

INSIDE SCOOP!

Inside Scoop: How to Craft Your Killer Sales Letter

Here's the deal.

You now know you're going to have to take at least 7 tries at this to get it right. You have to test 7 products. Write 7 products. Create 7 audio files.

You gotta master your sales message creation, so you can write'em fast and get'em up.

I highly recommend my pushbuttonletters.com software for doing this. However, I realize many of you may not have the money this product. So let me lay out the whole sequence for you. Pushbuttonletters, using a slightly more advanced formula.

No one but no one understands WHY I say to write a letter. The reason is because letters have been selling things for the past 100 years.

What just about everybody does is make a BROCHURE web site that is like a brochure. But have you ever been to a meeting where somebody handed you a brochure?

What did you do with that brochure as soon as you turned your back? That's right! You dumped that brochure in the round file (wastebasket). Brochures don't even sell things in the real world.

They don't work there so why do you think they are going to work on your web site?

What DOES work is a very personal, me-talking-to-you letter.

Listen up: Billions and billions and billions of dollars have been sold. And for EVERY product imaginable. Things from very expensive paintings to cars, boats and everything else you can think of.

You may not think "your product" can be sold that way. But it can. If you'll just go check srds.com or go to your library and check out the Direct Mail Rates and Data volumes (if you live in the U.S.) you'll find out this is a fact.

There is almost nothing that hasn't been sold with personal me-to-you letters. Sometimes I get an email from someone who claims they used the system and it didn't work for them.

They NEVER have a sales letter! They have a brochure site. Bullet

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