

Copywriting Sales Letter / Web Page Template

By David Garfinkel

1	Headline:	Your headline is a concise “telegram” about the <i>benefit</i> of the <i>offer</i> you will be making. Sources of good headlines: http://ebizwhiz-publishing.com/articles/abraham.htm http://www.advertisingheadlinesthatmakeyourich.com
2	Opening Sentence:	Your opening sentence <i>builds upon the benefit, or problem-solution, spelled out in the headline.</i> Examples to study: http://www.autoweblaw.com http://www.immediatemoney.com http://www.consumer-revenge.com
3	Big Promise:	This could have been contained in your headline or opening sentence. But it might not be, if you are setting up a problem and your letter is going to walk your prospect through your solution. If that’s the case, then now is the time to make your big promise.

4	<p>Proof:</p>	<p>Proof comes in many forms. Ask yourself: <i>What will make my prospect believe what I am saying is true — particularly, what will make them believe my promise?</i></p> <p>Use:</p> <ul style="list-style-type: none"> • Bullet points • Testimonials • Facts • Logic
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5	<p>Build the value of your offer:</p>	<p>No matter what you're charging, people will think it's too much <i>unless</i> you make a reasonable (and believable) comparison showing that getting similar information, product or service any other way would cost far more.</p> <p>Study closely the examples on these sites:</p> <p>http://www.getanythingfast.com <i>look under the subheadline:</i> How Much Is Information Like This Worth To You?</p> <p>http://www.ebooksecretsexposed.com <i>Look at the paragraph that begins:</i> So, how much is all this information going to cost you?</p> <p>http://www.affiliatelinkcloaker.com <i>Look at the copy under the sentence:</i> Now, you're probably wondering how many hundreds of dollars this is going to cost you.</p>
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7	Make the offer:	<p>Your <i>offer</i> is the unique, most compelling expression of the best combination of features and benefits of your product.</p> <p>See: http://www.powerfuloffers.com/</p>
8	Call to action:	<p>Read all of the Web sites mentioned in Steps 1, 2, 5 and 7. Look at how the copy closes the sale.</p> <p>This is where you ask for the order.</p> <p>Notice also how many order links there are on each site, and where they are placed.</p>
9	Guarantee:	<p>Your Guarantee is very important, because it eases the worries that come right after your prospect has made a decision to buy.</p> <p>Again, study the Guarantees in each of the Web sites mentioned in Steps 1, 2, 5 and 7</p>
10	P.S.	<p>Study the P.S.'s as well in the Web sites mentioned in Steps 1, 2, 5 and 7.</p> <p>Your P.S. is your last chance to make the sale.</p>



Listening Notes from Course Session 10

Copywriting

- Stop-grab-bring him in-explain why (benefit)-explain consequences-call to action-guarantee-p.s.
- Salesmanship in print / sales-womanship in print
- What knowing this well can do for you
- Why you need to know this, even if you hire someone else

What we're going to cover in this session

- What you need to know before you write a word of copy
- How you start
- The format
- How to check copy after it's written
- Shortcuts
- Walk-through of a successful sales letter – applying what you learned

What you need to know:

- Your customer/your market
- Your product – how it applies to your customer/your market
- How to talk to your market in their own language

How to start

- Start with a PROBLEM your customer has
- Put it in their language, their world (context)
- Go through your product, find ingredients (features)
- Tell what the ingredients will do for the customer (benefits)
- Create your offer – what does this combination of ingredients (features) provide in terms of a package of things the product will do for the customer (benefits) – what's unique about it?

Format

- Headline
- Opening Sentence
- Big Promise (could be contained in headline or Opening Sentence)
- Proof (bullets, testimonials, facts, logic)
- Build the value of your offer
- Make the offer
- Call to action
- Guarantee
- P.S.

How to check copy after it's written

- read it out loud
- short words, short sentences, short paragraphs
- see, feel, hear words
- personal, conversational – does it read like you're talking to the customer?

- smooth transition between points, section of letter
- is it very clear what the customer will get?
- is it very clear what the value of what you're offering is?
- have you covered every reason they wouldn't buy, either directly or by implication?

Shortcuts:

1. After you've gone through the product, call someone up and try to sell it to them. Really make every effort. Let them object. Answer every objection as honestly as persuasively as you can. Record your side of the conversation. Get it transcribed. Fit the transcript into the template (pages 1-3 of this handout).

2. Another shortcut – Write a news article – Who-what-why-when-where-how – like you were reviewing the product for a magazine or ezine. Be very thorough. Cover every point, including the bad points. Recommend who should get it and why, and who shouldn't and why not. End your "article" with information on how the person can get your product. Then, fit what you wrote into the template.

3. Pretend your life and the life of your family was hanging in the balance, and what you would have to do to keep them and yourself alive is sell your product to the most resistant customer in the world, but someone who needed and could use your product. The catch – you would have to sell it in writing. Trick yourself into believing this is actually so. Use every trick you can think of to persuade that person to buy (but don't tell them you'll be killed if they don't buy!!! Keep yourself out of the letter entirely.)

Walk-through of a successful letter – immediatemoney.com

\$10,000 first day

Who our market is – frustrated (and ambitious) internet info entrepreneurs

Product – 11 shortcut tips we use that we know they could use to bring in cash windfalls in a hurry

Language – down-home, ticked off

Analyze:

Headline

Three bullets (headline package)

Testimonial at top

Opening Line

Big Promise

~ note how conversational this all is ~

Proof: description of our high-standards selection criteria

Eliminating objections (how people have it backwards)

Credibility (where do we get off...)

Proof – Wayne Davies testimonial

Offer – "here's your invitation"

Bullets

Three key concepts – like a bonus, but part of the package

10 Compound Interest techniques – like a second bonus

Two actual bonuses

Offer – surprisingly low price

Repeated calls to action

Guarantee is call to action

P.S. We tell our stories – we did it, so can you