revealing who your letter is from
- (2) Your Greeting
- (3) An Opening Sentence

The first part is to simply reveal who the letter is from. In addition to your name, you should put in a day or time to make the letter seem more like a real letter. For example here is how Brett starts his letter:

From: Brett McFall, 9.18am

The second part is your greeting. Just keep this simple. Don’t use ‘Dear Reader’ or ‘Dear Occupant’ or ‘Dear Fellow Internet Entrepreneur’ -- Just use Dear Friend

The third part of your ‘Opening’ building block is your opening sentence. A good format to use is the ‘If – Then’ opening. The ‘If – Then’ opening basically says “**If** you are my ideal customer, **then** you should read this letter” -- Of course you can’t actually say that! So here is how it works in the real world:

Brett’s If...Then Opening

If you are interested in making money from your favorite hobby scrapbooking, **then** this is going to be the most exciting message you ever read.

Using this example as a guide, take a moment to fill in the worksheet on the following page to complete your ‘Opening’ building block.

How To Write Your Sales Letter

Building Block #2: Opening

Reveal Who The Letter Is From

--

Your Greeting

Dear Friend,

Your Opening Sentence

Building Block #3: Connect With Reader

The aim of this block is to connect with your reader and to establish that what you have to say is relevant and important to them.

To do this effectively you have to:

- Know how your customer thinks
- Know how your customer feels
- Know what your customer's biggest frustrations are
- Know what your customer's biggest worries are
- Know what your customer really wants
- Identify common experiences that your customer can relate to

You can obtain a lot of this information by reviewing the questions that you received from your flycatcher page.

Another good way to get in touch with your target market is simply to talk to them, either directly or on the phone.

The worksheet on the following page will help you collate the information you need to really “tune in” to your target market.

How To Write Your Sales Letter

Building Block #3a: Connect With Reader



1. What are members of your target market most frustrated about?

2. What are members of your target market most worried about?



3. What do members of your target market want more than anything else?

4. What are some specific experiences that members of your target market can relate to?



Building Block #3: Connect With Reader (cont)



It is now time to use the information that you have collected to develop your 'Connect With Reader' building block. What you really want to do is to create a brief story that your readers can personally relate to. As they read this story they should be nodding their head and saying, "Hey, that's just like me!"

They should become more and more engaged by your letter as you touch upon their greatest frustrations and worries. To see how this works in the real world, carefully examine Brett's 'Connect With Reader' block shown below. Take notice of how he paints a picture that appeals to members of the scrapbooking market.

There is an amazing new ebook called, "*How To Make Money With Scrapbooking.*" It covers nearly everything you need to know about getting up and started in your own scrapbooking business ... as soon as TOMORROW!

Imagine being able to set your own hours. Would that be nice? Doing what you love - scrapbooking ... and doing it when it suits your lifestyle. And can you imagine how great you'll feel if you were getting PAID to do it?

Wouldn't it be great to work from home? Not having to battle the peak hour traffic or sit on dirty public transport? How would it make you feel to be your own boss ... and for people to be proud to be have you 'scrapbook' for them?

**Just a few weeks from now you could be earning
between \$50 and \$100 an hour doing what you love.**

Did you hear that? ***\$50-\$100 an hour!*** Some professional business people don't make anywhere near that per hour.

And imagine being able to start your scrapbooking business while you're working at your current job? You can definitely do that. Imagine being in control of how much money you make. Some scrapbookers can easily make over \$5,000 a month (*that's \$60,000 a year*). Not bad just for working from home, huh?

- You could take holidays when you want (*and enjoy the feeling of knowing that every cent came from doing something you're truly passionate about*)
- You could buy a whole ton of materials and accessories as tax deductions (*hey, that's the extra little freedoms you have when you're in business*)
- You could work around your family commitments - or you could work late into the night (*there's no boss telling you what to do or what hours you can work*)

Would that be a great lifestyle or what?

That's what this brand new book could give you the freedom to do.

How To Write Your Sales Letter

Building Block #3b: Connect With Reader

My Connect With Reader Block

Note: You may need to print out more than one copy of this sheet



Building Block #4: Credibility

Now that you have connected with your reader, its time to develop your 'Credibility' block. The aim of this third building block is to establish why the reader should be interested in listening to what you have to say.

Now if Brett was a scrapbooking expert he could outline his years of experience. But since he knows very little about scrapbooking it is very important that he doesn't represent himself as an expert. Not only would this be morally wrong but it would probably also be considered false advertising which is illegal.

Never make any claims in your sales letter that are not 100% true

The best way to achieve credibility for an Underachiever site is to tell the truth! Tell your reader that you asked people just like them what they wanted to know and then you answered their questions.

Here is Brett's Credibility block as an example:

And it's not like any other book you've ever read on making money with scrapbooking.

Why?

Simply, every section in the book is there because "you asked for it." Well, not "you" really. But from real live questions. Questions from people who love scrapbooking and want to make a living from it. A simple webpage was set up, and people like you visited it and left me their most pressing question on making money from scrapbooking.

Then I answered them!

Which means no fluff. Just the real answers you want to know.

You'll discover all types of exciting tips. From how to set up a business from scratch ... to what supplies you'll need. From how to get customers (easily) ... to how to handle complaints!

Using this as an example, create your own credibility block and write it down on the worksheet on the next page.

Building Block #5: Power Bullets

A Power Bullet is a brief descriptive statement that describes a single benefit that your eBook provides.

Power Bullets are one of the most effective components of any sales letter. Often a single bullet point that specifically appeals to a reader can be enough to convince them to purchase your product.

Here are some sample power bullets from Brett's letter:

- ☑ How to quickly and easily get started in making money with Scrapbooking (*it truly is easier than cutting out a pattern!*)
- ☑ **How to set your own hours ... work when YOU want – and still make \$50 to \$100 an hour**
- ☑ Why even a beginner can get started in their own scrapbooking business (*that's right, you don't need to be "scrapbooking guru"*)
- ☑ **A simply amazing way to let people know that you are "open for business" – discover how to make them so eager that they come flocking to you ready to give you cash**
- ☑ How to know if you've got what it takes to be a Scrapbooking Artist (*and how to make money from it even if you don't!*)
- ☑ **Want to know the "right price" to charge for your services? Don't start a Scrapbooking business until you know this important tip – getting it wrong could render your business "dead" from the start**
- ☑ The single biggest complaint customers have about Scrapbook Artists (*once you know this, you'll be able to create an ultra successful business while your competitors remain oblivious*)
- ☑ **How to market your business so well that your customers are desperate to do business with you ... literally waiting in line for "only you"**
- ☑ How to do more of the kind of work that YOU love most ... and get paid top dollar for it
- ☑ **No customers to sell to yet? Here's a secret almost nobody (*except the few successful Scrapbook Artists making good money*) know about building a huge list of customers at lightning-quick speed – even if you've never sold a thing in your life**
- ☑ Are there any copyright laws when you sell a Scrapbook spread? This is what you **MUST** know to sail past any legal hassles with ease

- ☑ **How to easily turn “interested prospects” into “raving fans” of your work without even trying**
- ☑ **SAVE HUNDREDS OF DOLLARS ON MATERIALS!** Where to go to in order to get merchandise at BULK reductions
- ☑ **Do you charge by page? Or by groups? Here’s the honest truth about the right way to charge**
- ☑ Where to find rare Scrapbooking supplies that virtually no-one else uses (*in fact, supplies so rare that your customers will wonder how you create the magic you do*)
- ☑ **How to know what potential customers REALLY want - so you can lock on to their desires like a laser-guided missile**
- ☑ How to make absolutely sure that you customer loves every single you page you create **FIRST TIME**
- ☑ **How to have a thriving Scrapbook business WITHOUT doing “home parties”**
- ☑ Where to advertise for the greatest bang (*discover how to market for just cents on the dollar!*)
- ☑ **How to make your business different from the rest and earn 3 times what your competitors do**
- ☑ What supplies you need to get started (*and which you don’t!*)
- ☑ **What customers are really looking for in a scrapbook (*and no, it has nothing to with colors, patterns, stamps, materials or anything like that!*)**
- ☑ Where to get clip art for FREE!
- ☑ **How to give your products that “wow” factor so yours customer keep coming back (*and telling their friends!*)**
- ☑ How to conduct business with your customers so that you don’t waste time, but still get everything you need from them in order to create a “top gun” spread
- ☑ **How much other Scrapbook Artists are earning (*can you imagine getting paid \$5,000 for an album? It’s true – you just need to know how*)**
- ☑ The BIGGEST mistake most Scrapbook Artists make when it comes to charging (*truth is, you’re not charging enough!*)
- ☑ **The ideal place to meet in order to plan the scrapbook for a client (*this makes a huge difference to the success of the project*)**

- ☑ How to create advertising that pulls your ideal customer out of the woodwork (*that's right, they come searching for you, not the other way around*)
- ☑ **How to manage your time so that your business doesn't take over your life**
- ☑ How to still enjoy your family and friends, yet run a thriving scrapbooking business from home
- ☑ **"To die for" scrapbooking resources you can rely for information, help and savings**
- ☑ Where to see the best scrapbooking tradeshow in the country (*this is where you pick up that extra "edge" for your projects*)
- ☑ **How to organise your scrapbook workspace so that you have a great time AND make great money**
- ☑ How to market your business on the internet (*even if you're a complete "computer dummy"*)
- ☑ **How to easily calculate costs and profits so that your accountant scratches his head in disbelief**

As you can see, good power bullets catch your readers attention. Notice that Brett's bullets start with words like:

- Discover
- Find out
- How to
- Learn....
- The techniques that
- The hidden
- The surprising
- The little-known secret that
- The very best ways to ...
- An ingeniously simple secret to
- EXPOSED:
- REVEALED:
- The tiny adjustment that
- 7 ways to
- The truth about

The other important thing to notice is that most of the Power Bullets are 'blind'. What this means is that the Power Bullet gives a clear picture of the benefit that the reader will receive but does not give away the exact secret you're talking about. This acts to make the reader very curious about the contents of your eBook.

One of the best things about the Underachiever method is that you can use the questions that you collected on your flycatcher page to create your power bullets. For example...

Question From Flycatcher Page	Power Bullet
How do I get started?	How to quickly and easily get started in making money with Scrapbooking (<i>it truly is easier than cutting out a pattern!</i>)
How do I let people know I am open for business?	A simply amazing way to let people know that you are “open for business” – discover how to make them so eager that they come flocking to you ready to give you cash
How much should I charge?	Want to know the “right price” to charge for your services? Don’t start a Scrapbooking business until you know this important tip – getting it wrong could render your business “dead” from the start

Using Brett’s power bullets as an example, fill in the worksheet on the following page.



Building Block #6: Testimonials

One of the biggest problems on the Internet is developing trust. A great way to do this is to use genuine testimonials from people who have read your ebook to reinforce the value of your product.

Now you may be asking “How do I get testimonials when I am just starting out and haven’t sold any copies of my book?”

To answer this question, think back to when you set up your Flycatcher page. Remember that you promised the people who submitted a question that they would get a free copy of your book?

Well, as soon as you receive your book from your Elance writer, you should fulfill your promise and send a free copy to the people who gave you questions.

When you send them the ebook, thank them for their help and ask if they would give you some feedback on what they think of your finished book.

A few people will hopefully take the time to reply.

For example here is a testimonial Brett received from one of the people who submitted a question for his Scrapbooking project:

Three words...wow, wow and WOW!! What an incredible mix of informative strategies, creative solutions and innovative techniques!

This book was the shot of courage I needed to get out there and make my scrapbooking business happen! I know it will be something I reference DAILY!!

I couldn't sleep last night after reading your book because I was flooded with new and fresh ideas for my business! You answered so many questions that are almost impossible to find anywhere else. Believe me, I've tried! Thank you, Brett, for this life saving tool!

Cari Ayres, USA

This is a great testimonial and adds further credibility to Brett’s sales message.

Building Block #7: Price Justification

The next building block is your 'Price Justification' block. The purpose of this block is to highlight the value that your product provides. The best way to do this is to identify a more expensive alternative to your product and then contrast your product with this alternative.

For example, let's say that you are selling your eBook for \$39.95. While this is quite a lot of money, compared to a \$2000 seminar, it is very cheap and represents exceptional value.

When selling your eBook, here are some things that you can use to justify your price:

- The cost of seminars
- The cost of courses
- The cost of personal tuition
- The cost of other existing products
- The cost of consulting fees

To show you how this works in the real world, let's have a look at Brett's example

What's a resource like this worth?

To have someone do all this research for you would normally cost you around \$800 (*I should know, that's what it cost me!*). Particularly laser-guided accurate information like this - **SPECIFICALLY for making money from scrapbooking**. This isn't some boiler-plate collection of answers.

Everything is explained in PLAIN English. Which means it's dead-easy to read and understand. And it's logically laid out.

There are other resources out there retailing for over \$100.

Which is why "**How To Make Money With Scrapbooking**" is such a bargain at \$27.77

That's right, a fraction of what it's really worth and what it cost me to research. Why would I make it so affordable? Simply because my costs to deliver it to you are so low.

So I figure I'll be able to offer this fantastic resource of information (*which if you follow the tips contained in its pages could make you thousands of dollars easily in the next few months*) to more people. And make my investment back over time.

\$27.77 is a drop in the ocean compared to what you could make by using these secrets. You're discovering the secrets behind earning \$50-\$100 an hour! Plus because this is material for helping you start your business, it's **tax deductible!**

How To Write Your Sales Letter

Building Block #7: Price Justification

If your book didn't exist how else could someone obtain the information you are providing? eg. Seminars, Personal Tuition etc.

-

-

Exactly how much would these alternatives cost your customer?

\$

\$

My Price Justification Block

Building Block #8: Guarantee

One of the main barriers to making sales online is that people are genuinely afraid of being ripped off. Their fears include:

- Paying with their credit card and then not receiving your product
- Receiving a poor quality product that does not meet their needs
- Being out of pocket and not being able to get their money back

All of these concerns are completely valid.

The best way to address these concerns is to offer your customers an Iron Clad Money Back Guarantee.

When your prospects read a well worded guarantee it gives them confidence that they will get exactly what they are looking for. It takes away the risk associated with the purchase and also gives them more confidence in you.

Many people think, “If I put a money back guarantee in my letter people will just read my book and then ask for their money back!”

If you are offering a high quality product that truly delivers on the promises that you make in your sales letter, you will find that very few people take up your guarantee. Remember, 98 per cent of people are honest and you should cater for that majority. The extra sales generated by offering a comprehensive guarantee will more than compensate for the tiny minority of dishonest people who will abuse your guarantee.

Here’s a great example of an effective Guarantee Block

100% RISK-FREE MONEY BACK GUARANTEE

Hey, you're my customer. And if you're not happy, it looks bad on me. So if you're not happy with what you discover from *"How To Make Money With Scrapbooking"* I don't expect ... or want ... to keep your money. Just simply whip off an email to me and I'll happily refund your money in full (*in fact, I'd be embarrassed to keep it*).

**But... the book is yours to keep no matter what,
as a "thank you" gift from me!**

Okay? So you really can't lose! The book's yours no matter what.

Use this example and the worksheet on the following page to create your own Guarantee Block.

How To Write Your Sales Letter

Building Block #8: Guarantee

My Guarantee Block



Building Block #9: Bonus

By this point in your sales letter your reader should be just about convinced that they are going to buy your eBook. What you need now, is that something extra to nudge them over the threshold.

The best way to do this is by adding bonuses.

Your Bonus Block should provide your reader with something that has a high perceived value that they receive at no extra cost.

A good way to develop your bonus is to ask yourself the following question:

“What else could I give my customer that would help them solve their problem?”

For his scrapbooking letter, Brett offered his customers 12 special reports that he had already written before creating his underachiever site.

You may be able to purchase the resell rights to similar reports or you may like to offer something else such as:

- An email or phone consultation
- A list of web resources
- A workbook
- Access to a members area
- An additional eBook
- A collection of useful letters
- The transcript of an interview with leading experts in your niche
- mp3 recording of an interview
- Online downloadable video

How To Write Your Sales Letter

Building Block #9: Bonus

What else could you give your customer to help them solve their problem?
•
•
•

My Bonus Block



Building Block #10: Call To Action

Your 'Call To Action' block needs to do two things:

- (1) It needs to make it very clear what the reader needs to do to order your eBook
- (2) It needs to create a sense of urgency that makes the reader act immediately

Don't back away from asking for the order. If someone has read all the way to the end of your sales letter, chances are that they are very interested in your offer, so make it as easy as possible for them to order.

A good way to create a sense of urgency is to let your reader know that the price of your eBook is an introductory price only and that the price may increase in the near future. This should in fact be quite true because when you release your eBook you will need to determine the most profitable price point for your eBook.

The best way to do this is to start at a low price eg. \$19.95 and then two weeks later increase the price to \$24.95 then two weeks later increase the price to \$29.95 then increase it again to \$39.95

At each price point, you should calculate the profitability of your business. The important thing to understand here is that a higher price point may be more profitable even though you may sell fewer eBooks. For example: 5 sales at \$19.95 leads to \$99.75 income **BUT** 3 sales at \$39.95 leads to \$119.85 income

So you do not necessarily want to find the price at which you sell the most books, but rather the price at which your business is most profitable. Let's have a look at Brett's Call To Action Block.

But I don't know how long I'll keep these bonuses up there. It's part of a marketing test I'm doing. They're worth a lot to me in my heart, and at any time I could take them down forever. So if you want them, get in quick.

[Click Here To Order Securely Through Click Bank](#)

Wishing you great success.
Warmly,
Brett McFall

Brett creates a sense of urgency by letting readers know that he may remove the bonuses at the end of his marketing test (Which is true) He then makes it very clear what the reader needs to do to order his eBook.

Use the worksheet on the following page to develop your own Call To Action building block.

How To Write Your Sales Letter

Building Block #10: Call To Action

My Call To Action Block

Review Checklist

Does your block clearly describe what the reader needs to do to order your eBook?
[YES | NO]

Does your block create a sense of urgency that encourages the reader to act immediately?
[YES | NO]



Building Block #11: P.S.

The final building block that you will need for your sales letter is a P.S. block. Don't underestimate the importance of this block. Many people actually scroll through a sales letter and read the P.S. before they read anything else!

Your P.S. is an opportunity to restate the key benefit that your eBook provides. In many ways it is like a 'headline' that goes at the very end of your letter to sum everything up.

Here is the P.S. statement from Brett's sales letter:

P.S. Don't forget, you're getting **\$348 worth of bonuses** for just a fraction of that price. Everything to get you started in making money with scrapbooking. So if that's what you want to do, this is the opportunity you've been waiting for. [Click Here To Order Securely Through Click Bank](#)

Use the worksheet on the following page to develop your own P.S. block

How To Write Your Sales Letter

Building Block #11: P.S.

My P.S. Block

Review Checklist

Does your block restate the key benefit that your product provides? [YES | NO]

In the next chapter we will look at how to create your website so that you can share your new sales letter with the whole world!

