How to Write 'Mini' Sales Letters for <u>Any</u> Product or Service *that Actually <u>Sells</u>!*

...Without Having to Spend Hours Scratching Your Head or $1000s in Copywriting Fees

Introduction

There's no doubt about it. Writing and selling small reports is one of my favorite ways to make money online. (You're reading one of those small reports right now.) In fact, I've written several small reports about how to go about writing small reports. And, that's where most people focus their energy, on writing or creating their small reports.

However, I'm about to share with you the next (and even more important) step in actually **making money** from your small reports.

Once you finish writing and preparing your small report to sell online, it's time to shift your focus to the actual sales process.

And that process is going to begin with your "*mini-salesletter*".

I say "*mini*" salesletter because it's not important that you craft a 10-15 page direct response page like a full-length product would normally require. It shouldn't take as much persuasion to get others to buy a lower-priced offer as it would for a premium-priced offer.

So, we're going to talk about creating a shorter, yet equally as powerful, version of the internet salesletter. What I want to do is walk you through the construction of a salesletter from start to finish.

Everyone has their own way of developing a sales page, but the basic components are the same. And it is these basic components that I'm going to teach you in this report.

Sidebar: About WYSIWYG Software.

Before we begin looking at the process of crafting a salesletter for your small report, I need to mention that you'll need some kind of HTML software program in order to prepare your salesletter in the format of an HTML webpage for viewing online.

What I recommend is that you download a "WYSIWYG" editor, which means "what you see is what you get". This type of HTML editor doesn't require you to know anything about HTML coding. It's as simple as

---

```
using your favorite word processor.

You have three basic options –

   1. You can download free trial versions of many different WYSIWYG
      editors at Download.com or Tucows.com that will enable you to
      get a sales page created.

   2. You can purchase a copy of some of the better programs such as
      Dreamweaver or Microsoft FrontPage (or the newer Microsoft
      Expression).  If you have the money to spend, grab a new copy.
      Or, you can purchase earlier versions of these software
      programs at eBay.com for a significant discount.

   3. You can hire someone to convert your written salesletter into a
      formatted HTML page by posting a project to Elance.com.  You
      should be able to find someone to do this for you for $25-$30.
```

Having said all of that, let's begin looking at the process of writing a mini-salesletter to load to a website in order to get visitors to buy your small report.

As we make our way through the 11 basic parts of your mini-salesletter, I'll be referring to an example salesletter for my product, "***How to Make A Small Fortune Online With Small Reports***". The salesletter has been tweaked since this report was written (as all salesletters should be), but the information is all still valid and will help you to construct a mini-salesletter that sells.

11 Parts Of An Order-Producing Special Report Mini-Salesletter

1) Prehead. The first part of your salesletter is what's known as the "prehead". This is a short, introductory statement located at the very top of your salespage that is used to…

- ✓ Engage the reader's attention.
- ✓ Quickly introduce a key idea or qualification.
- ✓ Set the stage for the thrust of the sales message.

There isn't a set in stone rule for the length of a pre-headline. I've seen a prehead consisting of only one word – and I've seen a complete paragraph. Generally speaking, use as few words as possible to effectively communicate your message.

Here are some examples –

- (Mention A Specific Group)
  "Attention First-Time Parents..."

- (Mention A Specific Problem With Latest Development)
  "New Breakthrough Discovery For Arthritis Sufferers Shows..."

- (Mention A Credible Source)
  "As Seen On The Oprah Winfrey Show..."

- (Mention A Shocking Announcement)
  "You've Been Lied To About Teaching Qualifications!"

- (Mention A Statement Of Fact)
  "A Panel Of Top Experts Agree, This Is The Easiest Way To..."

If you look at my own mini-salesletter as a case study example, you'll find that I went with…

"It only takes 2-3 hours to create this cash cow…"

That short statement launches into my primary headline. But, before it does, it does a lot of valuable things for me as it conveys my message to the reader. It adequately gets their attention – what is this "cash cow" that can quickly be created? It introduces a key idea that I'll be expanding on later in the salesetter –

"it only takes 2-3 hours". And, as we'll find out next, it seamlessly launches into my primary headline.

Speaking of which, that's the second "part" of your salesletter that we want to direct our attention to next...

2) Primaryhead. This is your main headline – located at the top center of your sales page immediately below your prehead. It should be in **larger, bolder** print and may contain certain words highlighted in different colored text for emphasis.

This is your biggest weapon of the sales page and should be used to showcase your biggest benefit to the reader.

> ➢ What is the ultimate "best reason" someone should buy your special report?
> ➢ What is the most desirable result of buying your report to the reader?
> ➢ What, above everything else, would be most beneficial about buying it?

This is your chance to quickly encapsulate your entire salesletter in one, eye-catching sentence that is GUARANTEED to be read by the visitor to your site.

Fire your biggest gun!

Now there are a lot of different models, templates and "*kinds*" of headlines that have been repeatedly used over the years which have proven to be very effective in producing orders.

I can't possibly cover them all, but what I want to share with you is one of my favorites that has really **generated great results** for me – and my clients – every time we've used it.

I call if "*If You Can, Then You Can*" model.

The idea is to make a simple, reasonable qualification that the reader must meet (that's the "if you can" part) in order to reap some tremendous result (that's the "then you can" part) of great interest to them.

Here's an example from my own mini-salesletter...

"IF YOU CAN WRITE 7-15 PAGE REPORTS, THEN YOU CAN
MAKE A LIVING ONLINE WORKING JUST <u>A FEW HOURS</u>
EACH WEEK FROM THE COMFORT OF YOUR HOME!"

As with any type of advertisement or sales copy, there are some simple things you'll want to make sure you do in creating your headline…

- ✓ **Use Particulars**. The more specific you can be, the better.   Not only does your statement seem more believable with specifics, but in many instances it can see more reachable. It's not just "write reports", it's "write 7-15 page reports".

- ✓ **Use Periods**. One of the things most people want is a "time frame". How long will this take? When can I expect results? It's not just "make a living online working from home", it's "make a living working JUST A FEW HOURS each week…"

- ✓ **Use Pictures**. Unless they're a glutton for taking the road less traveled, most people want the easiest route to their destination of choice. Use word pictures to describe the ultimate result most desirable to the reader. It's not just "working from home", it's "working from the comfort of your home".

So, there's a lot to convey in your headline. It sets the tone for your entire sales message, so spend some time developing it based on the things we've talked about here. By simply making some appropriate substitutions into the *"If You Can, Then You Can"* headline model, you should be able to craft an attention-grabbing start to your mini-salesletter.

Moving on, the next "part" I want to mention is the...

3) Posthead. This is similar to the "prehead" in that it's a brief connecting statement. This time, it bridges the gap from the headline to the opening paragraph of your copy.

Now, again, there are a lot of different usage ideas here as to what you should do with your posthead. I'm not a Dan Kennedy, Yanik Silver, Michel Fortin or some other world-class copywriter. But I am pretty good at convincing people to buy my courses, so let me tell you how I use a posthead on my own sales pages.

There are a couple of things that have proven to be effective that I want to mention -

- ▪ **Make A Statement Of Emphasis**. In other words, briefly expand upon what you said in the headline – but emphasize something that will make it even EASIER or FASTER or MORE REWARDING than what you've already

stated. Here's what I went with in my posthead...

----
*"Play Golf, Spend Time With Your Family Or Just Relax
With All Of Your Extra Time While Orders Come In Automatically!"*

I chose to emphasize the "end result" the reader can be experiencing by following my instructions.

I could just as have easily stressed a way things will be made easier such as...

----
*"Heck, I'll Even Show You How To Get
Other People To Write The Reports For You!"*

Or, I could have chosen to focus on "speeding up" the process by promising...

----
*"Update: My New Bonus Chapter Shows You
How To Get Your First Sale By Tomorrow Afternoon!"*

The point is the same in all regards: the posthead is used to place emphasis on an easier, faster or more rewarding aspect of what I'm about to share in my letter to the reader.

▪ **Mention A Deadline Or Limit**. Another good use of your posthead is to begin creating urgency by stressing some kind of deadline or limit that you are imposing. A few examples include...

"Only 50 Lucky Charter Members Will Be Accepted!"
"80% Off Introductory Price Ends On October 12th at Midnight!"
"There Are Just ~~24~~ 16 Copies Left Before We'll Be Sold Out!"

Obviously, you'd give extensive details on this deadline or limit later towards the conclusion of your salesletter, but this is a great place to introduce some (legitimate!) deadline or limit that the reader needs to be aware of.

Once you have a posthead in place, you're ready to dive into the main body of your salesletter, beginning with your opening paragraph which includes...

4) Problem. Virtually every good salesletter begins –in one form or another – with an introduction of a problem.

- ➢ You're not getting enough traffic to your site.
- ➢ Your list isn't big enough.
- ➢ You still haven't dropped that last 10 pounds.
- ➢ Your spouse wants a divorce.
- ➢ You can't seem to manage your time.
- ➢ You're not as good at tennis as you'd like to be.
- ➢ You'd like the flexibility of working from home.
- ➢ You're really interested in homeschooling.
- ➢ You could be happier if just one thing changed.

Serious or trivial, stated positively or negatively, real or imagined, problems are the universal driving force behind many – if not most - decisions we make. We want to avoid them, correct them, minimize them or make up for them, but make no mistake about it, they have great influence in our lives.

We'd be happier without problems, or so we think. We'd at least try to give it a try. ☺ And, if we can't completely eliminate our problems, it sure would be nice to have something really wonderful happening in our lives that would diminish or overshadow them. We all have things that we'd like to improve upon. Things we'd like to see changed to some degree. Things we'd like to make better.

So, one of the **best ways** you can begin your mini-salesletter is to establish the fact that there is a *problem* that needs to be addressed. Generally, by telling some kind of story that allows you to identify with the reader and the problem they face.

Here's an excerpt of part of the opening for my mini-salesletter for the ***"How to Make A Small Fortune Online With Small Reports"*** course...

```
------------------------

You've probably figured it out by now:  "certain" people seem to
be making all the money because of a "buddy system" in place
where they all promote each other's products.

Chances are you're not in their club, right?
```

```
You're busy promoting their affiliate program and not the other
way around.  You're busy buying their latest offer while they
haven't spent a penny with you.  You're still working a "real
job" 40+ hours a week while they're off playing golf – and
they're spending your hard earned money to pay their green fees!

Listen, I know – it's frustrating on the outside looking in.  I
hear ya.

But, what if I could change all of that for you?

------------------------
```

See how a problem was presented here? See how I identified, even empathized with the reader? And see how I hinted at the ability to make a positive change for her? It's an easy transition from here to the next "part" of the mini-salesletter...

5) Product. Now that you've established a problem, it's time to share the solution – namely, what <u>YOU</u> have to offer in your "*small report*"!

Here's where you let loose with the "*unique sales proposition*" we talked about earlier.

<div align="center">

"You know how others _____,
well here's what I do that's different..."

</div>

Without being arrogant or prideful, it's time to **talk about yourself**: your experiences, your knowledge, your secret weapon, your special way of doing things.

- ✓ Explain what you have to offer in your small report that will help the reader to solve the problem they are facing.

- ✓ Tell a story to explain HOW you found out what you'll be sharing in our special report.

- ✓ Empathize with the reader – you've been where they were and look at how things have changed since you made your discovery of "what works".

- ✓ Point out what makes you different than the rest of those out there who might be offering similar products.

✓ Refer to tips, strategies, practices, etc. that you reveal in your special report (without telling them exactly WHAT those items are, of course!)

✓ Mention specific results you've achieved by using the information included in your special report.

And don't just make claims, PROVE them, which brings us up to "part" 6, which is your "proof"...

6) Proof. Anyone can make claims about what they've done and what they know, but how many can prove it? And, when they prove it, how much more effective is their claim?

> People, in general, are naturally skeptical. Especially those who've been around the block and have fallen for hype before. If you want to bridge the gap between their wallet and your order button, you've got to establish trust.

And the surest way to establish trust is to prove what you're saying is true.

There are three simple things you can do to validate your claims by providing a form of evidence that I want to quickly point out…

1. **PROVIDE a testimonial**. It's one thing when YOU say the information included in your special report works. It's another thing entirely for someone else to proclaim that they've duplicated or exceeded your results by trying the information themselves. A testimonial from someone who's read, used and seen results from your special report represents a voice of credibility speaking on your behalf. One or two testimonials should be sufficient for your special report mini-salesletter.

2. **POINT to visual evidence**. What diet program appears more legit than the one with a "before and after" photo of someone who's lost weight? When you can provide screenshots, photographs or other "visual" evidence to substantiate your claims, it can go a long way to tear down the wall of reluctance that rests between you and your potential customer.

3. **POSE a challenge**. If possible, get the reader of your mini-salesetter to do something themselves to test your validity. When I was selling a course on "viral ebooks", I would have folks go to Google.com and do a search for my name to PROVE I knew how to get free ebooks distributed to tens of

thousands of website. It's not always possible, but if it is, posing a challenge for the reader to do something to test you is a nice option.

When you've laid out your "proof", it's time to get specific about what's included in your special report...

7) Points. Using a "*bulleted list*" of benefit points is one of the most effective ways to really drive home the "*reason why*" the reader would want to purchase your special report. It also allows you the opportunity to address **several different "angles"** of the information you include – one of which might be that special "hot button" with the reader that seals the deal.

You've seen them on just about every salesletter. Here's a quick screenshot of one of my own bullet lists…
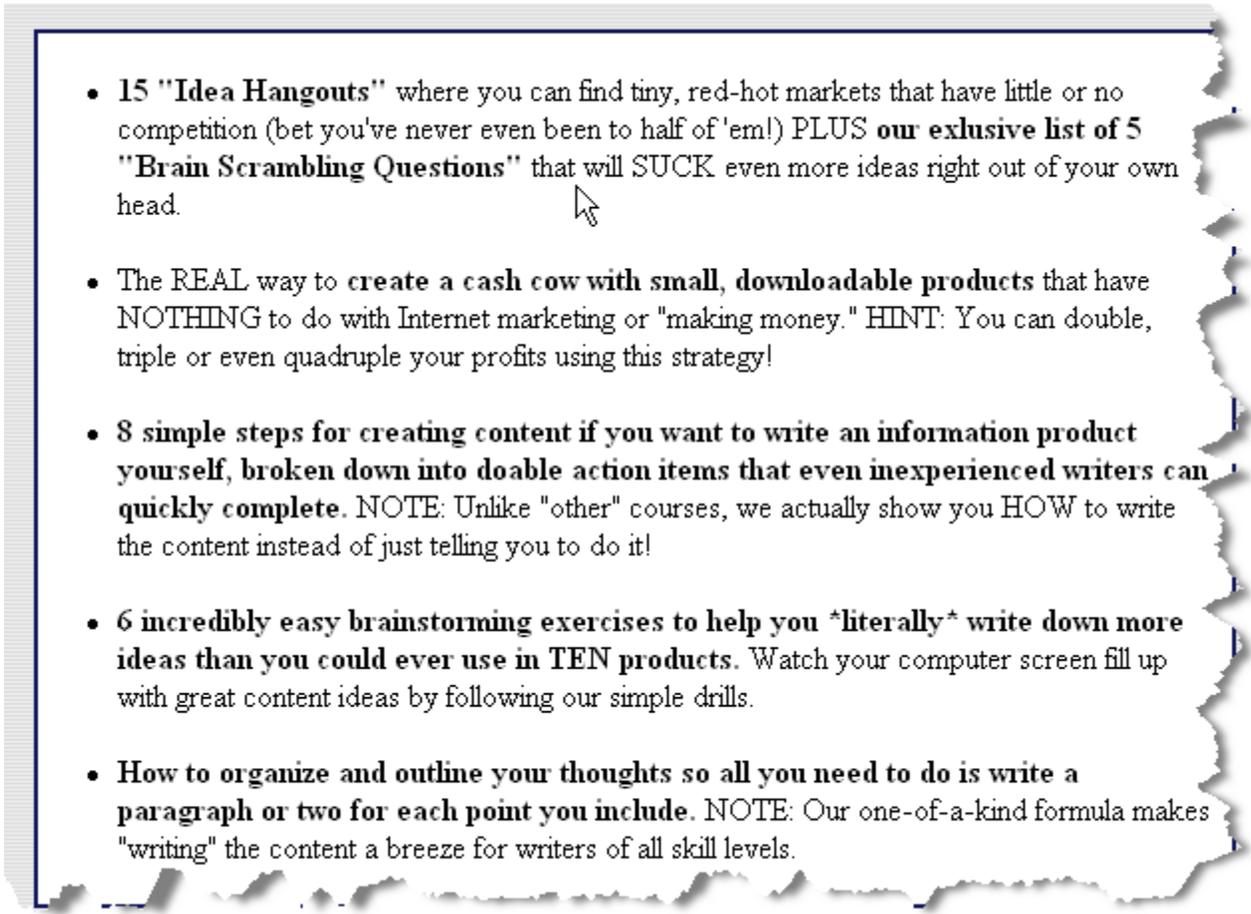
- **15 "Idea Hangouts"** where you can find tiny, red-hot markets that have little or no competition (bet you've never even been to half of 'em!) PLUS **our exlusive list of 5 "Brain Scrambling Questions"** that will SUCK even more ideas right out of your own head.

- The REAL way to **create a cash cow with small, downloadable products** that have NOTHING to do with Internet marketing or "making money." HINT: You can double, triple or even quadruple your profits using this strategy!

- **8 simple steps for creating content if you want to write an information product yourself, broken down into doable action items that even inexperienced writers can quickly complete.** NOTE: Unlike "other" courses, we actually show you HOW to write the content instead of just telling you to do it!

- **6 incredibly easy brainstorming exercises to help you *literally* write down more ideas than you could ever use in TEN products.** Watch your computer screen fill up with great content ideas by following our simple drills.

- **How to organize and outline your thoughts so all you need to do is write a paragraph or two for each point you include.** NOTE: Our one-of-a-kind formula makes "writing" the content a breeze for writers of all skill levels.

Three quick things I want to mention about these "points"…

- **Stress benefits, not features**. The classic statement about benefits vs. features is this: "no one cares about their lawn mower, they only care about their lawn". Your special report might very well have 10 ready-made lesson plans included … but what does it mean to the reader? It means they don't have to spend time developing the lesson plans themselves; it means they don't have to be in a rush; it means they can use their saved time doing something more enjoyable. A benefit is simply WHY the reader should care about your feature.

- **Stress particulars, not generalities**. It's not "Helpful ways to…", it's "11 helpful ways to…". It's not "lose weight", it's "lose 7 pounds in 2 weeks". The more specific you can be, the better. And, let me mention something that really adds credibility to your bullet points is to list a specific PAGE in which the information is found in your special report. What I do is write something like (Page 7) – separated by parenthesis – after the bullet point so the reader can know exactly where to find what I've mentioned in that point. Very, very effective.

- **Stress majors, not minors.** You should only use about 6 or 7 bullet points for a "mini-salesletter" – so make them count. You want to stress the most desirable benefits to the reader … the "major" helps included in your special report. It's important that you fire your biggest guns. And try to focus on different aspects of the information you're sharing in the special report. For example: one bullet point might focus on the "quickness" of forthcoming results, while another bullet point might focus on the "ease" of forthcoming results, while another bullet point might focus on the "responses of others" in relation to the forthcoming results, etc.

Now, after you've got 6-7 bullet points in place here, it's time for the next "part" of your mini-salesletter, which is your...

8) Pull. That is, your "call to action". You know the drill from every commercial advertisement you've seen on television…

"Operators are standing by … place your order NOW!"

Don't delay. Quantities are limited. The next 10 callers get xyz. Yada, yada, yada. Blah, blah, blah. Reminds me of the teacher on the Charlie Brown cartoons: "waaa, waaa, waaa, waaa, waaaa."

> While I'm certainly not a believer in using psychological mind
> games to prey on the emotions of readers to push them over the
> edge, it is important that you point them towards a decision.
> It is important that you instruct them to take advantage of your
> offer and place their order.

Now, every good copywriter will tell you: it's all about creating urgency. In other words, you don't want them to delay in making the decision to buy … they might not ever be back again.

You've got their attention RIGHT NOW, so you want them to make their decision RIGHT NOW.

Perhaps <u>the best way</u> to get them to do this is to impose some kind of deadline or limit which makes it necessary to order soon in order to take advantage of a special price, extra incentive or availability.

- <u>Special Price</u>. By offering a discount to all who purchase within a specific period of time (or to a selected number of people who order … I.E. The first 100), you can create a sense of urgency. This isn't going to be as useful to you as a writer of low-priced special reports simply because, let's face it, the difference between the "regular" price of $15 and the "discount price" of $10 isn't substantial enough to be alluring.

- <u>Extra Incentive</u>. You may want to consider offering an additional bonus (we'll talk more about this in an upcoming section) to those who order within a specified time or specific number. This CAN be an effective option for you to use. For example: If your special report is about "setting up a mini-salesletter" you might state, "The first 100 people who order will receive a free copy of a legal disclaimer you can use on your website to protect you from FTC lawsuits and seizures…"

- <u>Availability</u>. Another option is to remove the special report from circulation after a specified date or a specified number of units is sold. I don't like this one for obvious reasons: I'd like to sell as many copies as I can sell! However, one strategy that I do see merit in using is taking a special report "off the market" for an unspecified period of time. In other words, you "retire" the report for several months and then bring it back later – or even add more information to it and convert it into a larger product. Or, another idea is to no longer make it available from your website and only offer it as a backend to a second report you create later, etc.

Now, a limit or deadline isn't as necessary for low-cost special reports as they are for full-scale, premium-priced products … so don't waste a lot of time on this.

I will give you three age-old, still-effective ways to "encourage" people to order in your call to action that have "built-in" urgency:

```
1. The Rule of RESULTS.  Stated simply, "the longer you wait to
get started, the longer it will be before you see results".  The
flipside is also true:  "the quicker you get started, the
quicker you'll see results".

2. The Rule of RESPONSE.  There is much information that isn't
as effective as more people begin using it.  This is especially
true of "marketing" or "business" information.  For example:  As
more and more people begin competing for high-traffic keywords,
it's more difficult to get quality words at inexpensive prices.
A delay in taking action could diminish the reader's
effectiveness as others beat them to the punch.

3. The Rule of RESTRICTION.  There are many times when a delay
in buying and applying information restricts the reader in what
they can accomplish.  For example:  If someone wants to lose 10
pounds before spring break, they are restricted by the amount of
time remaining between now and spring break.
```

By using these three "built-in" triggers to create urgency, you can reasonably point your site visitors to a buying decision without resorting to high-pressure sales tactics.

Speaking of pressure – your next "part" of the mini-salesletter certainly helps remove it...

9) Promise. In other words, your "*guarantee*". Risk reversal is the ultimate way to remove any remaining barriers between you and your potential customer. Make it clear that THEY have "nothing to risk". If they are dissatisfied for any reason, you'll refund their money with no hassles.

> <u>Note</u>: It's important that you include any "terms" relevant to your guarantee. For example: how long does the customer have in order to obtain a refund should they choose to do so? In many cases, it's the law to provide at least 30 days. And, depending upon whom you choose to process your orders, there will be requirements from those companies that you'll need to comply with. We'll talk more about that later.

The important thing is that you communicate to your site visitors that you are committed to their absolute satisfaction. Ultimately, they only pay for what they are pleased with having bought.

Again, let me give you a quick look at my own guarantee…

100% RISK-FREE GUARANTEE

"How To Make A Small Fortune Online With Small Reports" comes with a no-questions-asked, no-hassle, thirty days money-back guarantee. If for any reason whatsoever you decide you aren't completely satisfied with the course, just email me anytime within the next 30 days and I'll buy it back from you for every penny you paid.

That's 30 days to put this report to the test - all the risk is on me. I don't think I could be any more fair than that!

Use the report and begin seeing immediate results from this system, or you get your money back. *It's as simple as that!*

**YOU <u>WILL</u> BE PLEASED WITH YOUR RESULTS,
OR YOU <u>WILL</u> RECEIVE 100% OF YOUR MONEY BACK!**

And with that…

10) Process. Finally, you're ready to take orders and start making money! (Congratulations, by the way! ☺) You'll want to include three simple things here in the order process that are worth mentioning…

- ✓ **Last-Minute Instructions**. Let them know how the order will be fulfilled (I.E. "Instant download" or "shipped within 24 hours", etc.) Mention any bonuses they'll receive. If there are any special instructions (I.E. Register for free updates on the download page, etc.) then mention those as well.

- ✓ **Links**. That is, your order link(s). I usually have the link read something like "Click Here to Order Now" or "Get Instant Access By Clicking Here" or some similar statement. Obviously, the actual link itself will need to lead to an order processor to accept payment on your behalf. This link will be provided by whatever processor you use to handle your orders, like Clickbank.com.

- ✓ **Legalities**. Always, always, always include appropriate legal statements to protect yourself. I personally hired internet law attorney, Bob Silber, to create my own disclaimer, terms of service, legal disclaimer and privacy notice. I had to pay a rather large sum to have these created for my own use, but I believe he has an option available now where you can pay a monthly fee for use of legal documents he creates on your behalf. Of course, you can also obtain legal forms from other sources; just make sure you have some kind of disclaimers in place to protect yourself.

So, here's what my own "order process" portion of the mini-salesletter looks like…

Order Today And Receive The Internet Business Basics Video Tutorial Set For Free ... $67 Value!

YES! Jimmy, I'm definitely not going to miss my chance to grab a copy oft... *How To Make A Small Fortune Online With Small Reports™*!

Option 1: <u>Click Here</u> to order via Paypal®

Option 2: <u>Click Here</u> to order with your credit card

<u>YOU WILL RECEIVE INSTANT ACCESS</u>
TO THE AUDIO FILES AND PDF FILES
(Even if it's 2:00 AM on a Saturday)

* Every effort has been made to accurately represent this product and its potential. Please remember that each individual's success depends on his or her background, dedication, desire and motivation. As with any business endeavor, there is no certain guarantee that you will earn any money.

Legal Information
<u>Disclaimer</u> | <u>Terms Of Service</u> | <u>Earnings Disclaimer</u> | <u>Privacy Notice</u>

And that brings us to the final "part" of your mini-salesletter…

11) Postscript. Immediately below your name at the bottom of your sales page should be a "postscript". You know the drill, "P.S. Blah, Blah, Blah".

Why include a P.S.?

Because people <u>WILL</u> read them. Sometimes they'll even jump to the bottom of the page and **read that first**. (They're usually looking for the price.) Regardless of the order in which they get there, *they will get there*. And they'll read your P.S.

So, since you're gonna have their attention at this point, it's important that you *make the most of it*.

Three powerful ways to finish strong in the sales process is to use your postscript to "*recap*", "*remind*" or "*reinforce*"…

1. RECAP the offer. That is, in ONE sentence, give a brief account of what the reader will be receiving when they place their order. (I.E. "P.S. This is a no-brainer: you'll get 3 years of homeschooling research boiled down to 12 pages of 'no-fluff' content in detailed, step-by-step format for only $10.")

2. REMIND them of a key benefit. Take a sentence to point out once again a desirable result the reader can be experiencing by making the purchase. (I.E. "P.S. Don't forget, in less than 24 hours you can actually see your first order ... isn't that exciting!?")

3. REINFORCE the call to action. Did you impose a deadline or limit? Did you mention an extra incentive? Did you pose a challenge? Use your "postscript" to reinforce some element of your call to action. (I.E. "P.S. Unfortunately, when the remaining 17 copies are gone, this offer won't be repeated. Order now.")

All right, you've just been given a crash course in copywriting! If you make your way through these 11 "parts" of your mini-salesletter, you should have a nice piece in place soon to convince visitors to your site to buy your special report.