

59 Proven Ways To Write Money Making Sales Letters And Ads

1. Create an offer that's so compelling that no intelligent person could ever pass it up.
2. Give away something free to the reader.
3. Write about your reader's interests, not your interests.
4. Make your letter read, look and feel like a personal communication from one person to another; not like a mass-produced piece of junk mail that's going to a million people.
5. Persuade your reader with facts and reasons, not outrageous claims and empty hype.
6. Have an attention-getting compelling message that sets you apart from your competitors.
7. Figure out your Unique Selling Proposition (U.S.P.) -- What makes you different?
8. Know exactly what your readers are looking for before you write the first word.
9. Sell one and only one thing with your ad or sales letter.
10. Raise the level of your social proof. (Provide credible third-party testimonials to support your claims.)
11. Craft a great first sentence that creates intrigue. (A question, a proposition, or sometimes a damaging admission is a good tactic).
12. Figure out all the benefits of what you are offering and deliver your most important benefit first.

13. Describe your most important benefit in detail.
14. Include all benefits you can think of somewhere in your package.
15. Include a hidden benefit. (A hidden benefit of Aspirin is that it thins the blood and helps prevent heart attacks). A hidden benefit is like hidden treasure; it's more exciting than the obvious benefit.
16. Explain to your prospects and customers exactly what they will get for their money. (A list of everything they will be getting is important).
17. Tell readers what bad things will happen if they fail to act now.
18. Rephrase the most important benefits in the close and other prominent parts of your package.
19. Include a stunning, eye-catching guarantee. I'll sometimes promise buyers a full refund plus some extra money for their trouble if they are not satisfied -- sometimes even a "Double-Your-Money-Back Guarantee."
20. Write intriguing, captivating headlines and sub-headlines that emphasize a benefit.
21. Write as people actually speak in everyday life.
22. Write in a warm, friendly, easy-to-understand style.
23. Generate emotion with riveting facts and details.
24. Get to the point immediately.
25. Answer all possible objections and questions your reader might have. (Part of this job can be done with a FAQ enclosure).
26. Make it super easy for your prospects to buy.
27. Keep your entire marketing piece super simple, clear and focused. (If your reader can't figure out what you're selling in three seconds or less, your offer is doomed).

28. Engage the reader in a conversation with thought-provoking questions (that are precisely on point with what you are offering).
29. Propositions are another great way to engage your reader's mind. (People know that nothing is free in life. "If you do X, I'll do Y" is a believable offer. People like propositions).
30. Admit your mistakes and shortcomings. This is a great attention-getting device that not only builds credibility with your reader, but can also distinguish you from your competitors (who will never admit their shortcomings).

For example: "We're not big multi-Inspector firm, so your inspection will be conducted by the owner of the company. And nobody treats you better than the owner!"

31. Short words, short sentences, short paragraphs. Instead of using the word "allow," choose "let." Avoid complex sentence structures. Simple, declarative sentences are best. And no paragraphs longer than five lines.
32. The longer you hold your reader's attention, the better your chance of getting the sale. In other words, make it easier for your reader to keep reading than to skip what you have to say. You do this with fascinating details.
33. Longer letters usually work better than short letters.
34. Your letter should be "scannable" -- easy to read, easy on the eye. (Bullets, underlining of short phrases, headlines and sub-heads, handwritten notes and other graphic devices help break up copy and catch the eye).
35. Never use humor in your sales letters. (The decision to buy is a serious one).
36. Never use cartoons in your sales letters. Use drawings rarely (almost never). Photos are good if they are on point.
37. The purpose of graphic art is to enhance communication, not appearance. Simple, plain layouts are more effective than fancy, pretty layouts.

38. Learn the 17 top reasons people buy: fear, greed, love, self-improvement, desire to win, desire to be recognized, comfort, laziness, quest for a great experience, sex, desire for relationships, anger, desire to make a difference, desire for meaning in life, desire for power, necessity of life, addiction.
39. Deploy both the "avoid pain" and "find pleasure" motives for buying. People buy either to avoid pain or find pleasure.
40. Understand that people buy more often to stop something bad from happening to them than to cause something good to happen. Instead of saying "Save 20%", say "Stop wasting 20% of your money."
41. Understand what it is that you are really selling. (You're not buying a home inspection; you're buy peace of mind that you're not getting a "money pit.") People don't care about you or your business; they just want to know if you'll fix their problem).
42. The more narrow your focus and the more defined, specialized and unique your market, the more successful you are likely to be: "Narrow is the gate to paradise" in direct response marketing.
43. The most persuasive word in selling is the word "BECAUSE" . . . BECAUSE people require reasons to believe your claims. My product is best BECAUSE is far more persuasive than simply leaving it as "My product is best." People need reasons why to believe your claims.
44. Offer attractive payment options. (Check, Cash, Various Credit Cards, PayPal)
45. Use a deadline to increase the sense of urgency to accept your offer.
46. Use unusual packaging. (I've mailed direct mail packages in black plastic bags, tubes, clear envelopes, bubble packs and boxes).
47. Make your letter look like a letter.
48. Plain white envelopes usually work better than business logoed envelope. (Sneak up mail)
49. Use your sales letter to sell and your enclosures to "show and tell."

50. Grab attention in your letter with a short first sentence.
51. Call for action early and often in your letter text.
52. Personalize your letter (Use the prospects first name in several places throughout the letter).
53. Use a "P.S." to summarize the offer, reinforce a benefit, emphasize the response deadline or to add an extra detail.
54. Tables, charts, diagrams, photos, and other visuals help support and prove your claims.
55. Know what your reader will read first: headlines, the first sentence, the P.S., the signature (who is the letter from?). Only if these create interest, will your reader start reading the body of your letter.
56. Understand that all successful sales letters must have these three core elements: 1) A clear promise; 2) Proof your claims are true; and 3) A call to action.
57. A very brief, attention-getting story can help hold your reader's attention and create interest. (i.e. "They laughed when I strapped on a snow board. But their laughs turned to amazement when they saw me speed down the mountain.")
58. If you tell a story, it should not be longer than a few lines. The shorter and more dramatic the story the better.

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One Home Inspector Helping Another!