

Templates To Go (Sales Letters)

Template 1 (Reasons Why)

“If You’ve Never [Tried a Particular Strategy to Gain a Particular Benefit], Then You’re in for a Marvelous Surprise...”

Most people [try to do something to get a benefit] – but those who succeed [are doing something a little different...

Dear [Friend or specific type of person],

If you’re like most [types of people], then you’re probably [achieving some benefit by doing something common –e.g. “if you’re like most online business owners, then you’re probably creating all your blog content yourself”].

That’s definitely [a decent solution]. It [lists one of the benefits of doing it this way].

But there’s one huge, looming problem...

[Describe the big problem with the commonly used method. In continuing with the example above, you’d talk about how time-consuming it is to create all the content oneself.]

You know what I’m talking, about right?

[Insert a description of the problem and how it really is a big problem, how it makes the person feels, how it wastes time and money, how it doesn’t get good results, etc. – basically lists all of the downsides of the common method.]

It’s enough to make you [want to give up or similar].

But hold up – it doesn’t have to be that way...

Instead of [doing it the common way], imagine if you [were able to do it faster/easier/at less cost/better]. Would that interest you?

Here's your answer: [whatever solution your product is providing – in continuing with the above example, it might be something like using PLR content].

Here Are [Number] Good Reasons Why [Your Solution] Is The Best Way to [Solve a Problem]...

Reason 1: [Insert reason in a few words, e.g. "This is the fastest way to [get a benefit]."]

[Explain reason in a couple sentences.]

Reason 2: [Insert reason in a few words. E.G., "This is the easiest way to [get a benefit]."]

[Explain reason in a couple sentences.]

Reason 3: [Insert reason in a few words. E.G., "This [strategy] [produces awesome results]."]

[Explain reason in a couple sentences.]

You can see there are a whole lot of benefits to [doing a task/solving a problem in this certain way]. And that's why you're going to want to [get a hold of this solution]...

Introducing [Name of Product] – The Surefire Way to [Solve a Problem/Get a Benefit] Without [Dealing With the Typical Downsides]!

This [product] shows you how to stop [doing things the old inefficient way], and start [doing them in this better way]!

Here's what you [get/will learn] when you order now:

- You'll find out a simple trick for [doing a process] – no more [bad thing]!

- You'll discover the quick and easy way to [get a benefit].
- You'll learn the one thing you should NEVER do if you want [to get a good result].
- You'll get a complete list of [resources/tools/gear] that makes [getting some good result] [faster/easier] than ever!
- Don't [have some certain thing, e.g., "a big budget"]? No problem – you'll find out [how to do something even if you don't have that thing... e.g., "how to get all the traffic you need even if you don't have a single dime to spend on advertising!"]
- You'll get my personal [system/formula/etc.] for [getting some benefit]!
- You'll get a complete set of [tips/tools/etc.] that [makes it easier than ever to achieve a benefit] – this is the best way to turn information into [actual results]!
- You'll find out which [one thing] you've been doing all this time [is actually sabotaging your results] – and what you need to do instead to [start getting better results].
- You'll discover a surprising way to [get a benefit] – this is so easy, you'll wish you had known about this [weeks/months/years] ago!
- You'll find out the top [number] mistakes most [type of people make] when they're [trying to do a task/get a benefit], and how to avoid them so you can [get better results].
- Are you short on time? Then you're going to love [some other component of this, such as a list of time-saving tips] – you can [get a benefit] in as little as [some short amount of time, such as "15 minutes a day"]!

And much, much more – this [product] gives you everything you need [to start doing a process in the better, more effective way]!

So, you're liking what you see. You know [this process would create really good results for you]. But you have a question – how much is it?

Let me ask you a question...

Would You Trade [These Benefits] for [Some Small Thing, Like a Pizza]?

I'm not kidding. If you order now, you can get everything you see on this page for about the cost of a [small/medium/large] pizza – just [\$ amount].

That price may raise your eyebrows. Maybe you're wondering how we can giveaway so much for such a small price.

It's pretty simple, really. [Justify the reason for this price.]

The bottom line here is that you're getting a GREAT deal. And to sweeten the pot even more, I'm going to throw in this bonus...

Order Now and Get [Bonus Product] as My Gift to You!

This offer is pretty darn amazing just the way it is. But now I'm going to make it absolutely irresistible by throwing in [Bonus] for free when you order today!

[This product] [delivers some specific benefit]. Once you give this a try, you won't ever [want to do the process without this product/without using this strategy] again – guaranteed!

This [product] is a [dollar amount] value, but it's yours free when you order now! That's why you'll want to take out your credit card and click the [button/link] below now to get started:

[insert payment button/link]

[sign off]

P.S. Once you start [doing some process using this better way], I'm confident you'll [never go back to the old way]. That's why I'm offering you a [number]-day unconditional guarantee. If you don't agree that this is the best way to [achieve some goal/complete some process] – or if you're unsatisfied for ANY reason – just email me for a prompt and cheerful refund.

This takes all the risk off of you and puts it squarely on my shoulders, so [click here to order now...](#)

Template 2 (Inspiring Story)

**“The Incredibly True Story [Of a Person Who Got Amazing Results] –
And How You Can Too!”**

**[Getting some specific result] doesn't have to be hard -- if you the
secret of [some topic/getting some result]...**

Dear [Friend or Type of Person],

[Name of Person] is someone a lot like you...

[Describe how this person is a lot like the reader in relevant ways. For example, if your audience consists of busy moms trying to lose weight, then the person in your story should be a busy mom too.]

And like you, [this person struggled to get a specific outcome].

Maybe you can relate...

[Name of person] tried to [get a desired outcome] by [using some common way to do it]. [He/she] [took some certain, common steps.] [He/she] even [took some unusual or advanced step], but yet [he or she still couldn't get a desired outcome].

But then [Name] made a marvelous discovery that changed everything...

On a whim, [he/she] [did something a little different in the niche – be slightly vague here to arouse curiosity]. And what happened next was absolutely astounding...

[A big desired result occurred!]

[Name] was cautious at first, thinking it was all a fluke. But [the results stuck]. And even better, [the results kept getting better].

Fast forward [a relatively lengthy amount of time], [and the benefits continue]. Finally, [this person was getting the sort of results that had eluded him or her for so long]!

So, what was this marvelous discovery that [created good results]?

Simple: [Name] used the secrets of [getting a benefit] that [he or she] learned about [in Name of Product].

Now before you think [Name's] [good results] are a fluke, I can assure you they're not. Take a look...

Just look at what others are saying about [Name of Product] and the amazing [results they're getting by using this product]...

[Insert around three of your BEST testimonials—especially those that mention specific results.]

If you'd like to start [seeing results like these/getting a good outcome] like this, then you're going to want to [download/get a membership/etc] [this offer] right away.

Here's what you get when you order now...

[Insert Name of Product]: [Insert biggest benefits of product]

This [type of product] is designed [to deliver a good outcome]. It's different from [competing products on the market], because [insert the unique selling point].

Here's what you get:

- You'll get a simple [number]-step [system/formula/process] for [getting some benefit] – this is the same [system/formula] countless others have used to [get great results], and now you can too!
- You'll discover a little-known way to [get some benefit]!

- You'll find out what [one thing] [is creating bad results for you] – and what you need to do [to start getting better results/avoid this bad thing]!
- You'll find out [what experts in the field] know about [topic or process] – and how you too can [get a good result]!
- You'll learn the [number] tips and tricks for [getting some benefit] – these are going to make [the process] a whole lot easier!
- You'll find out the [number] most common mistakes that [can derail success], and what to do instead [to get great results].
- You'll discover [number] dos and don'ts that will [transform the way you approach some process]!
- You'll find out which [number] questions to ask yourself before you [attempt some process or step].
- You'll get [some tool or resource] that makes it [faster/easier] than ever to [get a benefit/complete a task] – you'll wonder how you ever managed [to do this task] [in the old way]!
- [Insert other benefits as needed.]

And that's not all. Order now and we'll sweeten the pot even further with this valuable [type of product]...

Get [Name of Bonus Product] for FREE if You're Quick

This [type of product] is your surefire solution for [getting some outcome]. If you've ever [experienced some bad thing when trying to get a good result], then you know how important it is [to have something in particular]. This [type of product] ensures you never have to worry about [some bad thing] again, because [describe what it does].

But there's a catch...

This offer is only available [for the X number of people who order now or to those who order by a certain date], so you're going to want to order now to be sure you get it!

Since you're still reading, I know you like what you see. You know this [type of product] is exactly what you need to [get some good result]. Question is...

How Much Is It?

This is the part of my letter that's going to have you grinning from ear to ear. That's because if you order now, you see on this page for just [\$x].

Listen, you can't afford to pass up this opportunity. If you [tried to solve the problem in some other way], you'd end up [paying a really high price, getting a bad result, or both].

That makes this offer a phenomenal deal. And even better, it's risk free...

You Don't Have to Say "Yes" – Just Say Maybe...

I'm so confident that [the product] is the absolute best way for you to [get some good result], that I'm going to back it with my ironclad, unconditional guarantee.

Take [this product] for a test drive for a full [number] of days. If you are unsatisfied for ANY reason, simply email me and I'll immediately issue you a full refund, no questions asked. I'll even let you keep [the bonus product] as my way of saying thank you for giving [Product Name] a try.

This is a completely risk-free offer, so take out your credit card and click the [buy button, payment link, etc.] to get started right now:

[Insert payment link/button]

And hurry, because the [bonus offer] is going to go fast, so if you wait you might miss out!

[sign off]

P.S. Imagine waking up [tomorrow/one morning next week/one morning next month/etc.] [and experiencing some great result] just like [Name of person from inspirational story].

It's possible, and you don't have to imagine it. All you have to do is take the first step and click here to order. Do it now so that you can get the [bonus offer] too. You'll be glad you did!

Template 3 (Proof)

“PROOF! Now You Too Can [Get Some Benefit] – And It’s a Lot Easier Than You Think!”

If you’ve ever wanted to [get some benefit/outcome], then you’re going to want to read every word of this letter...

Dear [Friend or Type of Person (e.g., “parent” or “dieter“)],

If you’re like a lot of people I talk to about [topic], then you have a pretty strong opinion when it comes to [types of solutions on the market]...

Namely, they all stink.

You know what I’m talking about, right?

All of these [types of solutions] promise you that you’ll [get some sort of amazing results]. By the time you finish reading the sales letter, you’re convinced there’s no way [this product] won’t work for you. It seems like a sure thing, right?

But then you try it out...

And it doesn’t work. More often than not, [explain why the product doesn’t work]. And you end up feeling burned again.

I’m going to let you in on a little secret...

The reason so many of these [types of products/solutions] don’t work is because no one ever TESTED them.

See, these [products] look good on paper. It *seems* like they should work. The average person certainly wouldn’t question whether [the product delivers some sort of specific benefit/desired outcome].

Even the author probably just assumes they'll work, and puts them on the market without ever getting any real-world results. Maybe the [strategy/product] worked for the author, but that doesn't mean it will work for everyone.

For example: [give a quick example of why something that worked for one person wouldn't work for another. For instance, if this was a dieting product, you might explain how a diet developed by a 25-year-old man with a raging metabolism simply isn't going to work for a 45-year-old woman.]

And that's why [Name of Your Product] is completely different...

[Name of Product] is the Only [Type of Product on the Market] That's Been Field Tested Thoroughly by [Number] [Specific Types of People – e.g., "Middle-Aged Women" or "People With No Marketing Background or Experience"].]

When I say [this type of product] works [to create some sort of desired outcome], I mean it. In fact, I can PROVE it.

Case Study #1: The [Type of Person] [Achieved Some Great Result – take note that this case study should be someone who has the same characteristics of your target market.]

[First Name of case study subject] is a [describe relevant characteristics]. After just [length of time], [he/she] [got some great result].

[Briefly describe case study and provide additional proof, such as pics, videos, measurements, screen shots, awards, etc.]

And [Name] isn't the only one. Check this out...

Case Study #2: [This Type of Person] [Enjoyed a Great Result] Even Though [They did or Didn't Have Some Common Characteristic/Prerequisite, etc. For example, someone might lose a lot of weight even if they have a slow metabolism.]

[Describe this second case study, including additional proof such as pics, videos, etc.]

Pretty exciting, right? If these people can [get a great result], then you can too!

All you need to [get started getting good results] [is this strategy/product].

Let's take a look at what all you get when you order now...

[Product Name, or Name of the first component, if this is a package]

This [type of product] shows you the best way to [get some result]. Not only do you get [some benefit], but you'll also discover how to [get some other benefit].

This [product or component] also includes:

- [Insert other benefits, including step-by-step systems for achieving some goal, tools to make it easier to achieve that goal, etc.]

[List any other components of the package, similar to above.]

And that's not all...

Order Now and You'll [Get Some Bonus Product] – FREE!

The key to [achieving some result] [faster/easier/better] is to [get some benefit that this bonus product provides] – and that's exactly what you get when you order now!

This [type of product] [describe what it does]. Even better, it [describe some other major benefit of the bonus product].

Elsewhere online people are paying up to [dollar amount] [for this bonus product], but it's yours free when you order now!

Which brings us to your next question...

How Much Is It?

If you've [purchased or researched similar products on the market], then you know they go for upwards of [dollar amount]. So, you'd expect to pay at least [dollar amount] for [Product Name], and it would be worth every penny to get these sorts of proven results.

But the good news is that you don't have to pay [that dollar amount] to get results. You don't even need to pay [some significantly smaller amount].

That's because if you act right now, you'll get everything you see on this page for just [dollar amount].

That's a great deal for something that's proven to [deliver a great result]. You know it and I know it. But I can't promise this deal will last forever, which is why I urge you to order now using the [button/link/form] below:

[Insert buy button/link.]

[sign off]

P.S. [Name of Product] is proven to [deliver some result]. And in fact we're so confident of this that we're willing to put our money where our mouth is...

[Product Name] Works Or It's FREE

You've got a full [number] days to try out this [type of] strategy for free. Download [this product] today, [read/view/watch] every [page/component]. Try out the [the strategy]. If you're not absolutely convinced this is the best way to [get a benefit], just email me within [number] [days] for a complete and prompt refund.

Fair enough?

Then order risk-free today, because [you deserve to get some great result]:
[insert another payment link]