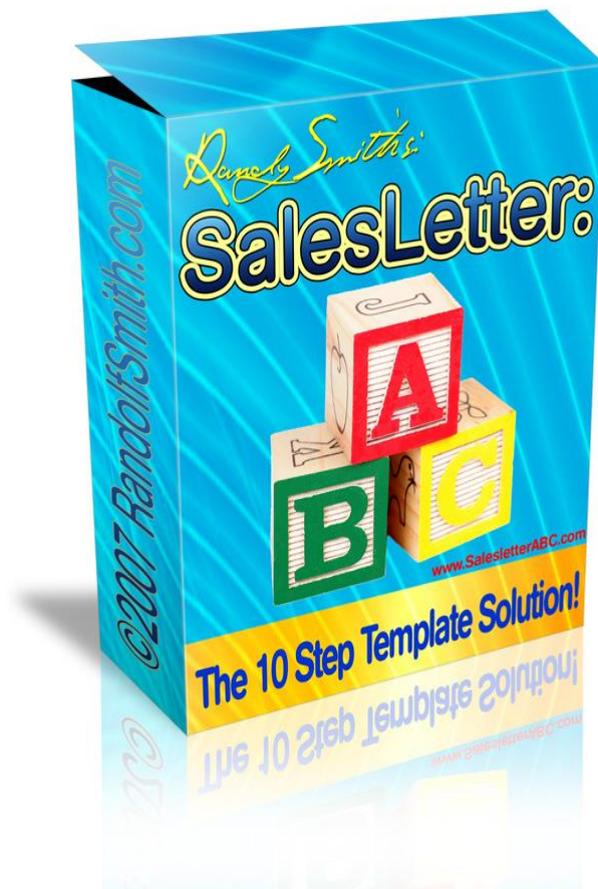


# **"Sales Letter ABC"**

**"Your 10 Step (template style) Solution, That Will Have You Producing Cash Converting, Killer Copy With Simplicity & Ease!"**



## **Published by:**

Randy Smith  
27 Gladstone St.  
Brotton.  
Saltburn-By-The-Sea  
N.Yorks.  
TS12 2TU  
RandolfSmith.com

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# Section 1 - About the Author

Where to start?

Well my full name is Randolph, but it's rarely used. (*Unless I'm in some sort of trouble ;)*)

At the time of writing, I'm 57 years old and I've lived.

With 4 grown daughters and at the last count, a dozen grandchildren, I now live with my current wife and 2 teenage stepdaughters. (*Yep, gluten for punishment, but don't tell Rachel I called her my current wife!*)

## **Career wise.**

I started out following my father's footsteps into the building trade, but in my early twenties moved into direct sales & marketing.

Working up from Salesman to Sales Team Manager in various Direct to Consumer sales positions, I did very well for over 20 years. I won a lot of top salesman awards, as well as Top performing teams awards. Along with the prizes, holidays, events etc. that come with beating targets, setting new records and breaking paradigms.

That led to some highly paid freelance consultancy in sales & marketing and sales training, and even owning my own retail store.

(*That eventually went bust in 2006 - Can't win them all!*)

My memories of those days, when I was a lot younger and 'money focused', are a lot like the movie plot 'The Wolf of Wall Street' (*without the dwarf throwing*)

## **Re the internet:**

When my offline business failed in 2006, I had already been dabbling on the internet to make money online for a few years with very little success.

Luckily for me, I found a great coach/mentor, and was earning enough to pay my bills just as my previous fortunes & things were taken due to bankruptcy.

From 06 onwards I built sites, created products, had some great launches that led to some equally great partnerships and enough income to fund my new laidback camping and outdoor lifestyle. Rekindling childhood passions, but with a little more luxury thrown in :)

Which brings us to around now.

Hitting 55 in November of 2017, I reflected on everything I've achieved, and all the amazing things I've done or tried that have filled my memory banks with enough for more than one or two biographies.

It also made me realise I had different goals than my business partner.

So we arranged for him to take over the two companies we created (keeping a small recurring income stream), while I spend more time with my family.

That said - I'm not one to stop doing what I love, spending time with family, and my other passions now fill my days. And my sense of fulfilment now comes from coaching, writing, sharing and generally playing around online.

Enough about me.

Here's hoping I can get to know you too someday.

But hey none of that really matters to you. What counts is that I have written copy professionally, for myself and others. And I have taught people how to sell.

**Therefore** - by reading this report - you will learn the basics of what you need to know to successfully write your own sales letter.

Once you've read and applied the contents of this report, I would love for you to check out some of my sites, and hopefully (*if you've not already*) join my mailing lists and get in touch.

I wish you the very best of luck with your adventure into writing, And I sincerely hope this report exceeds your expectations, while at the same time keeping things simple enough to help get you nearer your dreams and goals.

Take it steady and think about what is being said.  
Step by step I know you'll get there :)

*Randy*

## Section 2 – Introduction

I've written this report to help the countless people whom I've spoken to, who just want some help but don't want to be copywriters.

In many cases they would love to employ the services of one - but it's beyond their current means.

For those who have taken the action to get a website and product developed, and want to get to that next level - This report is for You!

It will guide you through the sales letter in ten simple steps, as well as a being a general guide to some foundations and basic principles of writing sales copy.

**What I have tried my best to Avoid** - is the type of product that says it's aimed at a beginner, and then goes on for hundreds of pages about the infinite possible scenarios involved when dealing with human psychology, that so many seem to focus on.

Heck - if everyone wanted to become a professional copywriter - then we'd all buy the expensive courses and study them for years...

But I've found plenty who would just like to make a start and get some advice on writing their copy. Without having to do a degree!

As mentioned above - That is what I have set out to do here.

Before we even start discussing sales letters and pages, I'll say this straight out.

**An easy way to get used to what a sales page should do ---- is to read plenty of them!**

By looking at pages (*especially those with products similar to your own*) and picking out which parts looked and read well to you, which aroused your emotions, got you excited to read on, made you want to know more about the product...etc., you'll get a far better feel for what will work for you.

The first thing to remember is that you don't have to be the world's best copywriter, to write an effective sales letter for your product.

You have a big advantage in the notes you kept from the development of your product. These should give you some of the reasons why people will want and need your product.

You also have the added advantage of knowing your subject ... or at least you should, if you wrote it...lol

**So let's dive straight in.**

While I go through each part - consider how it applies to you and your product, and by all means make some notes for yourself to refer back to.

To begin - Lets just establish what a sales letter is.

I know this may seem obvious; however, it may help some readers understand later comments and put them into perspective in a far easier manner than might have been done.

**Lets forget all the psychological mumbo jumbo and stick to layman's terms too.**

## Section 3 - What is a Sales Letter

A Sales Letter has been referred to as many things - One of the earliest being...

### "Salesmanship in Print"

I happen to like that statement, as I've been in Sales & Marketing for over 20 years (*in fact even the term Sales & Marketing sounds rather posh for me... I was a Salesman then a Salesman who also managed others, Then a consultant*).

I don't want to bore anybody with a history of direct marketing, so lets just say that most sales letters began offline and eventually, when the internet really took off, they started to appear on the web.

From there copywriters and website owners tweaked and tested their copy to establish the best formats, fonts, colours etc.

Adapting what they knew from the offline world into what worked on the web and what got the best results..... **here's where it all gets simple again.**

**All it's about** - is having 'Your Salesman' do his presentation to your visitor. And as there cannot be the interaction of a two-way conversation, ---- the sales letter must be an effective and persuasive presentation incorporating everything needed to lead the reader to a decision.

See - I told you it was simple.... (*smile*)

Naturally as human beings we then go on to complicate things as best we can. Hence the need to now structure the sales letter in the fashion you will see and be taken through.

## Section 4 - Fonts and Colours

As you look at sales letters you'll come across on the internet, you'll find that although a host of colours and fonts have been used, by far the most popular colours for headlines is either **RED** or **BLUE**. (with just enough **Black** ones to make it worth noting)

I'm not about to go into the psychological in's and out's of it all - save to say that these have been well tested by people who have the money to test all aspects of a sales page...

So I tend to stick with those colours myself.... It's your choice should you wish to carry out your own testing for your niche.

The use of **Highlighting** and **Bold** is also worth considering... to add to the readability and emphasise key points you wish to draw a readers eyes to.

Plus: *italic* and underline, even font size - **but don't over do it.** (*Like This*)

I did once hear a very respected copywriter say that in his use of **Bolded text** - he likes to be able to skim the page reading only the bolded text - and the whole of it read as a sentence that conveys some major benefits. A great idea to try and capture skimmers interest - if you can achieve the desired result without it looking messy.

As for the fonts themselves... My personal choices are to use Tahoma for headlines, and Georgia for the main text.

Again, experimentation with these may prove to be beneficial.

There is an interesting study on fonts which shows that 'Sans serif' fonts (*those without 'feet' on the letters*) are easier to read on a monitor, Where serif fonts like 'Times New Roman', as used by many offline print media, can actually slow a reader by 20% compared to the sans serif.

## Section 5 – Layout

Just a quick one here... **A mistake I made** when I first started using the written word to sell with some 20+ years ago ... I wanted to cram as much text into whatever space I had available to me!

It was usually in newspapers and space cost money.

**Big Mistake** - If what the reader is looking at is too busy and too crowded, they just stop looking.

That lesson did cost me many thousands of dollars before I studied and took on board the advice of those who knew....

**White Space.... They told me - helps sell...**

How can space sell if it's not filled, I used to think! - but they were right. Leaving enough white space around and through your copy will make it an easier read.

Also - don't have your page too wide so that it fills the screen. Use a table to make it just fill the centre of the screen, from between 600 and 750 pixels at the most.

**Here's another important one ....**

Don't have your paragraphs at the length of some chapters in novels!

Remember it's easier for the eye to focus on four or five lines at a time, so try and break your paragraphs up into small blocks and sections of 5 lines or thereabouts. Not a hard and fast rule as some bits may well run over, but generally speaking, keep it easy to read.

The easier it all is to read - the more likely it will be and your message will get across to the visitor.

## Section 6 - Graphic Images

Naturally you will want a graphic of your product on the sales page. The old adage of "never judge a book by it's cover" just doesn't hold water online - People do Judge the covers ...

And without a nice cover the perceived value just isn't as high!

So it's well worth investing in a good graphic to 'Show Off' your product.

After that you may want to think about adding other graphics like a guarantee box with seal.

Possibly think about other graphics too **IF** they are available to you **and IF they are going to Add** to the sales letter - and not draw the reader away from the whole point - which is to sell your product.

**But do remember** - A picture may paint a thousand words - but it doesn't sell.... Words do!

It's the pictures your words paint in your reader's minds that do the selling - so given a choice of pictures with no words or words with no pictures..... I know which I would opt for!

## Section 7 - AIDA

As you begin to think about the content when trying to make sales or get sign ups from a website...

**The ONE thing** that matters more than any other is.....

**The WORDS !**

The right words on a page will do all the convincing of a customer, that they will benefit from, and find value in clicking that submit button!  
And you **WILL** make sales and sign ups.

So how do you go about writing good copy?

I've seen so many conflicting offers and advice, that I thought I'd share a few tips. After all we could ALL do with help in this area ....

Allow me to introduce you to a lovely salesman's assistant.

**AIDA**, as she is known in sales circles, is a lady who will help you get the sale!

**Attention**

**Interest**

**Desire**

**Action**

You may even have heard of her before, here's where some people seem to go slightly off course with her.

**First thing is to Grab the readers Attention**, I think many people realise this and do make an effort!

**But** - often we see the same old headlines and where people adapt them to try and grab Attention, fair enough just make sure it's also related and not totally misleading as so many can be.

They then go on to mention the problems their target faces, or tell a story of what happened to them and how they overcame their issue with xyz product - thereby generating **Interest**

**Here's where I see many going wrong.... the D for Desire...** What I see a lot of, is a list of bullets of features of their product, And it's easy to understand why a creator would think his features are the big selling point of his product.....

**But they're not!**

The Desire for the buyer is meant to Build their Desire to wanting the product. So don't focus on features - **focus on benefits...**

That said I believe it would help to expand on that further - as anyone who's never sold could be forgiven for believing that for example "push a button and get 1000 hot keywords instantly" is a benefit... It's not - it's still just a feature!

To truly build desire for a product and arrive at the real benefit **here's my tip --**

Write your benefit then tell it to yourself.... if you say '**Ah Right, that's great**', then you may have a benefit. If on the other hand you can say - '**So What**' - you're still at another feature.

So the real benefit of buying xyz isn't to generate 1000 hot keywords - it's to allow for quality time to spend with your kids in the park on Sunday, (*Some would call that a 'Hidden Benefit'*). Or to maximise your income potential by allowing for more time to promote or send out JV proposals etc.

***Time Saving is nearer the benefit.***

So Desire, is to create the desire for your product, the "**What's In It For Me**" ... why I must have this now...etc.

Then obviously the **A is for Action**, which is your call to action - why now this minute, and again, **a sustainable reason as to why now**. And do be careful to justify the reasons...try not to 'pretend' it's limited if it's not etc.

So that's AIDA. She can be a very helpful lady, but as with all Ladies - she must be treated with respect.

**ALSO .....**

**We'll be talking about benefits and features.....**

So here's another important tip!

**An old saying among salespeople is to "Sell the Sizzle - Not the Steak"**

That may remind you of benefits ..... no one buys a steak because it's a big lump of dead flesh that will fill your stomach....

.....they buy the aroma, the tender succulent morsels practically melting in your mouth, that gorgeous sound of the Steak Sizzling on the hot plate, making you salivate at the very thought of cutting into it, etc. etc.

OK - I think we're ready to move on.

Do remember AIDA and give good thought to the **benefits** your product supplies, as you consider the words you'll be writing.

## **Section 8 - Use of Words**

Just before we move on to the 10 step , I'd like to give you some information on the use of words.

This section alone could be the subject for a whole book, but I'm going to keep it as simple as possible for you.

It's been said many times in articles and other copywriting works, that we must paint pictures with our words...

Plus, I'm sure you've seen copy that commands the reader to *"Imagine what they would do with all the money they will have after following this system etc.!"* .... or *"Picture yourself in the driving seat of that big red Ferrari!"* And lots of other statements of that ilk.

Here's where you get the extra value of listening to someone who has been in selling for over 20 years!

**Those statements are GREAT** - and they do paint wonderful pictures.... they cause emotions to rise up in people and make them want whatever is being described..... **BUT**

And here's the thing.

Most copywriters are just that and nothing more (*not all*) - they have worked with a visual medium for so long that the assumption is made (**and I believe wrongly**) that everyone uses only their visual senses when viewing copy.

It's easy to 'see' (**'Look' - I'm doing it too!**) how that assumption would be made, after all, you're using your eyes to read this.

But listen up while I tell you a secret learnt from selling face to face....

Some people are Visual it's true ---- **BUT others are Auditory and some are Touchy Feely** (I'd call it kinesthetic to impress you, but then I'd have to look it up to check the spelling...lol)

What I'm basically trying to drive home here is to choose words that will appeal to **ALL of your readers** - If you can gain MAXIMUM engagement from everyone who reads your sales page - you stand a better chance of converting more visitors into buyers.

So by all means, include all the lines with "**picture this**" and "**imagine that**", but also try and incorporate other words into your copy that appeal to those who may 'think' differently.

"Listen up" -- "how would you like sound of" -- "Does that sound good to you?", -- "Can you hear where I'm coming from" -- "Ring any bells for you" -- "those kind of results are like sweet music to my ears"

**Those are all words that paint pictures and gain agreement from an Auditory person.**

And

"How will you feel when" -- "Did that touch the very heart of you" -- "Lets hit the ground running" -- "I felt such a " -- "Imagine holding your partner close" -- "Can you taste the success"

**Those will all appeal and gain reaction from people who fall into the Touchy Feely category.**

It's Important to Remember that People Read Words and each have different Reactions to those Words.

We really are not ALL the Same!

If you can successfully Arouse Curiosity by using a sprinkling of the different types of words above, to appeal to the differences in each of us...Your readers will complete your sales letter and it will either:

**Paint a Picture in their Mind**

**Generate a Feeling inside of them**

**Cause an Inward Discussion**

Hence you can now get the edge over your competition by appealing to a higher percentage of your readers, and generating reactions from those who are normally expected to adapt themselves to the visual medium of a sales page.... that could just give you enough of an edge to make the big difference for you.

I sincerely hope so,

I also hope you've picked up some great info so far as we move on to the next section.

## Section 9 - Questions You Need To Ask Yourself

Here are some questions that I ask when writing copy.

You may find it worthwhile, and helpful to you when writing your own copy, to write down the answers to these questions and refer to them as you construct your sales letter.

**Q1**, What is the basis of your product

**Q2**, What problem does it solve

**Q3**, Why hasn't that problem been solved before

**Q4**, What are the main features of your product

**Q5**, What are the benefits of those features

**Q6**, What makes your product unique compared to any similar products

**Q7**, Who is your target market (*i.e. Newbies, Intermediates, Other... also High Ticket, Low end etc.*)

**Q8**, What will be your primary method for traffic generation to your site.  
(*i.e. JV partner recommendations, PPC, Safelists, Traffic Exchanges, Other*)

**Q9**, If it's relevant to your product - what's your story

**Q10**, How did you come to develop this product

**Q11**, Do you have any testimonials - if not are you able to get some

**Q12**, Anything else that you may want included in your copy.

## Section 10 - Secret Ingredient

**I felt I had to add this**, as it's something I strongly believe in. Throughout my sales career I've noticed that people who had this one secret ingredient almost always outperformed more experienced people who didn't have it.

If you have written your own ebook or developed your own product, be it a physical product or a piece of software - or whatever it may be.... you'll have this ingredient in abundance....

**What is it? ..... Your PASSION !**

If you feel passionately about what you have created, I honestly believe you'll find a way to put over those feeling to others, and they will notice. Don't ask me how they'll notice - just trust me that they will.

### **For some reason people can tell.**

You may wonder if they can only see a few words on a page how it's possible..... and I suppose the easiest way to describe it to you would be to use an example from another area that is verifiable.

In sales we used to have people who just made telephone calls to people. No face to face interaction, just pick up the phone and dial a number...

So you would think that there would be no real difference between two people who were reading from the same script wouldn't you?

And yet time and again we would read books written by experts in the field of psychology that told us If they **\*Smiled\***, if they enjoyed what they did, if they were **\*Passionate\*** about their work --- they would get better results.

Naturally as a sales manager I would pass this information on. **Funnily enough** - those who were passionate and did enjoy what they did found it very easy to **Smile** when making their calls.

*Those who hated what they did and were just going through the motions thought it all a load of hogwash!*

Do I really need to go on?... or have you already guessed the results I'm about to share?  
**Yep - It's true.**

**The ones who smiled whilst making their calls consistently outperformed those who didn't.**

Now how anybody on the end of a phone line could tell the difference is beyond comprehension -- they couldn't possibly see the person who was talking to them... and yet - they were the ones who got the best results, time and time again!

**So what am I saying?**

**Quite simply** that if you **inject the passion you feel about your product when writing your copy**, it may not be the world's best copy, it may not incorporate all the psychological triggers and closing techniques that a professional would add... **but I assure you** that it will make a difference.

When I first started my sales career - **I had such enthusiasm and passion for what I was selling that I consistently outperformed guys with years of experience over me.**

**Only years later** when I had gained so much experience did I ever query how I sold so well. *With hindsight I wondered sometimes how I sold at all.*

I was very fortunate to be able to revisit my first ever customer around 2 years after the sale, naturally I asked why they had purchased from me (*on reflection my pitch had been awful, I made several mistakes, spent far too long on pricing, among a host of other reasons why they should not have bought*)

**Their answer was the passion and enthusiasm I had,  
for both the company and product I was selling!**

And that's how I know if you let your passion and enthusiasm flow through you and into your copy - you too will find that people, - just know it's there!

**Think about some of the successful people you know** - but think about them when they started out. Or even some events in your own past where you've succeeded beyond expectations...

Before experience could ever take over - with hindsight it's easy to notice that the thing that got these people to where they became experienced was their initial passion and enthusiasm.

And I'm sure you'll agree based on your own experiences - you've had similar things happen to you.

Anyway, I feel my own passion about the subject of passion may have been laboured on a little too much...lol

So I'll wrap it up here by repeating one last time - **If you've created your own product and you're passionate about it ... feel that as you write your copy - it will assure you a head start over many.**

**On to the d type steps.**

You'll notice that I have added small images of one of my actual sales pages, I hope this makes each STEP self explanatory!

So do go with what '*Flows*' for your own product.... not just what someone tells you.

*(Oh and for those interested - on last checking the stats for that page - it was converting at 4.26%, then with the addition of testimonials from buyers - the conversion rose to just short of 6%. -Which really emphasizes the social proof I mention below ... But hey, I'm getting ahead of myself.)*

## Section 11 - Step 1



The very first section you'll see is the Headlines.

It's quite common these days to see a **prehead, main headline and subhead**. (*It's not compulsory, so you'll need to decide what works best for you and your product*).

Basically, the idea with all of these is to **\*Grab the Attention\*** of the visitor and make them want to stay on the page and read further.

*## It's been said that the idea of the headline is to make a reader want to read the subhead, and the idea of the subhead is to make the reader read the first paragraph... the idea of the first paragraph is to read the second etc. etc. --- I think you can see where this is going.##*

So your prehead, main headline and subhead should arouse sufficient interest and grab the reader's attention enough to make them want to read on.

Do bear in mind though - that it all needs to relate to the product you're presenting, or you'll simply turn people off once they realise they've been duped.

It's no good having a headline that says **"FREE SEX"** (*which I have seen used*) - if you then go on to sell a product that completes ones tax returns!!

Although the headline grabs attention - the reader will undoubtedly feel duped and you are guaranteed to lose them.

That said - a headline that said simply **"This will help you fill out your tax return!"** isn't misleading anyone in the above example - **but it's hardly GRABBING their attention either.**

It would need some **emotion** injecting into it in order to do it's job correctly.

People may say that logically it does say what the product does... but here's another tip for you....

**People BUY Emotionally -- Then JUSTIFY their purchase with Logic !**

So a better headline in that scenario might be...

**"Secret Program Guaranteed To Save You Time & Money When Completing Your Tax Return!"**

**Actually no... sorry** but nothing about my tax return is going to excite me...lol... ;)

Having mentioned that people buy emotionally and justify their purchase logically, I think it's a good time to quote Tony Robbins...

He states in most of his books I've *read (and on reflection I agree and think it's a nice simple way to describe the psychology of a sale)*

**People do things for 2 reasons....**

. **Either to AVOID PAIN ..... Or ..... To GAIN PLEASURE!**

So what makes a good headline?

Here's just a few examples of popular headlines styles that grab attention and arouse the curiosity of the reader.....

"Discover \_\_\_\_\_"

"How To \_\_\_\_\_"

"Revealed: \_\_\_\_\_"

"Secrets Of \_\_\_\_\_"

"Warning: Don't \_\_\_\_\_"

"Keys To \_\_\_\_\_"

"Little Known \_\_\_\_\_"

"Instantly \_\_\_\_\_"

There are many more - but hey .... use your imagination, get your creative juices flowing.... and if all else fails - start a swipe file - or buy a readymade one.

Also worth noting is that the **"Speech Marks"** you often see around headlines are there because people have tested them with and without.

And those with, were proven to convert **28%** better, than those without!

## Section 12 - Step 2

From: Randy Smith  
Re: Your Constant Battle for Success

##Template Step 2###

**Introduction & The Outline of the Problem Your Product Will Solve**

Are you getting fed up of hearing people talk about "How wonderful the Law of Attraction is"?  
Sick of them telling you to "Think Positive"?

Or worse still - are you demotivated everytime someone suggests "Setting Goals is the Key to Success"?

Do you have a line of 'patter', 'excuses' and 'lip service' answers ready prepared for them - because you tried it all and you just don't 'get it'. Are you even sure you UNDERSTAND any of it?

### Introduction & The Outline of the Problem Your Product Will Solve

Here's where you get into some words and more emotions...

By spelling out the problem you've identified and getting the reader to **nod in agreement** as you discuss the various issues found/caused.

Most copy will really go to town on ...well shall we say - really digging deep into the problem, by making the reader say to themselves "**Yes, that's true, that's exactly the trouble I have too!**".

**Personally** - I don't like it when I see sales copy that blatantly lies in their attempts to exaggerate the pain caused by the problem, **there are ways of placing emphasis without telling blatant lies.**

I would suggest you think long and hard about making the problem real to your readers .... but **NOT** telling lies! (*People who lie are always caught out eventually - and it could ruin a growing reputation*).

Another point to remember here is NOT to tell them that they have a problem..... People don't like to be told they were wrong about something, and hey - they may not even be aware that they have a problem.

From personal experience **I find it best to give examples relating to me or to a friend**.... then just try and relate it to the reader.

If you're telling your story correctly, your reader should be nodding in agreement and thinking to themselves... "**Yep - I know where you're coming from.... I agree, I have that problem too!**"

Then when you ask questions like - "*Can you relate to this?*" or "*Has this happened to you too?*", they should find themselves agreeing.

Remember - **the more genuine emotion** you can instil into your story, the more likely the reader will feel their own pain being highlighted... and the more likely they will want to read on to see what you've done about it... whether you have found a solution, and if so - whether it would solve the problem they have, that you helped to highlight.

Also remember what was said earlier....

**The purpose of this section is to make the reader want to read the next section..... And so it moves on :)**

## Section 13 - Step 3



### Presenting The Solution - Introducing Your Product

Here is where you introduce your solution to the problem highlighted. Again this could be a continuation of your story.... **How you or your friend finally overcame the challenges faced by the problem**, or it could be a straightforward presentation of the product you're offering.

Either way remember - you still need to maintain the interest of the reader. You still need to make them **want to continue reading**. So as well as the introduction of the solution, it may be advisable to introduce more of yourself too.

#### ***A few things to focus on here are that:***

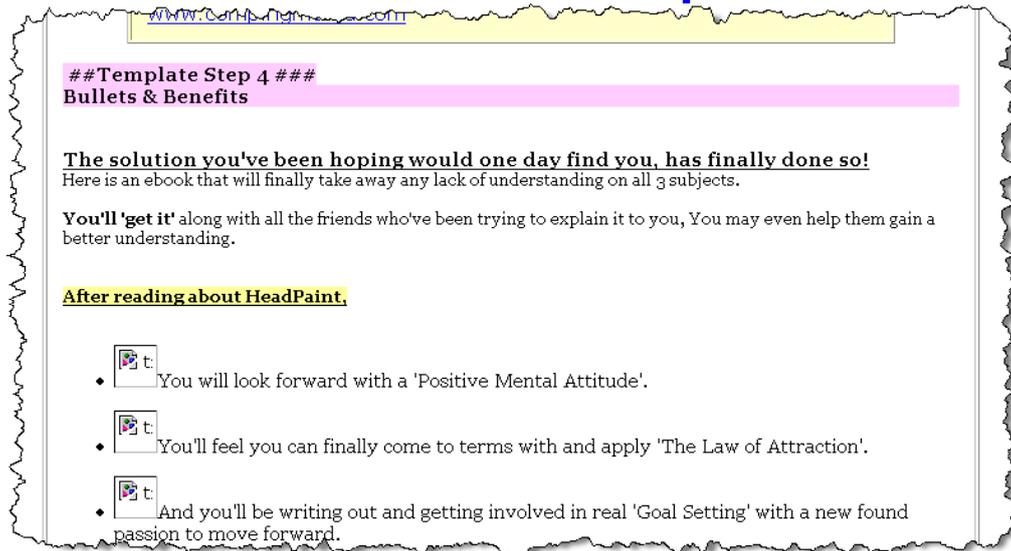
- You need to instil some relief that their problem can be eradicated.
- You need to show that you and your product are an authority in the area.
- You need to prove in the reader's mind that you know what you're talking about... and why they should believe you.

At the end of reading this section the reader should be feeling that you've been where they are, and you've made it through the challenges, conquered the problem, and made it to the other side - the place where they want to get to.

**Again remember - the purpose here is to get the reader to want to read the next section ;)**

*(I know - you're getting sick of me saying that... hehe - but hey, with repetition, it may stick!)*

## Section 14 - Step 4



### Bullets & Benefits

Now it's time to go over the features and benefits of your product.  
I mentioned benefits very briefly when discussing AIDA.

Here's what was said:

**\*\*\*An old saying among salespeople is to "Sell the Sizzle - Not the Steak"\*\*\***

**That may remind you of benefits ..... no one buys a steak because it's a big lump of dead flesh that will fill your stomach....**

**.....they buy the aroma, the tender succulent morsels practically melting in your mouth, that gorgeous sound of the steak Sizzling on the hot plate making you saliva at the very thought of cutting into it, etc. etc.**

Also in the D is for Desire part of AIDA, an example was given as to how to differentiate a benefit from a feature...

So do be sure to **list your features** and then go through the **"So What?"** question and answers to get yourself to the ultimate benefits...

**The "What's In It For Me?"** that all buyers would want answered before being convinced to take action.

I really want to drive this point home - so I'll expand a little more on the wording you may want to consider in the section on benefits.

At the start of the sales letter we discussed NOT telling the reader that they have a problem, it was suggested that we **'Allow'** them to identify with **either you or a friend of yours who had the problem**. We didn't want to criticise or upset our reader with any confrontation so early on.

#They may well have a problem - but if we are virtually arguing with them to prove the point..... Well that would lead me to telling you another salesman's saying...#

### **"Win The Argument - Lose The Sale!"**

But now that we are onto features and benefits -  
IT IS TIME to start educating the reader as to how THEY will see a difference from buying your product.

So in terms of describing your features ---  
They should always point to a benefit..... AND THAT BENEFIT should always explain to the reader how THEY will GAIN from it.

**For Example - By having this report on writing simple copy....**

##This report is laid out in an EASY step by step format with full explanations of what's needed on the sales page.... all explained in SIMPLE layman's terms that anyone can follow.##

**That is a FEATURE....**

**The benefits of that feature are:**

- You will be able to save hundreds, possibly thousands of dollars through not having to pay a professional to write your copy.
- You'll close more sales, making you more profit per visitor, by applying what you'll easily pick up from this report!
- You'll gain more freedom and control of how many sites you can build, and how much you ultimately earn online!

**THOSE are benefits...**

And notice how on the benefits - the word **YOU** is used a lot, we're now talking directly to our reader and explaining in clear terms how they will benefit.

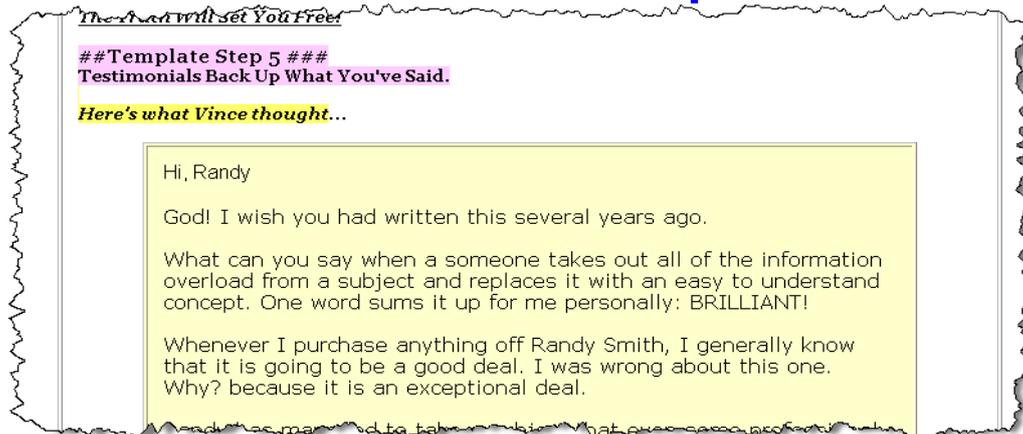
It could well be that each feature has a multitude of possible benefits attached... if so, see how they fit in - do they flow with the copy you've written so far?

Try to discover the hidden benefits, like freedom and control mentioned above. Those that don't at first seem as obvious - and yet add so much to the Power Of The Benefit!

Bulleting the benefits is a good way to ensure they are noticed too -- If anyone skims through the copy (*and lots of people do*) then seeing the bulleted benefits should stop them in their tracks and make them want to read more about the whole product.

**And Very Importantly** - Does it make the reader want to read the next section..... lol  
Remember the purpose of this section is to make the reader want to .... **yeah you know!**

## Section 15 - Step 5



### Testimonials Back Up What You've Said.

By now your reader will be almost convinced that your product can help them with their problems and challenges.

However, human nature being as it is - there will still be some resistance to parting with their cash.

So, if you haven't already included some, now is the time we introduce some **social proof** to set their minds at rest that they are making the right choice.

*(It could be that if you have plenty to choose from - you may have already added some earlier in the page, if they fit well with the rest of the copy!)*

When you first have your product ready, it's a good idea to send out some review copies to people whom you trust and respect. Or better still - people who are respected and also specialise in the area of your product.

By asking their opinions of your work *(provided naturally that you have a quality product that really does offer solutions to people in your niche)* you should gain some testimonials, and possibly even some Joint Venture partners *(people who will help you promote the product)*.

*If you're an active member of any Facebook Groups you could ask your social friends to take a look!*

Adding these testimonials to your sales page will add the social proof needed to convince potential buyers that it's a product worth investing in.

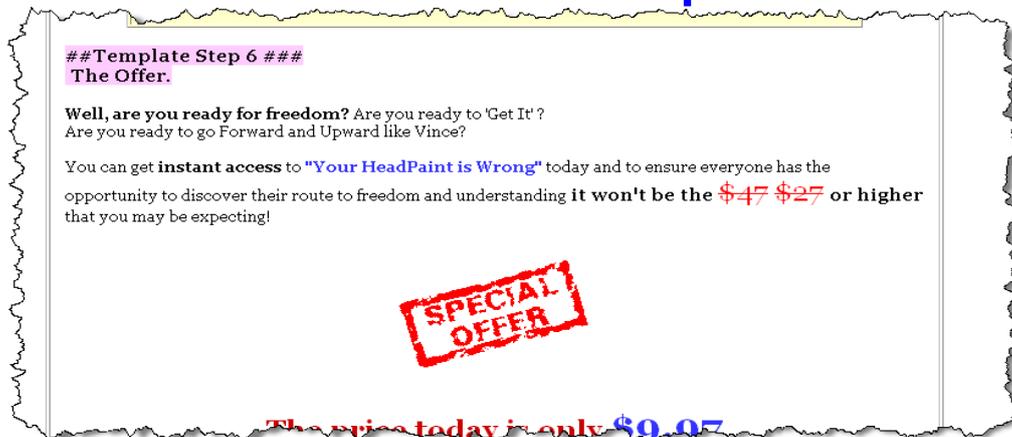
These are usually placed in '*Johnson Boxes*' - named after the first guy to use them, basically it's a box within the sales page designed to catch the eye, once again, of any skimmers. As well as to highlight the testimonial and separate it from the rest of the copy.

To add even more strength to the written testimonial - try and add photo's where ever possible, and be sure to place a link below the signature *(there is some debate as to whether to make it an active link or not - all I would say is if it's going to be an active link - make it open in a new window.)* - some people like to check out the people giving the testimonials to ensure they are real.

Once you start selling your product - be sure to add some testimonials from satisfied customers too. All this adds strength to the overall effect of your copy and demonstrates that real people are benefiting from investing in your product.

And remember - the other main purpose of this section - is to make the reader want to read the next... and discover what it will cost them to have their problems solved! 😊

## Section 16 - Step 6



### The Offer.

Hopefully your reader will be salivating by now ...desperate to know how much, to grab your product and end their frustration.... to start benefiting right now.

*Well we can all dream ;)*

Hey some may do - but this is where we really need to think about our phrasing. It would be too simple to just say...

*"Here's the price - order now if you like"*

And wouldn't it be nice if it were that simple?

Unfortunately - if that was all you did - people would quite naturally decide that it looks great - and they'll pop back later on and probably order it...

### The downside is that later on... never does arrive!

We live in a busy world where every man and his dog are trying to grab the attention of your reader.

We are all hit with countless thousands of advertising messages day by day and hour by hour.

What this means to us - is that we need to nudge the reader and get them to make their minds up now!

So by whatever means, you really need to give thought as to why your reader should decide now.

Is there an offer that includes bonuses of real value related to the product... or a discount for ordering before a certain number of sales have occurred - or by a certain date?

Whichever way you go with your offer - it needs to have the customer thinking they'd be silly not to just grab it now.

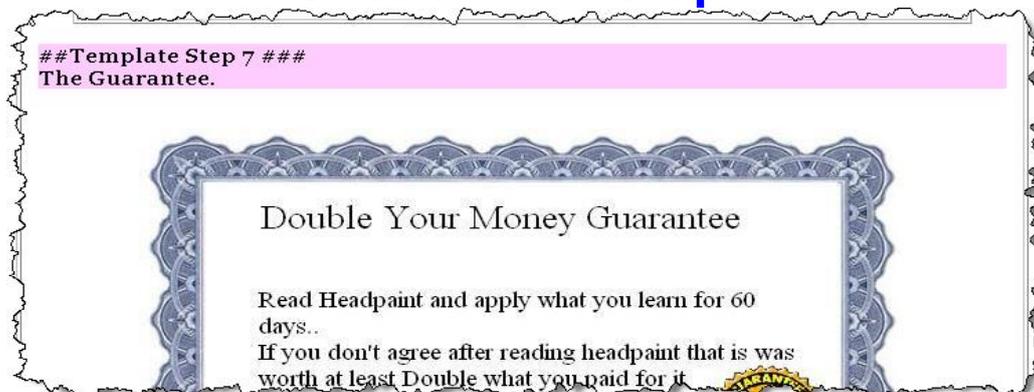
**That said - it must also be an honest offer.** *(too many people think they can fool everyone with false promises of imminent price increases, and when others see it hasn't happened - all credibility and trust are lost)*

Even a bargain price needs 'selling' to the customer - Remember people are taught that if it sounds too good to be true - it probably is!

**So be sure to justify a bargain price and the reasons behind it** - just as much as you would an expensive one.

**Construct a genuine offer** that creates an attitude of **wanting to make the decision now...** and then reassure with the next section....

## Section 17 - Step 7



### The Guarantee.

You'll find that, the vast majority of websites selling online, give some sort of guarantee. The bigger and braver the guarantee --- the more confidence the reader will have. If you can leave the reader with zero risk, then that may be all that was left stopping them from taking advantage of your offer.

**Also** - Try to make sure the guarantee is noticeable and as clearly written as possible, leaving no room for confusion. There are a lot of graphics for sale these days that can be placed on your site to draw the eye to the guarantee - if you have some available to you - use them.

As a side note – some do believe that if the Guarantee is long enough, it decreases the pressure on the buyer to check the materials purchased within a given time frame...

Hence allowing them to go through it at a later date....

By which time they will either have forgotten about the guarantee – or feel morally obliged to keep the product.

At least those are some opinions – you'll have to decide for yourself what sort of guarantee you wish to give.

The main thing to remember is to ensure you live up to it 100%

There will always be some that take advantage, you shouldn't dwell on them... it happens to the best of us.

Keep your focus on the happy customers and maintaining their loyalty!

## Section 18 - Step 8



### Order Button.

Some would say this is obvious - and that naturally they would put an order button on the page... DUH !

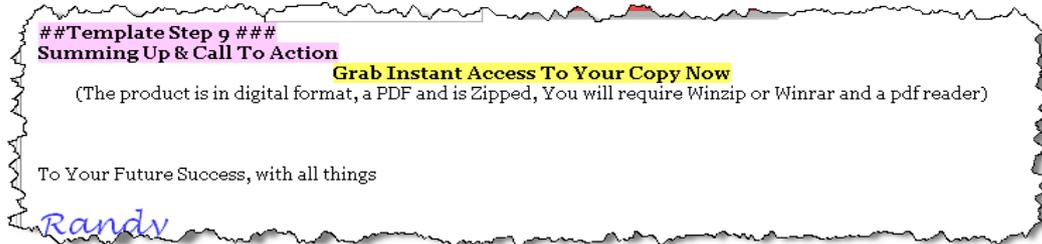
However, I've included it as a step just to ensure that people **give thought to even a button** that will make them their sales.

**Remember - people may not know what is required of them, and no one wants to look foolish!**

**So do explain the order process** - if it will be an instant download - let them know. Explain that they will be directed straight to the download page... **OR** that they will receive an email with a link ...etc.

Basically, ensure that the reader will know exactly what will happen next, and is left with no confusion whatsoever!

## Section 19 - Step 9



### Summing Up & Call To Action

Here we place a reminder of what has been covered, Some use of bullets again would work in some cases, possibly with some text too.

Basically, we're aiming to give a summary of the reasons why the reader should buy now, the benefits they will receive, the problems they will no longer have etc.

All the reasons why they will now want to hit that order button and look forward to their new product being in their hands.

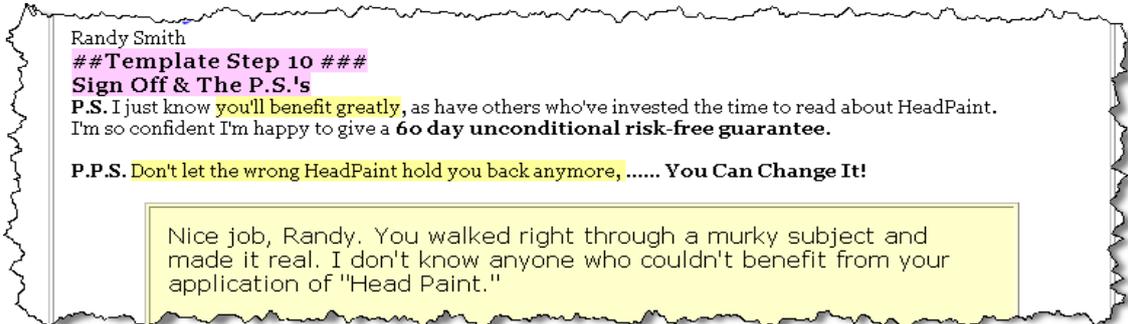
It is again important, to also tell them exactly what to do - to click on the button and follow through the order process.

\*\* If you have only made a very short recap - then it would be OK to go straight to the Sign Off...

However, if your recap covered a lot of information and there would be a need to scroll to find the order button - then **Don't** make the customer work by having to search for it... Simply add another order button!

Hey - we're nearly done.

## Section 20 - Step 10



### Sign Off & The P.S.'s

Finally, you'll naturally want to sign your page, just as though it was a letter.

One tip here is that through research and testing - **a Blue Signature** - seems to carry the most amount of consumer trust. *(so you might want to consider using a blue font - or having a blue graphic of your sig made)*

**Then come the P.S.'s <= Note the plural...**

Again - through testing it's proven that people *(especially the skimmers)* do read the P.S. - sometimes before anything else. So always be sure to add a powerful benefit in the P.S.

Also feel free to add multiple P.S.'s to be sure to get your main points reiterated... **BUT - no more than 3.**

Again - tests have shown 2 or 3 P.S.'s to be the most effective.

**And that is your sales letter complete :)**

*By the way - stick any legal small print right at the bottom out of the way if you can.*

# Section 21- Further Tips & Recommendations

## Tip 1 - Getting Started.

Personally, I can spend an age on just the main headline. If I get a few that really grab me - they can lead me onto the rest of the copy.

I've read that some top copywriters can spend as much as 80% of their time just writing and thinking about the headlines. - If you write out as many as you can, you'll find some that you have will work beautifully into the copy as subheads further down the page.

Many copywriters will tell you that if you're stuck and can't seem to get started. Do one of two things....

**Either** - find a sales letter you like and start to write it out by hand, This will make your mind relate to that of the writer (*some say it puts part of the writer's mind into yours*) and it will help you to think like one.

**Or** - just start writing and keep writing - just anything, and eventually you'll find it will come to you.

You can soon scrap anything too poor and pick out some good points - and once the flow is going, you'll be surprised at how it keeps going.

## Tip 2 - Start a Swipe File.

Create a folder on your desktop and name it **Swipe File**. Then whenever you come across a sales letter you really feel **held your interest and drew you into the copy** - Save it and place it in your swipe file.

You could do this with the whole letter or just the part you really liked.

**For example** - you may have a file with just a collection of attention grabbing headlines. Then when you need a headline writing you could '**Adapt**' (*never copy*) one using parts of some that you have saved.

## Tip 3 - Fresh Eyes.

Once you've written your sales letter, **close the file** and leave it for 24 hours. Then come back with fresh eyes and read it from start to finish - does it still do what you thought it did?... or does it require some tweaking?

This is also a good time to spot typo's that you may have become blind to from reading the same words over and over.

#### Tip 4 – Length.

People tend to worry whether a sales letter is too long or too short.  
Don't.

It needs to be as long as is required, to get the job done.

And that's it - there is no hard and fast rule, no specified limit... just so long as it does what it's supposed to do.

#### Tip 5 - Target Market.

Often people want a sales letter that is going to sell everyone...  
**I'm afraid to say you'll find that impossible!**

Another old saying - **"Nobody bats a thousand!"** .... You can't possibly sell to everyone, so do write the sales letter with your target market in mind.

Even then remember - Even the world's best copywriters are happy to improve conversions by 1 or 2 percent, and **the average sales letter online converts at less than 1%**

#### Tip 6 – Testing.

Once you have your salespage done and online - **do keep a track** of how well it's performing. Then check all the parts you may have discarded and change parts of the page... again, **track the results** and see if anything you change improves response rates.

#### Tip 7 - Opt ins.

Have you considered **placing an opt in box or pop up on the salespage**, in order to capture visitors names and emails?

This could give you further opportunity to try and turn lookers into buyers.

It's usually done by offering some form of short report or **related gift** in exchange for the readers details,

After they have confirmed their email address you are able to send them their gift and then further reminders of why they may wish to revisit your salespage and order your product.

**OK - that's me done I believe.**

I've tried to keep this as simple as possible to ensure everyone can gain an understanding of what to do, regardless of whether it's all completely understood.

I don't believe you have to be an electrician to change a plug or a light bulb. It may well help - but many of us can *(once shown how to do it correctly)* safely change a plug.

**Therefore, there is no reason why you can't now write a sales letter of your own.**

If you want to study the psychology behind it all - that's something you can choose to do at some point, and there are many far more detailed works and courses out there to learn from.

I do hope you've had value from this report, and that it gets you on your way to making money from your sales pages.

I wish you the very best in all your effort and hope our paths continue to cross on an upward climb to further success

**Warm Regards & Best Wishes**

*Randy Smith*

## **Section 22 - Resources**

**Listed here are some resources that you may find useful.**

Feel free to browse through them all -

**But please do remember... they are SALESLETTERS ...lol**

They're designed to get you to buy... So if for no other reason - do take a look and **start your own swipe file** of the parts that impress you.

On an added note - I have only listed products and services that I have experience with, and I can vouch for the service, product or person behind each site!

### **Hosting Your SalesLetter**

For hosting that also give you real service from 2 good forum moderators I've had many positive dealings with try **D9 Hosting**

### **Graphics for your sites**

Take a look at some of the Apps that I liked and used so much, I bought the licenses to sell them. At: [RandysApps.com](http://RandysApps.com)

## GDPR

Being legally compliant easily with another App I use: [GDRPMySite](#)

## Autoresponder

To set up your own mailing list and use your salesletter to build that list, you'll need a professional autoresponder. I have tried free ones and lived to regret them...

The Two I use these days are: [Aweber](#) & [GetResponse](#)

## PageBuilder

I once used to write html salespages, But these days everyone seems to have a wordpress plugin of theme and I was convinced to try [Optimizepress3](#) by John Thornhill. And Yes, he showed me how easy and powerful it is, and hence, I now use it for anything important.

## Speaking of John Thornhill

John was the guy who finally helped me go from **5 year Shiny Object Buyer – to Full Time Internet Marketer & Coach**, within months of him helping me!

After watching my own online career grow, and staying friends and chatting often, I ended up working with him on his coaching programs.

Adding my areas of expertise to help John create *(in not just my opinion, but also those of many of Today's good marketers who also were coached by John)* – **His Best Ever Fully updated last in 2020...**

**Partnership To Success Program!** – give it a click and watch the recorded webinar to see what he teaches FREE... Then stick around for his coaching offer at the very end of the free training 😊

*(You'll be glad you did whether you join or not!)*

And in terms of keeping in touch with me, and my sites. Do pop by my blog

<https://RandolfSmith.com>

I do hope you gain some value from the resources I've listed. I know I have, as they are all sites I have bought from and am happy with the service and/or products.

Good Luck with your online adventures.

And don't forget to go to my blog and join my mailing list to keep in touch.

If you need to **contact me** I also have a **support desk on my blog**

Thanks for reading this far down

Warm Regards

*Randy*