

- Special Report -

How to Write Your Own Profit-Producing Salesletter

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I. Introduction

There are three good reasons to learn how to write a salesletter.

- The first reason is that you won't ever have to pay a copywriter again.
- The second reason is that it will easily double, triple, or even quadruple your conversion rates.
- And the last is good copywriters are always in high demand. You could easily earn a full time income picking up jobs as a freelance copywriter.

Without further ado, let's dive in...

II. How to Structure a Salesletter

You might not realize this, but all good copywriters use templates. You might think that creativity and artistic expression is what separates the good copywriters from the bad, but it isn't. For the most part, good copywriting boils down to research and structure. In this chapter, we'll tackle structure.

So what type of "structure" should you use?

Good salesletters follow the AIDA principle. AIDA stands for "attention, interest, desire, action." Start by getting the reader's Attention. Next, capture their Interest. After that, stimulate Desire for the product. And from there, get them to take Action. That's AIDA.

ATTENTION

This sounds formulaic and stiff, but it works, which is why well-paid copywriters still use it. Think of part one of AIDA – attention – as the headline. If you can't capture a reader's attention with your headline, he's gone. You'll never get the chance to sell him. So think really hard about how you can capture his attention.

The following is a list of tools you can use:

1. Make a believable, but compelling offer.
2. Quantify all claims you make.
3. Include the words “This may be the most important thing you read all year...” (cheesy, but it works)
4. Use psychological triggers to compel interest (more on that later).
5. Use large, red font (yes, that works, too)...
6. Write the header as if it were a newspaper headline.

These are all tools you can use to get readers' attention; however, the approach you take should be dependent on your particular niche.

You shouldn't approach people who are interested in purchasing Ginsu knives the same way you'd approach people who want to make money trading stocks and bonds. They have different interests.

If you approach them the wrong way, you'll turn them off pretty quickly. So try to get their attention, but do it in a way that is tailored to their particular interests...

INTEREST

Writing a solid headline is hard enough, but the next part is much harder. You now have to figure out how to make the reader interested in your product or service so that she will continue to read.

A good way to approach this section of the salesletter is to answer the following two questions: 1) who is the average person reading your salespage (seriously – think about this. Write down fake attributes if you want)? And 2) WHY should that person care about your product? There are dozens of products floating around just like yours. Some are probably higher-quality.

Others are probably cheaper. Why should this person care about YOUR product enough to continue reading? You **MUST** answer that and you **MUST** explain that very early on in the salesletter...

Coming from your visitor's perspective, try to think "What's in it for me?"

There are a number of ways you can approach this. One way is to start by describing a general problem you know many of your visitors have encountered. If you're selling an Internet marketing product, you can just think about problems you've had in the past. Which of those problems does your product solve? Talk about it.

If you can write the "interest" section in a way that makes people think "Yes, that's exactly what my problem is. I wonder what this product can do to solve it," then you've succeeded in generating interest. But you're not done yet. Generating interest is only part two of four.

DESIRE

Attention and interest aren't enough to compel someone to buy – or do do anything for that matter. After you finish your "interest" section, you need to bait readers further by heightening their desire for your product. They not only have to be interested in your product, they have to actually want it (even if they don't yet know whether they can afford it)...

The best way to approach this is to weave in some bullet points that describe the benefits of your product or service. Note that I said benefits – not features. I will talk about this more later, but for now, think about it like this: a feature describes what a product can do. A benefit describes what a product can do for a customer.

Getting back to the bullets – these are perhaps the most important parts of a salesletter; however, they are often neglected or used improperly. Some of the best copywriters, such as Gary Halbert, created salesletters that were almost entirely composed of bullets, interspersed between one or two paragraphs of text.

One way you can approach this is to generate a massive list of things your product can do. Next, take that list and think about how each of those features can be perceived as a benefit. I.e. can a certain feature save people time, make them money, or simplify current tasks? If so, that's a benefit. Add it to your list.

Once you've created a large list, you can start to weave them into the "desire" section of your salesletter. Try to order them in a way that makes sense. And try to phrase them in a way that will genuinely inspire interest. Jotting down a long, but unconvincing list of benefits is unlikely to do much for sales.

Also, make sure you also solicit some testimonials (perhaps by giving your product away for free to a couple of testers). Make sure you weave these into the section, too. Testimonials are a vitally important component of your salesletter, as they assure your readers that someone else has tried your product – and they liked it so much that they left positive feedback.

The acid test for your desire section is whether or not it could actually make someone want your product. If you don't even feel particularly convinced by your salesletter, your visitors definitely won't. Re-write your salesletter until you are convinced. Once you've done that, post it on the copywriters' board at the following URL:

<http://www.copywritersboard.com>. Ask for a review.

ACTION

All good AIDA salesletters end with multiple calls to action. Before your visitors even see that checkout button, you should let them know things are drawing to a close. Here, you should employ every psychological trigger in the book (I'll talk more about these later) to compel readers to buy.

Generally, good AIDA salesletters employ a long column of testimonials before they start to use calls to action; however, if you

are short on testimonials, you can follow your benefit bullets with your calls to action.

Your goal in using calls to action is to explain the consequences of doing nothing. Tell readers that they won't actually save money by not purchasing your product. Tell them that they cannot free ride their way to riches – and that they'll have to plunk down a few dollars in order to make money.

Try to change their moods by leaving them in suspense or saying that the first comers will benefit more – or get some bonus.

Finally, right before they land on the "buy now" button, tell them – in plain English – to get off the fence and buy now. In case they somehow ignore your gentle prodding, include a "p.s." and a "p.p.s.," where you mention an additional bonus and tell them to get moving. Don't be shy about saying how foolish they are to miss such an offer and to forego such benefits.

III. The Important Elements of a Salesletter

In the previous section, I explained how to structure a salesletter. In this section, I will explain all of the important elements I alluded to throughout that section. These are literally as important as the structure itself, so make sure you understand them as well as the AIDA principle.

BENEFITS vs. FEATURES

One of the biggest mistakes copywriters make is to confuse benefits with features. They aren't the same thing. And potential buyers do not read them the same way.

Here's an example of the very same thing being described as both a "feature" and a "benefit":

Feature

"*Includes two chapters on flipping real estate"

Benefit

"*Will teach you to how earn up to a quarter of a million dollars per year flipping real estate"

So what's the difference? A benefit is a dressed up feature that clearly communicates what's in it for the reader, so he doesn't have to think about it very hard...

If you use benefits, you will connect the dots for your readers. If you use features, you leave it to your readers to connect the dots for you. The more they have to work, the less they'll be inclined to buy.

CALL TO ACTION

I mentioned the "action" part of an AIDA salesletter in section II; however, calls to action in a more general sense should not be restricted to the one or two lines before the "buy now" button. If you read most big product salesletters, you'll notice that the copywriters scatter at least 4 or 5 calls to action throughout the body.

One thing that any good copywriter will do is give people the chance to buy early. Rather than assuming that everyone needs to go through each of the parts, insert several calls to action, followed by links that allow people to skip down to the bottom of the salesletter. Of course, they can always scroll down to the button if they want to; however, putting the option right in front of them could entice some to buy who might otherwise get bogged down by the prose...

In addition to using the "buy now" calls to action, you can also use calls to action to prod people on. For instance, you could break your copy up with multiple sub-headings. In each of those sub-headings, you could include something like "If you thought that was impressive, wait until you read this..." This will give people a break from the walls of text, but also push them to read further.

PSYCHOLOGICAL TRIGGERS

As I've alluded to throughout this report, using psychological triggers is one of the most effective ways to reinforce certain sentiments and induce sales.

In short, a psychological trigger is a word or a phrase that will trigger something in the mind of the reader.

In general

Zeigarnik Effect

You noticed that I left the last sentence unfinished with "In general." This was intentional. My goal was to demonstrate an example of what's called the "Zeigarnik Effect." The Zeigarnik Effect is a psychological principle that states that people tend to remember interrupted and unfinished things more than they remember things that are finished.

Thus, it makes sense for students to only partially finish studying something before taking a break. It also makes sense for TV and movie producers to leave loose ends, so that viewers pay attention.

Why does this work? It's simple: if you never receive any resolution, your brain will actively think about that subject until it reaches a resolution. This will keep it on the top of your memory and thoughts.

You can easily import this concept into copywriting by employing cliffhangers. Give your readers part of the picture, but make a conscious effort to leave loose ends. This will literally compel people to keep reading, even if they aren't yet convinced that they need your product.

Curiosity

This psychological trigger is similar the Zeigarnik Effect; however, unlike the Zeigarnik Effect, you don't always have to create loose ends and you don't necessarily have to tie them up when you do.

When you employ curiosity in your salesletter, your goal should be one of two things: 1) to make your readers curious about what the actual product will say; or 2) to make your readers curious about whether a particular benefit you offer will indeed help them with a particular problem.

Internet marketing gurus employ these two approaches all the time. For instance, people rarely know what they're getting when they

purchase one of the big launch products. However, they are so compelled by curiosity that they purchase, anyway.

Scarcity

"Scarcity" is a psychological frame in which you can place your product. If you convince people that something is scarce – and that they may not always have the chance to get it – then they'll feel pressure to take action now, rather than waiting.

One simple way in which to do this is to offer special bonuses to the first 5-10 people who buy. Tell them that you will start a mastermind group with them, give them private consultations, or offer a special report that only they will receive. People who normally wouldn't buy immediately will buy immediately because of the pressure that scarcity puts on them.

Another simple way in which to frame your product as scarce is to only sell a certain amount of copies. If, for instance, you say that you will only sell 50 copies each month (or 50 copies total), then visitors will feel greater pressure to buy without hesitation, since hesitating could prevent them from ever getting the chance to buy.

Conclusion

When it comes to copywriting, creativity is less important than competence. And becoming competent is a matter of mastering principles – not a matter of having raw talent or not.

In order to be a good copywriter, you have to be familiar with the important elements of copywriting: benefits, scarcity, and psychological triggers.

You must also have a strong grasp on how to structure salesletters. If you forgot what "AIDA" stands for, now is a great time to review. After practicing AIDA and the elements we've reviewed, you should be ready to tackle any copywriting project that comes your way.

To your success,
Aurelius Tjin