

How to Write a Compelling Sales Letter

Your sales letter can make or break the success of your course or other infoproduct. Ideally, you should outsource this task to a talented copywriter in order to maximize conversions. If that's not feasible, however, then you'll want to use this tutorial as a starting point for creating a compelling sales letter.

Step 1: Profile Your Target Market

The first thing you need to do is learn as much about your market as possible. To that end, research the audience demographics (e.g., "dog owner demographics"), being sure to stick to reputable sources. Then spend time reading discussions from your market or even surveying them to learn more about their problems and what they want.

Step 2: List Your Product Features and Benefits

Your next step is to list all your product's features and the associated benefits of those features. Be sure to also create your USP (unique selling proposition), which is the one thing that sets your product apart from similar products.

Step 3: Craft a Compelling Headline

Now that you know the benefits of your product, showcase your biggest benefits (and, ideally, your USP) in the headline of your sales letter.

E.G., "Discover the Easy Way to Lose Weight... Without Hunger Pangs, Cravings or Feeling Deprived!"

Step 4: Define the Problem

The opener of your sales letter should engage your reader and define the problem.

E.G., “Do you ever feel tired and short of breath after climbing a flight of stairs?”

Step 5: Offer the Solution

Your next step is to offer your product as the solution to the reader’s problem, and then list all the benefits of your product (typically in the form of a bulleted list).

E.G., “You’ll get a full three months’ worth of meal plans, recipes and grocery lists – weight loss is easy when we do all the planning for you!”

Step 6: Provide Proof

Your readers are a little skeptical of your claims, which is why you need to prove them. You can do this by providing the following types of proof:

- Case studies.
- Testimonials.
- “Before” and “after” pics.
- Videos.
- Screenshots.
- Media clippings.

... And anything else that proves that what you say is true.

Step 7: Raise and Handle Objections

Your next step is to raise the objections people have to buying your product, and then handle them.

For example, if people think your product won’t work, then offer a guarantee.

Another example: if people think your product is too expensive, then justify the price (showing them how they can’t afford to NOT buy it).

Step 8: Offer a Call to Action

The final step is to tell your prospects to take action. Whenever possible, give them a good reason to do so now.

E.G., "Take out your credit card and click the buy button below – because the sooner you get started, the sooner you'll start liking the person looking back at you from the mirror!"

Conclusion

You just received an overview tutorial of how to craft a compelling sales letter. Be sure to have this article ready for easy reference the next time you start writing a sales letter!



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