

Direct Response Millions

LESSON SIX

by

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How to work smarter not harder, to make BIG money!

Anyone can apply these proven techniques, simply and easily with start-up capital from as little as £50. Countless others are already millionaires from using these principles and now you can join them!

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Welcome and a huge ‘Thank You’ for purchasing ‘Lesson Six’ of the twelve part course, ‘Direct Response Millions’.

Last month I explained that if you can write an email to a friend you can write an advertisement. Well the same applies for writing sales letters.

If you can tap out an email or write a letter to a friend you will be able to easily write a powerful sales letter that will earn you ‘real’ money!

This month, I explain exactly how the millionaires write their sales letters, and what they do to get the best results, the highest income from their efforts – so you can do the same.

Let me give you an example...

Christian Godefroy, one of Europe’s most successful direct marketers, never used a P.S. on any of his letters for the first 5 years he was in business. **When he added a P.S. to an already profitable sales letter, the response increased by 30%! He had lost 5 years of extra income!**

But you don’t have to waste 5 years – you know NOW, right at the start that adding a P.S. can increase sales by 30%. You can avoid this mistake and other expensive mistakes that the gurus made along their way to millionaire status.

In monetary terms...

For every £10,000 you earn from a sales letter, an increase of 30% is another £3,000!

Of course you need to know more than the power of adding a P.S. to enable you to write sales letters capable of earning you multiples of £13,000 for instance.

To Begin at the Beginning

Once you have a suitable product you need to market it. You can either use an effective sales letter or place an advert in the press. Your advert or mailing is your only means of convincing customers to buy; therefore it's essential that you get it right.

All the components of your sales copy must complement one other. Good copywriting is like doing a jigsaw; it involves putting one piece in place and then making sure all the pieces fit snugly around it. Each piece is essential for it to work.

The elements of good copy are:



- the offer
- a knockout headline
- strong body copy
- a coupon that is simple to fill in
- ensuring the advert or copy has a strong visual impact (this is more important for adverts than sales letters)

If you're ready to discover how to write sales letters in the same way millionaires write them, let's stream ahead with the first insider tip...

Have Fun!

I create my best copy when I believe in the product and enjoy writing about it, so have fun. **Write in a conversational style, like you were talking to a close friend.** This one-to-one, from me-to-you impression is important.

If your copy isn't exciting, nobody will read it; they will just bin it. People have a lot of pressures on their time.

Metaphorically, your headline and opening sentence has to reach out, grab each reader by the throat and make it clear you are talking to them.

If it doesn't, you have lost a potential sale.

A Golden Tip...

Never write copy that gets better as it goes along, as no one will be with you by the second page. As with all writing, every word counts.

There are two proven methods for getting your prospects to buy:

Proven Method One - USP (Unique Selling Proposition)

You can tell them about your USP - this is what makes your product special or better than any competitors.

Proven Method Two - Satisfy Wants and Desires

The second technique is to satisfy the wants and desires of your audience.

People will only purchase your product if it benefits them, or it is useful.

They won't buy it solely for its features. You will have to convince your prospects that your product is as good as your claims.

How can you do this?

Use *specifics* to back up your promises or claims - logical minds need grounds for making a purchase. The more *specific* you are the more *credible* you will sound.

Don't: just use superlatives like 'wonderful,' 'great,' or 'terrific.'



Do: be specific.

- Use precise names, figures and documented facts.
- Back up all of your claims so your writing oozes authority.

The purpose of your copy is to get your readers to relax and to trust you, so your personal writing style needs to aid, not inhibit this.

Good copy keeps the tone personal and conversational whilst weaving in reasons for your prospect to buy. You can achieve this by heaping on the benefits and boasting about all your satisfied customers. Don't forget to mention the money-back guarantee.

Research the topic you're promoting thoroughly before you start writing. This will ensure you can back up your assertions with the necessary facts and give your writing that essential note of authority. Convincing copy makes for more sales.

How to Write Good Copy

Write copy from the buyer's point of view!

You want them to be so excited about your product that they're reaching for their credit card or chequebook the second they have finished reading.

You can brainstorm the initial ideas with a colleague before you begin writing, if you like. I don't recommend more than one person writing a piece of copy though, as it's a very personal form of communication. Too many cooks... and so on.

Strive to write as you would talk to a friend!

Having a trusted, honest friend read through your copy when you have finished can be a great help in weeding out any small mistakes. These can range from typos to dull, uninspiring copy. It's better that they tell you now, rather than having spelling mistakes in your finished draft, or worse, a failed mailshot.

Let the enthusiasm for your product shine through in your copywriting!

If you can't get excited about it, then you can't expect other people to be motivated to buy it. Most great copywriters use and enjoy their own product, and/or are so passionate about it they can't wait to inform the whole world.

So remember this Golden Tip...

Passion is the key to success!

Make a list of the elements you want to include and the benefits and features you want to emphasise.



How to Spark Your Creativity

Simply start writing and don't worry about what you're putting down. You can edit later; right now you just want the ideas to flow. **Work fast and furiously**; don't bother correcting anything. Your aim is simply to get your thoughts on paper, with some emotional content and urgency. Do not, at this point, refer to your research data; that can come in later.

This first draft contains the **emotional appeal**, which is most important.

When you do your second draft, use your research data to back up your claims. I recommend you then put both drafts away for a week as this gives you time to forget, so that when you see it again you will do so with fresh eyes. When this time period is up, take out both drafts and compare them. Write a new draft that combines the best from your first two drafts.

Ideally, allow that draft to sit for another week and then rework it.

Keep the writing alive, but make it simpler by using shorter, punchier sentences!

Don't kill off the vitality. **Read your finished draft aloud**, it should read like you were talking to a best friend. Don't use complex words, you're not trying to impress your English teacher, and most people have a reading age of about 12 years old! Your copy should flow like it's a conversation and not be stilted by jerky sentences or overlong words.

How Long Should a Letter Be?

Your letter needs to be as long as it takes to sell your product, but not a single word more. This can be anything from 2 pages to 36 pages! But 6, 8, 12 or 16 pages are the norm. Remember this maxim: **long copy sells, short copy doesn't**. Don't worry about having too long a letter, if your copy is interesting, people will be happy to read it all.

Your letter has to be long to convince your customers that your product is reputable and fulfils a want they have. Relate to this yourself - **the more you know about somebody the more you trust them**. Remember to tell them about your guarantee and at the end of your letter, **always ask for action**.

Once you have written the letter and your tests indicate that it is successful, you can continue using it for years to come. Only change copy when it is no longer profitable, although you should keep testing new approaches using your existing copy as a 'control.' If your mailing is working, keep using it until your tests produce a more successful version.

Never change your copy because you are tired of it, or because you want to go with something new and exciting. You will get tired of it long before your prospects will, simply because you see it everyday.



Copywriting is NOT Writing an Essay

Great copy always comes across as a personal message and is written conversationally. It is emotional and specific. Forget what your English teacher at school told you, they're not here now. Pleasing them is not important; whereas motivating the customer and selling product, is.

So long as your writing makes sense, flows like a conversation, is interesting and easy to read, then you can break the rules of grammar with an easy conscience!

Lots of sales letters that I receive are poorly written, not lucid and are often boring. As a result I don't read them and of course don't respond. Surely most, if not nearly all of the recipients of these letters do the same?

Most direct mail letters shout or scream at their prospects, and do not treat him/her with dignity and respect. These two common flaws are the downfall of their letters:

- the **implied insult**
- and **lack of credibility**

Both turn off the reader.

Nobody likes to be shouted at, even in a letter. And screaming about how wonderful your product is will only make people think you are either a braggart or dishonest; nobody believes a screamer. Never be even slightly discourteous or insulting, even in a jokey fashion - humour is easily misunderstood. Everyone claims to have a sense of humour – few do, at least not the same as yours.

Sales letters must not only communicate clearly, they must also persuade. Anyone can learn to write a powerful sales letter. **Successful letters are those that pull in sales profitably.** The only true test of whether a letter is profitable is whether it's repeated. **In order to improve, you need to practice.**

A good way to practice is to find copy that you like (make sure it's copy that works) and then write it out by hand. This gets you into the flow of the writer. When you hand write someone else's work, a remarkable thing happens. You actually experience the thought process and even the emotional state of the copywriter. And you can model your own work on letters you like until you develop your own style, **but don't plagiarise their work.**

The four keys to success are:

- **Patience**
- **Persistence**
- **Honesty**
- **Integrity**



An Important Insider Tip

Sell one thing to one person at one time.

If you have more than a single product, two books for example, **never, ever, pitch both products at the same time.** The consequences of trying to do this will be disastrous.

Selling Secrets of Million Pound Sales Letters

Regardless of what you're trying to sell, you really can't sell it without 'talking' with your prospective buyer. And in attempting to sell anything by mail, the sales letter you send out is how and when you talk to your prospective customer.

All winning sales letters "talk" to the prospect by creating an image in the mind of the reader. They:

- First - "set the scene" by appealing to a desire or need.
- Second - flow smoothly into the "visionary" part of the sales pitch by describing in detail how wonderful life will be and, how "good" the prospect is going to feel after he's purchased your product.

This is the "body or guts" of a sales letter. **Overall, a winning sales letter follows a time-tested and proven formula:**

- Get a person's attention.
- Get a person interested in what you can do for them.
- Make them desire the benefits of your product so badly their mouth begins to water.
- Demand action from your reader! Tell them to send for whatever it is you're selling without delay - any procrastination on their part might cause them to lose out.

Closing the Sale

If you intend to close the sale, you've got to do it with your sales letter. You should never be "wishy-washy" with your sales letter and expect to close the sale with a colour brochure or circular. You do the actual selling and the closing of that sale with your sales letter.

Any brochure or circular you send along with it will just reinforce what you say in the sales letter.

Surveys and tests over the years have emphatically proven that longer sales letter pull even better than the shorter ones, so don't worry about the length of your sales letter -just make sure that it sells your product for you!



The ‘inside secret’ is to make your sales letter so interesting, and ‘visionary’ with the benefits you’re offering to the reader, they can’t resist reading it all the way through.

You break up the “work” of reading by using short, punchy sentences, underlining important points you’re trying to make, with the use of sub headlines, indentations and even the use of a second color.

The Role of Brochures and Circulars

You may want to include a brochure or circular with your sales letter to reinforce the sale. Providing the materials you’re enclosing are the best quality, they will generally reinforce the sale for you.

But, if they are of poor quality, look cheap and don’t complement anything, it will definitely class you as an independent home-worker. The same is true if you hand-stamp your name/address on these brochures or advertising circulars.

This is where spending time on developing your business image pays dividends. Once you have created a good strong image through your business name and logo plus motto if desired, you carry it through onto every mail piece you send out in that mailing.

So whenever possible, and so long as you have really good brochures to send out, have your printer run them through his press and print your business image on them before you send them out. You want your prospect to think of you as his supplier, the business or company and not just another mail order operator.

Sure, you can get by with less expense but you’ll end up with fewer orders and in the end, less profits.

Let Honesty Be Seen

Another thing that’s been bandied about and discussed from every direction for years is whether to use a post office box number or your street address.

Generally, it’s best to include both your post office box number AND your street address on your sales letter.

This kind of open display of your honesty will give you credibility and dispel the thought of you being just another “fly-by-night” mail order company in the mind of the prospect.

These days you can also get a FREEPOST licence from the post office. This is great because it allows your real address to be hidden but is not a PO box with all the implications of that. In fact it looks very professional. Your address would be something like:



ABC Publications
FREEPOST ABX
Aberdeen AB1 2XX

The Power of Simplicity

Above all else, you've got to include some sort of ordering coupon. This coupon has to be as **simple and easy for the prospect to fill out and return to you as you can possibly make it.**

A great many sales are lost because the order coupon is just too complicated for the would-be buyer to follow!

Don't get fancy! Keep it simple, and you'll find your prospects responding with glee.

A Simple Writing Method

Write a good sales letter and you can literally make a fortune. But if the idea of getting down to the business of learning how to do this is in any way daunting, know this...

Good sales letters from professional direct mail agencies can cost anywhere from £1,000 to £30,000!

Now I'm going to introduce you to a simple writing method. It's a great technique that starts you on the road to easily writing power packed sales letters.

First, write a letter from 300 to 500 words long explaining to your friend why you got involved in the best program you have right now and why it might be something he/she would like to try.

Next write a letter of the same length explaining to a mail order dealer this program you have right now and why it would be good for him/her and why you'd like them to get involved.

This is a deadly serious request. For your own sake, write those letters!

Super Tips

When you have written those two sales letters, place them side by side and carefully note the differences.

If you're not experienced with this, you will notice immediately that you gave both the fictitious mail order dealer and your faraway friend different reasons why they will like your opportunity.

Excellent! The most effective sales letter for both your friend and your dealer, will be somewhere in the middle.



For the time being, don't worry about the grammar or structure of the letter, for it's the content and presentation that's important.

Many of the people you reach via direct or response mailing, receive loads of offers every week. And they're not going to sit through a lengthy explanation **unless you grab them at the start**. What you do is focus on the single most important benefit the owner will enjoy from it. It doesn't stop there!

You've got to tell the client about the benefit in an interesting, let's say, compelling way.

Here's an example:

Say you're selling the Rust-Buster spray. It's the best widget available for eliminating rust, and reduces the time required to get rid of rust by at least one third. **Here's how I would open the sales letter:**

“I'll have to admit I was shocked. Two weeks after I got my first Rust-Buster Spray, I got so mad it was frightening.”

Intriguing? You bet. The reader expects a putdown for the product. But that's not what you're getting at.

You've caught the reader off-guard, and for shock value, you'll want to put those two lines in capitals at the top of your letter, but you don't want to use underlines for emphasis or it will look a little too contrived. You could use this line to open a letter to a friend or a stranger with equal effect.

Now, here's where you're taking the reader:

“At first, I was amazed that Rust-Buster really did cut a lot of the time it takes to get rid of rust. But when I realized how long I'd been doing it the old way, and how many chances I had to use Rust-Buster, I was furious at how stubborn I had been.”

Let's examine the methodology here, because it applies to any good sales letter.

The first sentence does not explain the rage mentioned in the lead sentence, so the reader has to read on to get the explanation, and the longer you can keep the reader hanging, just like a good whodunit, the more likely they'll read to the end. It also satisfies the requirement for a good lead sentence.

It explains the major benefit of the product, and does it in strong language. The writer is “amazed.” The product “really did” the job. And it says nothing to the prospect about buying the product.



While still using a personal example, a testimonial, which is an excellent technique in most sales letters, **the writer points out what the prospect is doing, trying to get rid of rust the old way**, and points out a situation the reader has probably encountered.

And finally, he very subtly points out why the prospect probably doesn't own it by using himself as an example.

He's saying that people are basically stubborn, and no one likes to be that way. He's presented himself as someone much like the reader, stubborn to try new things, and angry at his mistakes.

Now, the writer knows that it is a mistake not to own the product, but if he actually came out and said, "If you don't use Rust-Buster, you're wrong," he's not going to make any friends or sell product.

One last point is worth noting. It doesn't take a degree in English to write such a paragraph, just a bit of thought and a whole bunch of editing and rewriting so it reads just right.

Let's continue the letter and see where it might go, and why it may go that way:

"I'm not saying it'll do for you just what it did for me,"

This is a soft-sell, and it works wonders. It tells the reader what he already knows, that the product is not perfect. It's honest. It implies that the reader should see for himself how useful it will be. **"But it's allowed me to spend a lot more time doing other things, and that's meant my car panel spraying business runs more efficiently and makes bigger profits".**

This is the benefit the reader has been waiting for, the one that really hits home ... money.

Depending on the product, it could be happiness, attractiveness, anything. **All products touch on one of these two human needs:**

- the need to increase happiness.
- the need to avoid unhappiness.

One will always be more important than the other and **one type of happiness or unhappiness is the central focus of the sales letter as it relates to the product sold.**

The writer has led up to this benefit slowly enough so that it has built to a climax, and now the reader will either move directly to the advertising material, which is the whole point of the letter in the first place, or read this letter to the end.



An Effective Claim

After the benefit, it's always a good idea to mention that the product will pay for itself over a certain period of time, if indeed it will do that and is not merely a novelty or convenience item. That's a common claim, but it's effective, because it makes the product look practically cost-free.

From here on, you detail the other benefits you've noticed that may not be in the accompanying brochure or circular, and if you can't think of any, expand on a couple that are in that material.

As often as possible, use emotion charged words and phrases but don't overdo it or you'll come across as a cheap hustler.

Here are a few valid phrases...

- "Extremely good value"
- "Built to take the absolute worst"
- "Jammed with amazing ideas"
- "Unforgettably satisfying"

Think in terms of the movie review quotes you see in your daily paper. Those short snippets are chosen by the advertisers precisely because they excite people's emotions and get them to the theatre. Toss them into your letter at strategic points and you will hold the reader's interest.

The Next Step

Now, take the two letters you wrote before and see how many of these points you managed to include in the two of them.

All told, your score should be pretty high. But you probably noticed a lot of filler material, especially in your letter to your friend, and a lot of excessive hype in the letter to the mail order dealer.

Chances are good that if you find the middle ground, you've got a good sales letter. Rewrite the letter with this in mind, but don't use this article for reference as you do it.

Let it come naturally to you. You should find your rewritten letter ideal for both your friend (who won't think you're putting a heavy business-type hype over on him) and for the dealer, who'll get the impression you're writing to him as if he were a friend.



18 Sure-Fire Steps to Writing a Powerful Sales Letter

Step One - Use a Strong Lead Statement

This is extremely important. You want to quickly capture your reader's attention.

If you don't succeed in doing this, he may toss your letter aside after a brief glance. The best leads are (not necessarily in this order):

A. News

If your product or service is really news, this is a great lead.

B. How/What/Why

The classic newspaper approach.

C. The numbered ways

For example: ten ways this service will improve your life.

D. Narrative

This approach is difficult for many to write, but a good story can capture the reader's attention.

E. A provocative question

This will also usually arouse curiosity and interest.

F. A bold statement

A bold, unusual or even shocking statement (make certain it's true!) will almost always get the reader involved.

Step Two - Stress Benefits

Don't waste time or words on telling your reader how great you are (although a few favourable lines about yourself/your company may be in order). Instead, promise many benefits, the more benefits the better.

List the major benefits first, but follow up with minor benefits. A minor benefit to you may be a major one to a reader.

Step Three - Keep the Copy Tight

If you wish to present only a one-page letter, write at least two pages and then delete needless words. There is strong evidence that a two-, three-, or four-page sales letter will outperform a one-pager.



However, the copy must be “tight.” Nobody wants a full history of your company or your product/service.

Good advice is to write twice as much copy as you will ultimately use and then edit it down to a flowing, strong presentation.

Step Four - Humor Doesn't Usually Work

There rarely is anything funny or beneficial about injecting humour into a sales letter.

If you are called on to deliver a speech or an oral sales presentation, a little humour can often work well. Not so, in most cases, with a sales letter.

Step Five - Reinforce Your Letter with a Flyer or Brochure

An effective attractive flyer or brochure allows you to present the benefits of your offer in another way.

Step Six - Personalise Your Letter

Direct mail is the personal medium, and your sales letter should make this true. A typed “personal style” letter is almost always more effective than a slick, professional-looking, typeset letter.

Your brochure or sales flyer probably should be typeset with the use of any appealing graphics. Just keep the letter itself personal.

Step Seven - Don't Split Your Message

While some tell half the story in the letter and the other half in the brochure, you'll do much better by telling the whole story, with all the benefits, in both elements.

Keep in mind: some readers will choose to read only one.

Step Eight - Keep Sentences and Paragraphs Short

For maximum readability, keep most sentences to 12 words or less and paragraphs to no more than five or six lines. Whether it will actually take just a couple of minutes or over ten minutes to read your message, many will not get involved **unless your copy looks like a “fast easy read.”**

Step Nine - Offer a “Freebie.”

People love to get a little extra for free. If at all possible, offer a free bonus. This almost always increases results. Your freebie need not be an expensive item, but it should be something likely to appeal to the tastes or lifestyle of your readers.



Step Ten - Ask for Action from the Start

Don't be coy about it. Let your reader know what you want him to do right from the beginning. Rephrase it from time to time. Point the reader in the direction of when you want him to order.

Step Eleven - Use Testimonials

Whenever possible, include a few favourable testimonials. Be certain to use the other person's full name and affiliation. Using only initials will water down this powerful sales tool.

Step Twelve - Summarise Your Offer

The last paragraph of your letter should briefly and concisely summarize your offer and its strongest points.

Step Thirteen - A P.S. is a Must!

With the possible exception of your salutation and opening paragraph, a P.S. will attract the strongest attention. Make it a solid and intriguing sales pitch.

Step Fourteen - Ask for the Order

Don't "beat around the bush." In both your closing paragraph and in your P.S. (post script), attract the strongest attention. I'll say more about the PS in the next module.

Step Fifteen - Eliminate the Risk

Whenever possible, offer a strong guarantee, a free trial period, etc. A good place to inject a strong guarantee is early in your letter. Then reinforce it near the end of your letter.

Step Sixteen - Include the Price

If you fear including the price, it can only be because either your benefit package or guarantee may not be up to par. If your price is high, make sure you have beefed up your benefit package.

Step Seventeen - Ask for Immediate Action

When possible, give a reason for quick response. Order within the next 30 days and receive a free gift. Order before this date and receive a nice discount, etc.

Step Eighteen - Make sure Everything Flows and is an Easy Read

Before you give your letter the final OK, read over it several times. Ask others to read it. Make certain it flows well and is both interesting and informative to read.

Above all else, it must motivate positive action.



Practice these 18 vital profit guidelines, and you will prosper.

Let's now take a look at each part of a sales letter. First...

Salutation

Never begin your letter with Dear Sir or Dear Sir or Madame. These salutations are just so formal. You wouldn't put this on a letter to your best friend so don't put it on a piece of copy that is intended as a personal message. My personal favourite is 'Dear Friend', as this is broad and yet intimate enough for your letter to appear personal to them.

I have tried letters with and without a salutation; and letters with, always out-pull those without.

Other examples are:

- Dear Beleaguered Taxpayer.
- Dear Overburdened Taxpayer.
- Dear Fellow Citizen.
- Dear World Traveller.
- Dear Fellow Tennis Nut.
- Dear Collector.
- Dear Friend of [your company's name].

There are no real differences in response rate so long as your salutation is related to the person you are addressing. Except when using: **Dear John Smith (Personalised to the addressee).**

This salutation pulls more than any other does. People love the sound of their own name and of course it makes the letter far more personal.

Unfortunately, you will have to computer generate your sales letter to do this which usually costs much more than one that is mass produced.

A cheaper way to make your letter more personal and build rapport is to word your salutation so that it sounds like the reader 'belongs'. People are highly social beings and love to feel that they belong to a group or society of like-minded enthusiasts. A simple way to do this is to add 'Fellow' after 'Dear'.

For example:

Dear Fellow Tennis Nut.

Avoid using this where you are providing the reader with information to change his current situation. **Examples:**

Dear Fellow Beleaguered Taxpayer.

Dear Fellow Debtor.

Dear Fellow Victim.



Would you like to be greeted with such a salutation? Nobody wants to be in a negative situation, and if readers think you're in the same way, they may think you are going to moan and groan about the situation rather than help them. Avoid all negative connotations when using this technique.

Whatever salutation you decide to use, address the reader as an individual. Keep your salutation personal and never sound like you are addressing a group, as this diminishes rapport.

As a general rule, it does not pay to personalise your salutation unless your product is priced at £350 or more. If you have a product that is priced slightly less than this that you are getting a good response for, it may be worth testing the same letter personalised to see if this further increases sales.

Great Headlines Can Make You Rich

The headline you choose for your sale letter is of greater importance than all other components combined – the body copy, guarantees, testimonials, the order coupons, etc.

Assuming you have a desirable book, product, or service, the headline you use will be the major plus or minus factor.

A wrong or weak headline will almost always doom a sales pitch to failure, regardless of how good the product or service may be.

The Headline Must Appeal to the Reader's Self-Interest

A person's greatest interest is most often self-contained. People want to become winners by gaining numerous benefits while avoiding pain and loss.

Thoughts and feelings influence more decisions on purchasing than pure intellectual considerations.

This is why an appeal to a person's emotions and desires almost always outperforms straight factual headlines.

Save your facts for later. First, grab the reader's attention with a big, emotionally appealing benefit. Powerful sales letters begin with a sizzling self-interest headline.

It's a battle to briefly capture the attention of your reader's mind and to lead him or her to the desired action - placing that order immediately. Do you really think it's anything less than that? Check your premise.

What are you trying to do?

Answer: You are trying to stop a busy person dead in his/her tracks with a bold statement that you hope greatly appeals to their self-interest.



If you succeed, you hope to entice him or her with your subheads and opening paragraph to continue reading.

Once the entire sales letter is read, you hope you have pushed enough of his or her basic want and need buttons (success, greed, love, pleasure, survival, etc.) that he will get up off his duff and start hunting for his stamps and chequebook.

It takes powerful, compelling copy to achieve that response.

The battle for the respondent's mind should not be interpreted in a negative light. You're not playing for the same stakes as some religious cults, the CIA, or KGB. You just want their order.

To get it, however, you use an arsenal of direct response weaponry.

The Positive Approach Works Best

Appeals to the person's self-interest almost always work best in headlines. Make your headline shout to your readers, "Here are some big benefits for you!"

If you have real news to tell, get the news in the headline, along with the benefit.

With only a few exceptions, positive headlines work best. Telling them how they will prosper works better than telling them how to prevent losses.

Any negative appeal concerning possible loss by not responding to your offer can be mentioned somewhere in the body copy. Make the headline positive for maximum results.

Many years ago I tested several "negative headlines." Results most often were not sensational. Instead, my smashing successes have come from positive, benefit-rich headlines.

Some Successful Headlines

Wealth, Health, Love, And Happiness - Now You Can Have It All!

This was for the book *How To Achieve Total Success*. The result was 120,000 copies in print worldwide.

Stay Home And Make Money

For a book with the same title, 47,000 copies sold and counting. Sometimes the title of a book or the name of a product also makes for a super headline.



If You Love To Catch Fish, Get Your “Bass-Buster” While We Can Still Legally Sell Them!

This was the headline for a unique fishing lure which resulted in sales of over 200,000 units.

The Amazing Secrets of a Sweepstakes Millionaire

This responsive headline was for Bruce Robbins’ report that tells how to win sweepstakes and contests. It is a tremendously successful headline.

The Best New Book On Making Money By Mail Is Yours Free!

This incredibly successful headline introduces the Profit Ideas books and CDs to buyers and to those who wish to go into business selling them.

Here’s a longer one:

“I’ve Tried Every ‘Money-Making’ Internet Scheme Going And I Never Made a Damn Penny From ANY Of Them – Until NOW...”

I could go on and on, but I think you’re getting the idea. **Capture attention with a daring, beneficial headline.** Do this, and you’ll get the response and profits you seek. Don’t try to be clever, cute, or funny.

Simply give your readers good news in the form of a big benefit. That’s how to make your headlines sizzle and sell!

What to Put In Your Sales Letters

The words (or copy) in your sales letters are critical. They should not be just a casual consideration.

This is not just the difference between failure and success; it can be the difference between failure and a small fortune. There are many different formulas for developing copy. Initially, you should write according to a definite copy structure. Once you know that you can write good mail order copy, you can experiment with less structured forms of communicating.

The Copy Writer Checklist:

- Get attention.
- Develop interest.
- Show the benefits and advantages of your product or service.
- Build up and maintain credibility.
- Deliver a call to action.

Let’s look at these in turn...



Get Attention

As you know the most important element of your sales copy is the headline. This is how you gain attention.

Yet, many copywriters, who spend hours writing the words in the body of the sales letter, will spend just a few minutes on the headline. **The weekly magazine, “Advertising Age,” once related that Maxwell Sackheim sold 500,000 extra copies of a book by changing the title, and therefore the headline, from “Five Acres” to “Five Acres and Independence”** All good headlines have certain things in common.


First, a good headline appeals to the reader’s self-interest and stresses the most important benefit of the product or service. If the copywriter can arouse the curiosity of the reader or present startling news or suggest a quick and easy way that the reader might obtain an important benefit, the stopping power of the headline is enhanced.

The second characteristic that good headlines have in common is the use of key words that are psychologically powerful in attracting potential readers. In “Confessions of an Advertising Man,” David Ogilvy says that the most important of these key words are “free” and “new,” but there are many other powerful words.

Earlier I gave you a list of words **tried and tested by millionaires in their sales copy.**

Here is a list of some words **psychologists have discovered to be powerful in stopping readers and getting their attention:**

- Amazing
- Announcing
- At last
- Bargain
- Challenge
- Easy
- How to
- Hurry
- Important
- Just arrived
- Last chance
- Miracle power
- Remarkable
- Revolutionary
- Secret

- 
- Sensational
 - Success
 - Wanted
 - Who else
 - Why

Develop Interest and Demonstrate Benefits

Once you have gained the reader's attention, demonstrate the benefits of buying.

The benefits must override the cost of the product and the trouble involved in finding a stamp, writing a cheque and mailing the order.

Don't forget – don't sell product descriptions. Sell benefits.

A customer at a restaurant buys the taste, smell and sizzle, not a piece of dead meat.

It is your job to describe your product in terms of taste, smell, and sizzle.

Build Credibility

Credibility is very important in making your copy effective.

Regardless of what you say about the benefits or advantages of a product, if your potential customer does not *believe* what you say, he or she will not place an order.

Testimonials can be very helpful, particularly if you have permission to use the name of an individual whose testimonial is on file. An alternative is to omit the name or use only initials.

Other means of achieving credibility are identifying a bank, accountant or attorney who is willing to be a reference. Even showing a picture of the building that houses your business can add credibility, especially if it is an imposing structure.

Call to Action

A basic law of sales is that a face-to-face salesperson must ask for an order.

As a salesperson selling through a sales letter, you should also call your customer to immediate action. You don't want your customers to cut out the coupon and put it away for another day.

You want your customers to order immediately.



Research has demonstrated that regardless of initial intent, in most instances, **if your prospects don't order immediately, they don't order at all.** Include incentives, such as a statement on limited quantities or a limited time offer.

Copywriting Checklist

One – Headline

- Does the headline appeal to self interest, offer exciting news, or arouse interest?
- Is the headline positive, rather than negative?
- Does the headline suggest that the reader can obtain some benefit easily and quickly?
- Does the headline make use of the powerful words of mail order advertising?
- Does the headline stress the most important benefit of the product?
- Does the headline stop the reader and cause him or her to read further?
- Is the headline believable?
- Does the headline tie in with the copy?


Two - The Offer

Are all the elements of the offer present in the copy?

- Product
- Terms
- Options
- Dates
- Price
- Guarantee
- Additional inducements
- Places to buy

Three - Copy Content

- Do you gain interest at once by use of a story, a startling or unusual statement, a quote, or news?
- Do you show benefits and advantages that appeal to emotional needs so that your offer is irresistible?
- Do you establish credibility with your reader through the use of testimonials, statements by your accountant, or some other means?

- 
- Do you encourage immediate action by listing a reason to order now (limited quantities, time limit on offer, etc.)?

Four - Copy Quality

- Is the copy written in a conversational tone?
- Does your copy move right along?
- Do you use short words, short sentences, and short paragraphs?
- Do you use lots of subheads throughout your copy?

You Can Overcome Your Prospects' Fears By Doing These Four Proven Things!

A majority of people are simply afraid to make a decision to order your product. They may really want and need it, but something inside of them tells them to put it off! You must find a way to overcome these fears and get their orders.

These four things will help you do just that:

One - Provide Testimonials

Testimonials can be very important. People will almost always believe the words of other customers before they will believe anything you say! It's a proven fact. Testimonials are proof that other people agree with what you are telling them. Good testimonials will help your prospect decide that what you are saying is really true.

Two – Provide Examples

An example makes what you are saying real to the customer. For example, let's say that you are writing a sales letter, and you include an example that tells people to picture themselves making their first million and picking out their new home by the beach. This helps people envision themselves getting the full benefit that comes with buying your product.

Three – Provide a Case History

This is very similar to a testimonial except that you are telling the story. You may tell about a man named "Jerry" who used your money-making program to bring in £1.25 million in less than 18 months. This allows people to visualise making that much money, and it again helps them understand what other people are doing with your product.

Four – Use "Leader" Copy

Leader copy tells the prospect that they are a leader and one of the chosen few who will have the courage to respond to your offer. This can be used if you are



selling a business opportunity. You can say something like “Everyone talks about making money, but you are one of the few who actually does something about it!”

These four things will help bring you more sales. Your customers need to see these things in your sales material. If they do, they will be more likely to send you their money.

Feature Easy Payment Plans To Bring In More Cash Than Ever Before

Installment plan offers generate more sales than would otherwise be made.

Many successful direct response sales letters have featured the easy payment appeal in their headlines. Here are offers you can use in your sales copy to make it super easy for your customers to spend their money with you.

Remember, though, you are trying to find ways to lower people’s barriers and get them to trust you and what you say. These six examples have been used successfully by many companies including myself.

- **Only 3 payments of £49 will...**
- **Send no money ... We’ll bill you later!**
- **First payment due in 30 days!**
- **Your credit is pre-approved!**
- **Use your Visa/MasterCard!**

22 Things to do to Your Sales Letter to Increase the Response Every Time

Following is a list of 22 different things that you can do to get a larger response every time. Use them, and you could get rich.

- 1) Tell people to buy it.**
- 2) Tell them how to buy it.**
- 3) Give easy and complete buying instructions.**
- 4) Tell people how to order by telephone.**
- 5) Make your coupon and order form easy to complete.**
- 6) Offer an easy payment plan.**
- 7) Offer a free booklet or report.**
- 8) Offer a free sample.**
- 9) Make a special bonus offer.**
- 10) Tell people why your price is higher or lower than your competition.**



- 11) If your supply is limited, or you have a time limit on supply, tell people.
- 12) Offer a bonus reward for prompt ordering.
- 13) Use action words, as many as you can without sounding repetitive.
- 14) Present facts that prove your offer is a bargain.
- 15) Make it believable.
- 16) Create a desire to buy.
- 17) Give them a reason to act now.
- 18) Give proof of popularity of your product.
- 19) Repeat important points.
- 20) Say that your product is a bargain.
- 21) Tell how others are paying more.
- 22) Make it as easy as possible to act now.

Each of these 22 things will pull a bigger response. In short, make it as easy as possible for people to do business with you. **Be precise, bold, and straightforward.**

Your sales will tell you that you have done the right thing.

See you next month.

Cameron Fulton