

Direct Response Millions

LESSON FIVE

by

Vince Stirling

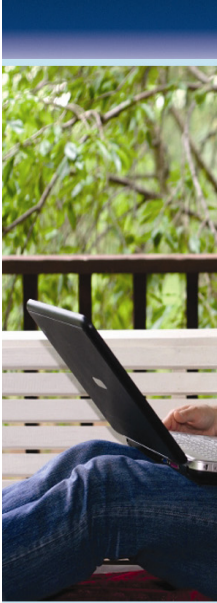
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Welcome back and a big thank you for continuing with your studies. I hope you are learning a lot and gaining confidence.

Let's mush right along with this month's topics.

Closing the Sale

Many otherwise great letters fall down at this point and it is an area where even accomplished copywriters can be weak. This area will require the most work from you in order for it to be successful. You must close the sale. **If you're not proud of what you're selling then get out of direct marketing or choose a different product.** List all the benefits of owning your product again and specifically tell the person what you want them to do. **Ask for the order. Your close must be handled smoothly otherwise sales will be lost.**

In direct marketing your sales letter is a guide to the customer on what he or she needs to do. First you tell them how great the product is by presenting them with all the benefits and how their life will be improved with it, and then you have to tell people what to do. **This simply means asking for the order.** It is nothing more complicated than that, however, you have to do it correctly otherwise your customer will not be motivated to take action.

If you intend to close the sale (get them to place an order), 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 order form alone. **You do the actual selling and the closing of that sale with your sales letter.**

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

Here's an example of a close, right at the end: "Please place your order NOW, before the moment passes. There are only 29 places left – don't miss out!"

Surveys and tests over the years have emphatically proven that longer sales letters 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. Like this. Underlining important points you're trying to make, with the use of sub headlines, indentations and even the use of a second colour.





Asking for the Order

Here's how you do it...

When asking for the order you need to overcome people's basic inertia. Simply asking for the order will not do; the customer needs some motivation. They're all fired up about your product, because they've just read your mailshot - however, there are 101 things clamouring for their time and so unless you give them **a compelling reason to order** there and then, they will leave it.

If they leave it they become less motivated to buy and begin to think of the money it costs and the bills they have to pay, and so they come up with all sorts of excuses why they can't afford it; perhaps next month, but of course this never happens.

To overcome this natural inertia in people you must offer them a compelling reason to act **right now**. Otherwise they will delay in placing the order and very often this delay leads to not ordering at all.

You must therefore present your prospect with a reason or 'hook' to motivate them to order immediately, implying that if they don't, they will certainly miss out. This is known as a 'speed premium.'

Examples of Effective Speed Premiums

One - Limited Quantity

"Avoid disappointment. Order now. We have limited stock only and when this is gone there will be no more. To qualify you must be one of the first 297 to order, otherwise this offer will expire and your payment will be refunded in full."

Two - Price Increase

"Order before September 30th to qualify for this offer price, after this time the price will go up from £19.97 to £36.97."

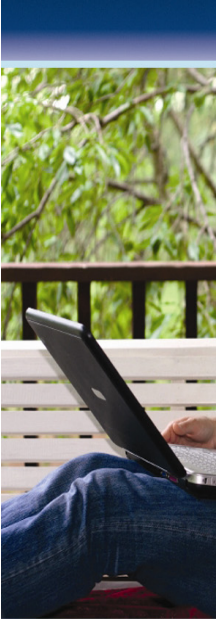
Three - Limited Opportunity

Say you were offering consultations, mention that due to time constraints you can only see a limited number of people, therefore they need to act now to be sure of a place. You could say how many places, but if this is a low number such as 20, then people may think that they will already have missed their place and so not even enquire.

Four - Only Chance

For Stuart Goldsmith's original *Inner Circle* course letter, he stated that this letter was their only chance to become a member, and they would not be contacted again. This prevented some people from thinking, "Oh, I'll join next time I get a letter from them, when I have more money," as people often receive repeat mailings from companies.





Five - Slightly Damaged and Imperfect Goods

"This bargain price only applies to the 697 slightly shop-soiled pairs of trousers that we have in stock now, when these are gone there will be no more and this offer will be immediately withdrawn."

Six - Special Combination Offer

"This combination offer is available for a limited time only at this price and will expire on (specific date)."

Seven - Pre-Publication Opportunity

"If your order is received by October 31st, you will receive 20% off the publisher's price, costing you only £19.97, normally £25. But you must act today."

Your close must be truthful. Don't put something like, 'limited availability of only 200 shirts,' when in reality you have an entire warehouse full to shift! Make sure there is a good reason behind your limited availability offers.

Give a **reason** for your speed premiums, otherwise people will not believe you and it will lose impact. Be definite, precise and positive and make it clear that you will stand by this offer. **Say what you mean and mean what you say.** You may lose a few orders from people who don't act before the offer expires, but your extra sales generated by using a speed premium will more than make up for them.

Free Bonuses

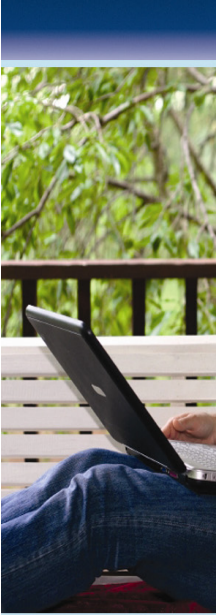
Free bonuses are another great way of persuading people to buy – many potential customers will be in two minds about ordering, and a free bonus can be just the incentive they were wanting. There is something very appealing about getting a free gift. Using free bonuses will bump your sales up considerably and you should use them in every offer you make.

Your bonus has to be appealing and it must be something the prospect would gladly pay for. **Nobody wants to be given a tacky bonus, even if it is free**, e.g. "Free ball-point pen with every order!" You're trying to motivate customers to order, not put them off! And remember that you should never ever try and use a failed product as your free bonus - it will not work. If you can't sell it, don't try to give it away.

For your free bonus to be effective, you must use it as a motivation for acting *now*. In other words, use the bonus as a speed premium. One way to increase sales with a free bonus is to limit the number of people who get it.

However, the problem is that you could lose orders if people think that their order will not reach you in time to receive the free bonus. They will wonder why should they pay to get the product when other people are getting a really great free gift too? Yes, people do think like this. This will





probably only occur if the offer is limited to about 100, if it is more than this people will be surer of receiving it.

The price of your free bonus will depend on how much your product is. If your product is very expensive (£500+) then you could consider a free gift valued at £50, such as a brand name fountain pen or an electronic organiser that you got for the wholesale price and use that as a limited offer. You would present your offer like this:

"The first 150 people who order will get a beautiful Cross Pen, normally £50, absolutely free. So pick up the telephone and call our credit card hotline right now, or alternatively post your order in the prepaid envelope today."

You're aiming for a sense of urgency in your prospects' ordering. Other great free bonuses to try are books, CDs, DVDs or software. These are all relatively cheap to produce and so although they will give the impression of being of high value to the customer, they will cost you very little.

Using the Most Powerful Word in Your Sales Letters

The word 'Free' has proven over and over again to be the strongest, most important word in marketing anything and yet few people make the most of it. I've never seen anyone overuse this word in a mailshot and yet no word, when used correctly, gets more attention. I recommend using Free at every opportunity. In headlines, on envelope 'teaser' copy, in coupons or order forms, brochures, in fact everywhere you use copy to make a sale.

This word is so powerful and yet so underused. Here are 10 examples of where Free can boost your sales to give you examples of how to incorporate this in a sales letter...

One - Free Trial Request

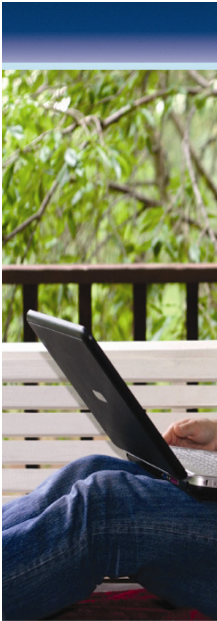
This is an effective offer and has stood the test of time. If you look at it from the customer's viewpoint, they are being asked to send for a product that could be of dubious quality by an unknown company, who could be running a scam. Offering the product on a free trial basis breaks down this resistance and increases sales.

Very often, you can double your response by offering a free trial rather than asking for payment with the order. Of course, this can lead to the hassle of chasing-up people who haven't paid.

A way around this is to ask for the payment but promise not to cash their cheque or charge their card until after a trial period has lapsed. This does mean that you have to file all the cheques by date and only cash those after the trial time has elapsed, or if the customer returns the product in time, send their cheque back to them. It is a lot of extra hassle but it can be worth it for the increased response.

Here's an effective way to present this:





"Use this amazing air filter for 30 days at our risk, not yours. We won't cash your cheque or charge your credit card until 31 days after you've received it. If you are not pleased with the product, simply return it and we'll send back your uncashed cheque."

You could also tell the customer to send a post-dated cheque for 31 days time. The problem with this is that the customer will think you'll take 30 days to deliver it. So you will have to tell them to post-date it 60 days and that they will receive their order within 2 weeks.

The length of the free trial offer depends on the type of product you are selling. Up to 14 days is adequate for most books and merchandise, but if your product is more complicated such as computer software or a home study course, then you will need to offer 30 days.

Using free trials, you will get a higher percentage of returns (refunds); this can increase from the usual 6% to 10 - 25%. But, if your sales more than double, it can be well worth the extra handling. Test and see.

For example, you make 100 sales at £50 and get 6% refunds. That leaves you with £4,700 in sales. Or, you make 200 sales and get a massive 25% refunds. This leaves you with £7,500 sales. Which would you rather have?

Two - Free Sample

If your product can be sampled then I highly recommend that you allow people to do so freely, it will do wonders to boost your sales. Ted Nicholas often offered a sample form in mailshots selling his books of forms.

Three - Free Gifts

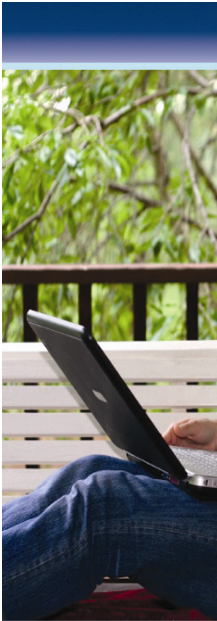
Including a free bonus in your sales pitch is the most powerful way to increase the sales of your product. The free product must be highly appealing. A good question to answer before you choose a free gift is: Would the prospect be willing to buy it if it wasn't free? **Always quantify the worth of the gift** e.g. "And receive a superb pair of hair dressing salon scissors, worth £19.95, absolutely free!"

Once you have a profitable sales package that includes a free gift, it's always a good idea to test new free gifts to see if you can beat your current winner.

Products that have proven to be outstanding

- Free bonuses, include special reports;
- Books (best-selling, well-known, or on a relevant topic);
- CD's (use a DVD if your product is very visual);
- Software (you could sell an advanced version of your free software and have many takers);





- Calculators;
- Newsletter (a well-written newsletter containing valuable information makes an excellent communication tool and increases customer loyalty);
- Maps (wall maps or atlases are very useful and if your product is travel related, a map is an ideal gift);
- Swiss army knife (a pocket knife engraved with the name of the buyer increased sales by 30% for a direct marketer who sold \$2,000 software products);
- Gold coin;
- Beer mug;
- T-shirt;
- Baseball caps (with a logo or attractive design);
- Bring one guest free (you can enhance attendance at any event or seminar by offering to allow the paying participant to bring any guest they wish).

Good sources for many free gifts are companies that sell premiums and advertising specialities, as well as publishers. Look online, in your Yellow Pages, or www.yell.com as places to start. Almost everyone enjoys free gifts and they can be a great way to boost sales.

Four - Free Bonus for Prompt Response

An excellent sales closing technique is to offer a free gift to those who respond immediately. Here is one effective way to present the concept:

Free Bonus for Early Birds

If you respond within by 30th November (a specific date is more effective than saying 'within 10 days') we will send you absolutely free a valuable special report that will...

Five - Free Service

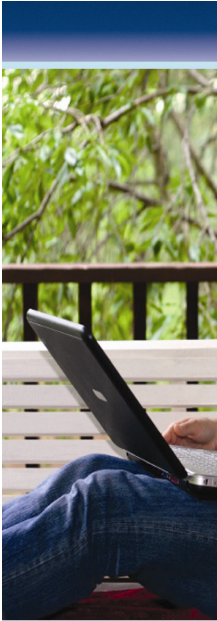
If you can offer a free service in your business that both helps the customer whilst increasing their commitment to you, it can be an effective marketing tool.

Six - Free Money

Stuart Goldsmith has used free money in his mailings to attract attention. He did a two-step mailing to generate a list for the Inner Circle, by advertising a strategy he developed for doubling your way to a million pounds. Basically you start with one penny (which you have found) and double this to two pence, then double this to four pence etc., all the way up to a million pounds and there are surprisingly only 28 steps to this.

He offered this strategy as a free report in press adverts. He posted out the reports and then followed up two weeks later with his Inner Circle





mailshot with a penny piece attached to it, saying: 'Have you found your first penny yet? If not here's one to get you started'. This generated about a 4% response.

You can also use free money to encourage people to open the envelope, an almost irresistible teaser on the envelope is something like:

"Free money enclosed... please open at once!"

There is one snag with this and that is, if you only enclose a few pennies the reader will feel deceived and not order. Gary Halbert used to send a dollar bill with his letters (for high-ticket items). His opener was "I've attached a dollar bill to this letter for two reasons. One, I wanted to get your attention and two I want you to read this letter through to the finish..."

You could try a high value, but worthless foreign note, but your opener would have to be relevant to your product, such as: "Have you noticed how money is not worth as much as it used to be? Take the 1,000,000 Mark note I have attached to this letter. Way back in 1936, this would have bought you...."

Naturally this spiel would have to lead smoothly into your product (index linked investment funds, for example.)

Seven - Three Free Gifts Inside

You can use this teaser phrase on the outside of the envelope to encourage the receiver to open and read, which is 90% of the battle.

Of course, if you use this on the outside of the envelope you must offer three free gifts. Never try and trick somebody into opening the envelope in this way; if the contents do not meet the promise made on the envelope they will stop reading. You will also turn people off from doing business with you at that point and probably in the future as well.

Eight - Send for Free Information

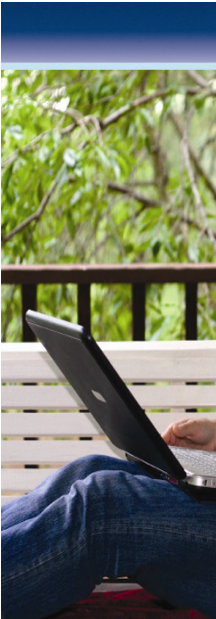
Offer a free booklet that is a taster of your main product. To attract attention this way, the copy will still need to be powerful and the benefits offered appealing. Valuable free information is often a terrific inducement to contact you.

When you offer to send free information, also add these words: "Without obligation. No salesman will call." Many people are otherwise put off sending for information because they think pushy salespeople will then phone them or call at their house. These words reassure them that this won't happen.

Nine - Buy One, Get One Free

The offer you create is very important. Changing an offer can often improve response dramatically. The same offer worded in a different way





can make a significant difference. For example, **'buy one, get one free'** pulls better than **'50% off,'** and **'two for the price of one'** even though all three are identical offers.

Ten - Free Lesson

If you are offering a course, then you might like to offer the first lesson free. You will get a lot more takers to try your course as prospects feel more comfortable that the product is what they want without having to make a long term commitment.

When Stuart Goldsmith first began writing his monthly newsletter, he offered the first 6 issues free. All the customer had to do was to fill out a standing order form that would be sent to their bank in six months (6 issues) time, unless they cancelled; the yearly subscription rate of £98 would then be debited from their account. He also offers the first lesson free in his Escape The Matrix course. (www.stuartgoldsmith.com)

It was a great success. One important reason for doing it this way is that you must build a rapport with your subscribers and it takes a few months to do this.

Two things were in his favour, firstly the product was and still is excellent (very important this) and secondly the minority who may have considered cancelling, would forget or not bother to cancel. You see, people's inertia can act in your favour!

Testimonials

With any product that you sell, favourable testimonials from the media (newspapers, publications, etc.) can give your product or service a big lift. However, several sellers operate in somewhat narrow markets that do not lend themselves to extensive media coverage.

That's no excuse not to actively seek favourable and reprintable comments from happy customers. Endorsements from pleased customers add credibility and increase sales.

Most people, even those thoroughly pleased with your product or service, will not take the time to write and tell you so. That's just human nature. And that is why when you are looking for testimonials you must ask for what you want.

Testimonials are even more effective with a headshot of the person, and their full name is more effective than just the initials. If you are using their names, make sure you get permission from them beforehand.

Here's one of Dan Kennedy's sales letters which has plenty to say about testimonials...

Letting Others Do the Selling for You by Dan Kennedy

For Joe Polish's Piranha Marketing Letter

I guess I've been a salesman all my life. I started selling in my teens, and there aren't too many days since that I haven't been selling. And I'm very good at it. And I've been paid fat sums to train others in my sales techniques - which, incidentally, are readily available in my NO B.S. SALES SUCCESS book, my MIDAS TOUCH SELLING audio tapes, and my NO B.S. MARKETING LETTER, which you should be subscribing to and can do so at www.dankennedy.com.

But I have a confession to make: I detest it. Or at least I detest everything about selling that 'normal' salespeople do. I really hate prospecting. Prospecting sucks. And I hate trying to convince somebody to buy or do something they are skeptical about or resistant to. That double sucks. So when it comes to the way most businesspeople sell their services and the way most salespeople sell their products, I've chosen not to participate and suggest you do the same.

I prefer 'the lazy salesman's way to riches,' letting other people do all the heavy lifting, then you just accept the order. In short, I'm here to give a testimonial for the use of testimonials.

A testimonial is nothing more or less than somebody else doing the selling for you. Somebody else overcoming skepticism and creating trust for you. Somebody else eliminating price resistance for you.

In spite of all the empirical evidence and overwhelming logic to it, the user testimonial is still one of the most under-used marketing tools on the planet. The fools doing GEICO INSURANCE's ads even have a new ad campaign making fun of customer testimonials. Shows you how dumb ad agencies and corporate executives can be when they put their heads together.

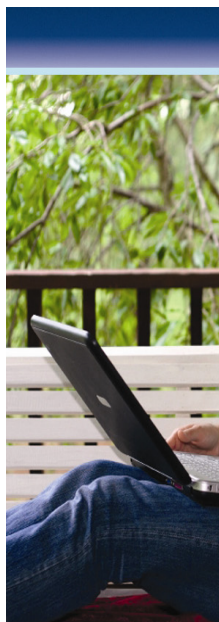
Here's the deal: what your customers say about you is 1,000% more persuasive than what you say about you, even if you are 1,000% more articulate and eloquent. For that reason, nothing is more effective than testimonial-driven and testimonial-laden advertising, marketing or selling. Nothing. Not glitz and glamour, not slogans, not cute little talking dogs, not music, not computer graphics, not gimmicks, not celebrities, not statistical proof, not scientific proof, not price advantage, not anything else, period.

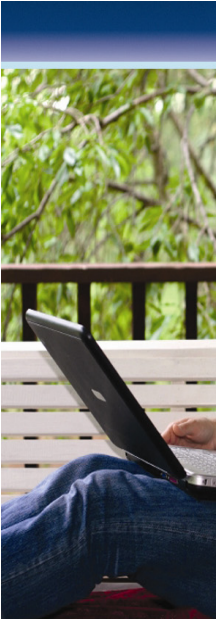
This means that acquiring good testimonials is a top priority. How many? As many as you can get. Use all you can get, every which way you can use them. Because it is impossible to over-use testimonials.

What is a 'good' testimonial?

First, sincerity. The person genuinely has a story to tell, is enthusiastic about his experience with you, and is somebody other people will believe and identify with.

Second, specificity. He can't just say "you're great." A useful testimonial has specific, meaningful detail.





Third, drama. The best testimonials are verbal equals of dramatic before-and-after photos.

Fourth, in quantity, diversity. A collection of testimonials that covers different ages, genders, ethnicities, backgrounds and experiences. Ideally, each testimonial counters a different objection or concern.

The ideal scenario has a sales message wholly supported by testimonials as proof of each separate claim, as well as the integrity of the message in its entirety and of the messenger. In the ideal scenario, there is such an abundant, overwhelming quantity of quality testimonials, that the prospect simply cannot sustain any doubts. He should say to himself: "I'll be the last, lone fool on the planet not to get this if I don't act now."

Occasionally, there is a situation where testimonials are just not available or useable. A brand new product, for instance. I hate such situations. Selling without testimonials is not impossible, but it's so difficult it might as well be. Why then do so many businesspeople insist on doing just that?

Some people don't get testimonials because the goods or services they deliver are either inferior or, at best, minimally satisfactory but not extraordinary. You may feel otherwise, but a shortage of testimonials tells you the truth about you as felt by your customers. And you can do something to remedy that, if you're not too obtuse, pig-headed or lazy. Some people are hesitant to ask for testimonials, out of guilt for having provided poor value, fear of stirring up discontent, uncertainty about their customers' true feelings or a more practical concern about inconveniencing their customers.

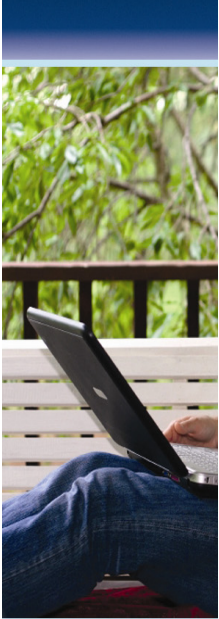
If the emotional hang-ups are valid, they can be removed by 'fixing' what you deliver. If they are (more likely) invalid, then you need to work on your own self-esteem and 'business esteem.' A lot of people don't get and use testimonials simply because they are lazy. It's hard to fix laziness. Lots of businesspeople fail because they think success ought to be easier and less work than it actually is. The only real cure for this person is a job at the post office.

If you are short on good testimonials, you need to ask yourself why, and then set about fixing your particular 'why.' There is no other single thing related to your business you could work on, offering a greater return on effort invested.

I hope that's convinced you of their importance!

Thanks for that, Dan.





Four Tips on How to Secure Valuable Testimonials:

One - When someone writes you a glowing letter

If you would like to reprint their glowing letter in your sales letter, write to them and ask permission to use it. You need not use their full address, but use a full name, plus town and county.

Using only initials waters down the testimonial considerably. While the use of only a person's initials after a solid testimonial is probably better than no testimonial at all, this approach leads to skepticism.

Two – A note in your shipping package

You can include a note in your shipping package that encourages your customers to send their comments. You may then seek permission to use the very best ones.

Three – Offer a free gift

You can even offer a free gift (perhaps a small booklet or short report or an inexpensive office supply product) in return for comments of any kind. This gift can be any kind of freebie that fits the lifestyle of your customers.

Four – A pre-printed 'Comments' flyer

You can enclose a pre-printed flyer that solicits comments and asks a few questions. This flyer plus the enclosure of a prepaid envelope will greatly increase written responses. In all cases, obtain signed permission before using your customer's comments in your ads or mailing pieces.

You do not need permission to use comments or reviews from the media because this is already considered a public statement.

Signing the Letter

Closing the letter appropriately is also important.

'Yours sincerely' makes your letter sound like a business letter rather than a personal one. I suggest a simple 'Sincerely' or something in the line of 'Yours for more exciting travel'.

The Signature

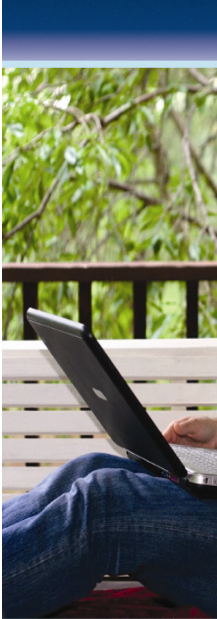
The signature is the third most looked at part of your letter and so it is important that it appears right. Make your signature look bold and proud.

Never, ever sign your letter with an illegible signature or worse, a squiggle. It will drain your letter of intimacy and the reader will wonder if you're a real person, and not a con man.

Ink Colours

The ink of your signature should be in 'process' or 'reflex' blue and no other colour. If you use any other colour except these blues, the response to your letter will drop. Test after test has shown that these two out-pull every





other colour. People associate a signature with blue ink. Don't worry if these hues mean little to you, your printer will know what they are.

In the rest of your letter, colour should be used only sparingly, such as in marginal notes for example. **Always have the main text of your letter in black ink, as this is the easiest to read.** Make sure that your printer does a good job with ink coverage, you want a dark black type, as this can increase response rate by 15%. Quite often the ink coverage is poor leaving the text a dark grey colour and this makes it harder to read. Your headline and subheads should also be in black.

This simple two colour printing, with black text and blue signature (and marginal notes if any), is effective for selling most products. If you want to test a third colour, use it on your subheads, although the added cost does not usually pay for most products.

If you're selling colourful products like jewellery or artwork you will need to have a colour photo of the product you are selling. People will not buy this sort of thing without seeing them.

Paper Colours

The greatest contrast is black ink on a white background, so consider using this for your sales letter. You can also consider 'straw' coloured paper or vellum – both are pale yellow. Always have the order form in a different colour as this makes it easily distinguishable from the rest of the letter. If you have a lift letter (the letter which goes in front of the main mailing piece) this also should be on different colour paper for the same reason. Other colours that can be used are white, off white, vellum (a good choice) pale yellow, blue, green, or pink. I usually have my letters printed on vellum paper with a pink order form. Pink is a non-threatening colour.

The weight of the paper should be heavy enough so that you can't see through it and there is no 'bleed through' if printing both sides. 80 gsm (grams per square metre) paper is usually sufficient but don't go any lower than this. 100gsm makes your product feel like it is better quality and more professional. If this is your first mailing, go for black onto 90gsm vellum and you won't go too far wrong.

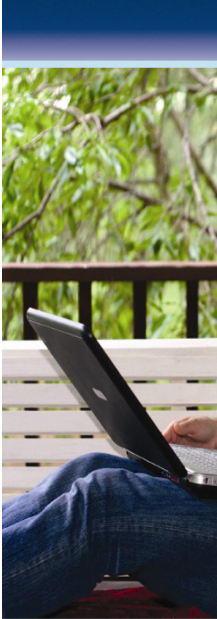
Attachments

There is one more special touch which has been proven to get results, and the fact that mail order people especially use this touch an awful lot proves its effectiveness. This is the personal sales letter, hand written which is attached to the major sales letter.

And it can be done in one or two ways.

Either leave a couple of inches at the top of the page for handwritten messages, or affix a 3x5 Scotch Post-It note to the top of the letter.





If you've received a request for information and the person has dropped hints as to what he might use the item for, by all means target the note to the person's needs, but if not, simply use it to advise the person to look over the material carefully.

Make it short, fifty words or less, and address it directly to the reader.

"Please find attached the information you are seeking. We look forward to your order. *John Smith*"

Again, you can opt for the shortcut method of printing a 'handwritten' note, as explained for the signature. If you choose this option, write the note in black ink and have the printer, print it in blue.

By the way, this handwritten personal note makes it unnecessary to put any sort of address such as "Dear Sir" at the top of the sales letter. Simply start the letter.

Postscript

Postscripts (the PS at the end of the letter) can increase sales by 30%! Yes it's true. 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%.

Think how much richer he would be if he had always used postscripts, and now imagine that this is you. Are you going to use a postscript from the moment you start out, after all it's not much extra effort, or are you going to throw money down the drain? The reason why you are reading this course is so that you can avoid expensive mistakes that the gurus made along their way to millionaire status.

Mail tests by myself and other direct marketers have also proven that a well-crafted P.S. can make a big difference to your response. The P.S. is so important because apart from the headline, it is the next most read part of any letter. Yet too much direct mail is sent out without a P.S. and the senders are throwing away a huge proportion of their potential sales.

In the real world, prospects do not read your letter from start to finish, they glance at the headline and if that draws their attention, they turn to the end of the letter and look at the signature and then read the P.S.

To be effective, you should restate the offer and/or the biggest benefit in the P.S. I usually use two postscripts in my sales letter and I like one of them to ensure the sense of urgency is still burning brightly in my prospects.





The 7 Most Used P.S. Types in Successful Sales Letters

One - Motivate the Prospect to Take Action.

This P.S. type *compels* the prospect to take action and place their order now. For this reason, it is the most important of all the 7 types. This P.S. overcomes the buyer's inertia, because in direct marketing delay is death.

P.S. "HOW TO FIGHT ARTHRITIS AND WIN" will make a huge difference in the quality of your life. You risk nothing. The book is not the original price of £50.00, but only £29.97 and comes with a one year money back guarantee. And it comes with up to 5 free bonus reports which you may keep regardless. Order at once."

P.S. Don't miss the opportunity to attend this valuable one-time only seminar worth many times its investment of only £397. Additional registrants may attend for only £197. Get up to 2 Free Bonuses worth a total of £80. Call 932-253162 now!

P.S. The HANDBOOK OF DOCTORS' NATURAL HOME REMEDIES FOR PROSTRATE PROBLEMS AND SEXUAL IMPOTENCE will make a huge difference in your life. You risk nothing. You can have the book not at the original price of £50.00 but for only £29.97. You have a one-year money-back guarantee. And if you respond within 10 days you will get 3 bonus reports you may keep regardless. Order at once.

P.S. If you don't mail your £50,000.00 SWEEPSTAKES entry, the prize that you might have won will go to someone else. That won't happen if you return the Official Entry Certificate in the envelope provided.

P.S. Our "Summer White Sale" is only running until August 15th, 2007. To make certain your Savings Certificate is valid, please post it before that date. No need to send payment now. If you prefer, we'll bill you later.



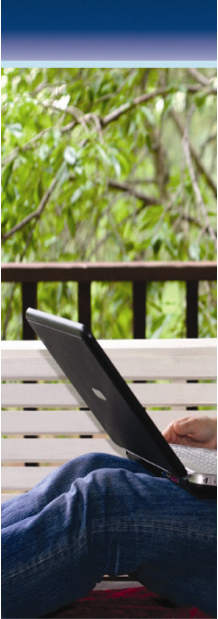
Two - Reinforce the Offer.

This P.S. is the most often employed and properly crafted is very powerful.

It is also the safest type to use, providing the offer is compelling.

P.S. The "S" Corporation was brought into law primarily to give small business owners a few financial breaks... to make it easier for them to stay in business. Now, under new tax laws the "S" Corporation looks more attractive than ever. With The "S" Corporation Handbook you can gain all the benefits of owning an "S" Corporation, including the big tax saving available now.

P.S. As mentioned before, your Gift Certificate bears your name and



may not be used by anyone else. A mailing like this - for a publication like W- must remain quite selective.

P.S. You'll be pleased with your decision, your 2 magazines, your membership and all your other benefits!

P.S. As mentioned earlier, this invitation is non-transferable. It is valid in your name only. If you decide not to accept my offer, please do not pass it along to anyone else. I would prefer you simply discarded it. Thank you.

P.S. Do look over the enclosed stamp sheet now, from Pavarotti At Carnegie Hall to Galway's Greatest Hits, from Sir George Solti to Itzhak Perlman... any 3 of the world's greatest artists and performances are available now for your 10-day free audition.

Three - Emphasise or Introduce a Premium or Bonus.

This one is very effective because everybody loves a valuable free gift.

P.S. REMEMBER, this special offer for ORGANIC GARDENING™ magazine brings you these three free gifts. Each one is chock-full of some of the best tips money can't buy. So use the easy order card today for a start on your best garden ever.

P.S. Remember, you will also receive, absolutely free, THE YEAR 2009 & BEYOND, an information-packed book on the first decade of the twenty first century. This 160-page, well-illustrated volume (a £7.95 value) is yours free when you join.

P.S. Take a look at your certificate now for news of a special gift of welcome! 10 power crystals, from amethyst to snow quartz, plus a guide to their legendary mystic qualities. Use them to meditate or relieve stress. Or enjoy them for their natural beauty. We'll send you all 10 power crystals free, plus a carrying bag, when you purchase Mystic Places.

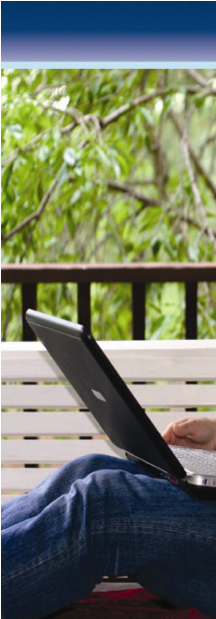
P.S. Take a look at your certificate now to see your handsome Egyptian Paperweight! When you keep THE AGE OF GOD-KINGS, it will be your Gift of Welcome. This unusual pewter-finish disk features an exquisite engraving taken from the temple of Akhenaten.

Four - Introduce a Surprise Benefit.

This can be effective in nudging the 'fence sitter' to take action and buy your product.

P.S. INCLUDED AT NO EXTRA CHARGE: Specific guidelines for most of the 166 letters; special tips on how to customise them; optional paragraphs and phrases for expanding them; and general guidelines for each of the 15 general categories of letters. ALSO: Checklist for Executive Letters; Forms of Address for VIPs; diagrams of correct letter formats; tabbed dividers; and alphabetised index - EVERYTHING YOU NEED





FOR A LONG-LASTING HIGHLY USEFUL BUSINESS REFERENCE.

P.S. Please note that your Gift Certificate has your name on it - and may not be used by anyone else.

P.S. ACT NOW AND GET THIS FREE GIFT. To help introduce you to the world of NATURAL HOME REMEDIES, we'd like to send you "Easing Aches and Pains" - a booklet written to help you draw on your body's own natural resources to relieve the aches and pains of everyday life. And the booklet is yours FREE when you decide to purchase RODALE'S ENCYCLOPEDIA OF NATURAL HOME REMEDIES. Supplies are limited, so please act soon. Mail the enclosed card today.

Five - Emphasise Price or Terms of Your Offer.

This can be highly motivating when your offer involves a special or bargain price or terms, and you dramatise this in the P.S.

P.S. Remember, this half-price offer at £16 expires in 10 days. After this date you must pay the regular price of £32. Don't miss out. ORDER now.

P.S. Send no money now. If you are not completely delighted with the Exer-Stik, return within 30 days and owe nothing.

P.S. This half-price offer is the lowest rate available. We may not be able to offer it again, so don't miss the opportunity. Mail your order today! Thanks - WJG.

P.S. I think you'll discover that the Group Discount Plan makes it easier than you'd dreamed to own today's incomparable Britannica!

Six - Emphasising Tax Deductibility of Purchase.

Entrepreneurs love being able to claim their purchases back against tax. Tax deductibility also provides additional justification to make a purchase. **Everyone feels more comfortable when they can justify their purchase to themselves or others.**

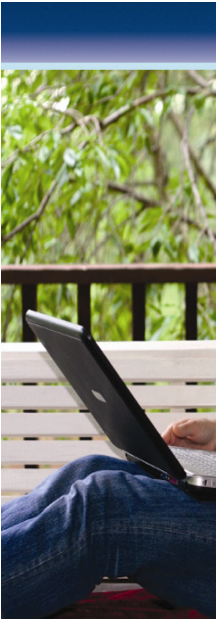
P.S. Your corporate shield is a valuable asset. Help protect yourself for a nominal tax deductible cost.

P.S. Your tax deductible investment of only £49.95 is a small price to pay to gain all the legal protection this book provides you and your business. Without a doubt, you will rest easier once you receive it.

P.S. Important tax benefits. Like virtually all EARTH WATCH contributions, membership is tax deductible. Note too that you can charge your donations to credit card.

P.S. Executive discount price is tax deductible as permitted by the Tax Reform Act of 1986. See page 75.





Seven - Emphasise Guarantee.

Money-back guarantees can be excitingly presented. They are good raw materials for a P.S. because the risk associated with any purchases is eliminated. Your prospect feels less anxiety and a greater sense of security when no money can be lost.

P.S. This no-risk £29.95 investment is guaranteed to give you protection personally over all your assets. Can you really afford to be without it?

P.S. You can charge THE COMPLETE BOOK OF CORPORATE FORMS to your American Express, Diner/Carte Blanche, Visa or MasterCard; if you decide to return the book, you'll receive an immediate credit or cash refund (including postage both ways). So this is truly a NO-RISK Offer.

P.S. If Small Business Tax Saver doesn't put tax dollars in your pocket from the start, your subscription will be refunded in full. That's a promise (see enclosed letter). And the £24.95 book, Big Tax Savings for Small Business, is yours to keep.

P.S. There is unlimited opportunity in consulting today, and Howard Shenson's Complete Guide to Consulting Success can help you take advantage of those opportunities. Order your copy today under our unique one-full-year money back guarantee.

P.S. Don't forget our guarantee - if at any time you're not pleased, just let us know. The unused portion of your subscription will be promptly refunded.

P.S. Don't wait until the expiration date on your certificate is on top of you. We guarantee your satisfaction. What can you lose? Call now TOLL FREE 1-800-228-9055.

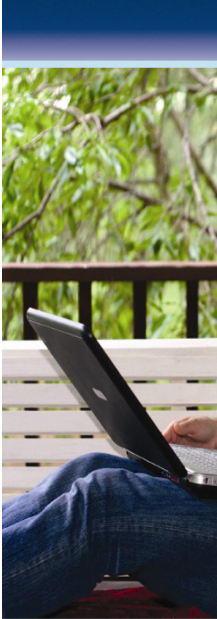
Many of these PS quotes are from the book Million Dollar Mailings by Denny Hatch with a forward by Alex Anderson. The book includes 71 of the most successful mailings from the past.

The Envelope

There is a lot of variety of opinion on the envelope. I like my envelope to look like it contains a real letter in order for it to be opened. Everybody loves to receive a real letter. Even if people don't recognise who it is from and may suspect that it is a mailshot, they are still far more likely to open it just to make sure. If it screams 'junk mail' many potential prospects will simply throw it away.

I usually mail in a size C5 envelope with a real-live second class stamp. Often it is too expensive to use first class. For very large mailshots you can frank the envelope or even use Mailsort 2 or 3 and claim a big discount.





Mailsort 3 is where you pre-sort the letters into bundles by their postcodes; this saves the post office time. It doesn't take you any more time to pre-sort the letters because the address labels can be printed in order of postcode.

Without a doubt a stamp pulls better than franking or mailsort, but the mailsort savings can be considerable. The cost of adding a stamp can be quite expensive. Test both.

If I am sending out mailshots to my existing customers, then I often use prepaid envelopes that have my company name and address on them, so people know they are from me. I have a good relationship with my customers and so people are likely to open mail I send to them.

Should You or Shouldn't You Include a Self Addressed Reply Envelope?

You can increase your response rate by up to 30% simply by enclosing a return envelope with your mailshot. This is called a RPE or Reply Paid Envelope. It saves people having to search for one, which can be a Herculean task in some households. Basically if they can't find one within a few seconds, or even worse, have to go out and buy one, you can be pretty sure that their order will never be sent.

Your envelope doesn't have to include postage. Tests consistently show no difference in response when the customer pays the postage. Use an envelope that has a 'please affix stamp here' box. This saves you money on return postage and eliminates the problem of people sending you junk.

If you wish to use prepaid envelopes, you can obtain a permit for business reply envelopes (BREs, same as RPEs) at any post office. Envelopes with your company name, address and a 'please affix stamp here' box can be made to order from your stationery supplier.

Of course, if you accept credit cards all this hassle is cut out, all customers have to do is call you, or pay by credit-debit card or via Paypal for Internet orders. But not everybody will pay by credit card, so include a return envelope as it will be well worth the expense.

Teaser Copy

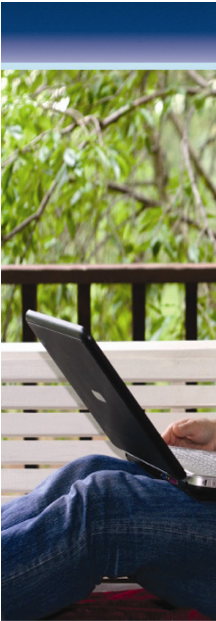
Some direct mailers swear by having teaser copy on the envelope. Definition of teaser copy: **words printed on the outside of an envelope intriguing the recipient enough to open the letter.** There is no chance of a sale, of course, unless the prospect first opens the envelope.

Is 'teaser' copy on the outer envelopes the best sales strategy? Or is it better to use a plain envelope that is personalised?

The debate rages on. The only answer is to test both for yourself.

But to give you a better balance on the debate, here's what another





millionaire copywriter says about the outer envelope...

“You can have the best sales letter in the world that sells the best product on the earth, but if people don’t open your envelope and read the letter, they will never have the chance to buy your product.”

People are always bombarded with this offer and that offer. That is why most “junk mail” gets thrown in the trash, even before it’s opened.

Your envelope must stand out and force the reader to open it and read what’s inside.

You can compel people to open your outer envelope by putting what is called “teaser copy” on the envelope. Teaser copy is simply a phrase or sentence that gives people just barely enough information to make them want to open the envelope.

You must be careful and not give too much away. If you say too much, the reader will immediately assume they know it all and will throw it away.

Here are a few samples of good teaser copy:

- Here’s Something Worth Checking Out.
- FREE 30-DAY TRIAL.... Details Inside.
- Time-Dated Material.....Open Immediately.
- You May Have Already Won.
- Open Immediately For Free Gift.
- For My Best Customers Only!
- Private, For Addressee Only!
- RUSH DELIVERY PLEASE!
- Inside: Your Money-Making Information!

The list could go on, but you get the idea.

There are hundreds of different “teasers” you can use to get customers to open your envelope. It would be a good idea if you tested several different ones to see which ones get you more orders.

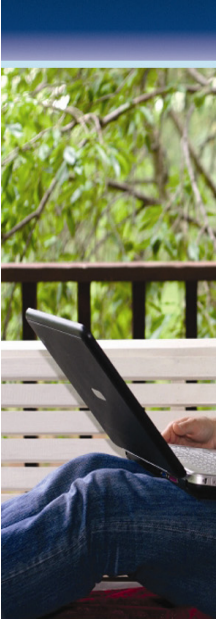
In spite of all the evidence to the contrary, many still believe better results can be obtained without the use of ‘teaser’ copy, as e.g. a plain envelope with typewritten address and live stamp.

Back to what my experience on this is. **Both views can be right.** Why?

When your ‘teaser’ copy is weak, it can reduce the number of people who open the envelope. In such a case, you are better off without it.

But when you create a ‘teaser’ that is effective, you can more than double





the response over any other envelope strategy that I've seen. That's why I favour it.

Most of the successful mailings over the past ten years all had 'teaser' copy on the outer envelope. (Success is defined here as being profitably mailed for at least 3 years).

How to Prepare 'Teasers'

As with the headline of an advert or sales letter, the key to effective 'teaser' copy is beautiful in its simplicity. Here is how to do it. Write down all the benefits that a customer can possibly get from your product or service. Prepare each one in a headline style using no more than 17 words. Then choose the strongest benefit!

To get your creative juices flowing and illustrate this idea, here are a number of envelope 'teasers' that have made money for years:

- (1) **How To Make Yourself Judgement Proof**
Lawsuit explosion in the U.S. makes
it mandatory to protect yourself
from judgements caused by
creditors, customers, patients,
IRS employees or even an ex-spouse

- (2) **An urgent message from the publisher -**
To be opened and read immediately

- (3) **What Will You Do When**
Your Personal Assets Are Seized
to Satisfy a Judgement
Against Your Corporation?
Free Sample Form Enclosed Protects You.

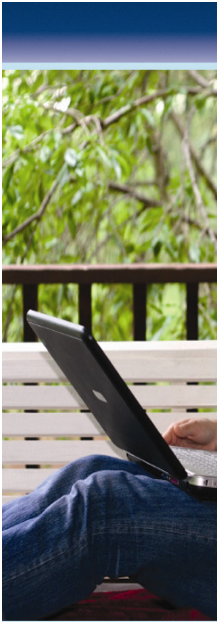
- (4) **Little Known Secrets To Earning Millions Revealed**
See details enclosed...

- (5) **World renowned doctor says...**
"You Can Prevent And
Cure Cancer Simply By
Eating Two Natural Foods!
7 time Nobel Award nominated
doctor, Dr. Johanna Budwig
discovers natural cancer cure.
See Inside for Details...

- (6) **Inside: The Secret of Being a Great Boss-**
Do Less and Accomplish More!

- (7) **What Makes a Consultant Successful?**





(8) What If You Were Certain a Fortune
in Gold Were Hidden Right In Your Home?
Would you spend 2 years of part-time effort to find it?...
See Free Treasure Map inside

(9) NEW
Stop Writing Letters The Hard Way
Announcing The Instant Letter Writing System.
Save 87% Of Your Correspondence Time.
And You Write Better Letters!
Free sample sales letter enclosed... **Open Immediately**

Adding these words after the teaser copy will cause more people to open your envelope, which is what you want.

... See inside for details

... Open at once and read immediately

... Free gift inside

... Open at once for free sample form

... See sample form inside

... An urgent message from [you - works best if you are known by the recipient]

A word of caution. **Don't be cute or use any tricks or gimmicks.** When you offer a free gift make certain that you give something of real value to the prospect. Otherwise, while you may get many people to open the envelope, you will alienate the prospect. An upset prospect, of course, will not buy your product.

More next lesson!

