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Introduction

This book will teach you a simple system to write compelling sales letters that convert - in the shortest time possible.

This is the same system I use with every new sales letter that I write.

I created this system during the many years I worked as a freelance copywriter, and I honed the system some more over the past 4 years when I started writing sales letters for myself.

Every sales letter that I've written using this system has converted from day 1, and if you stick to the steps laid out in this book, all your sales letters will convert from day 1 as well.

The system itself is simple.

There are 13 chapters in this book, each one representing a component of a sales letter. As you complete each chapter of the book, you'll create a component of a sales letter. By the time you've finished the book, you'll have a finished sales letter.

And it'll convert just as well as a sales letter you might pay a professional copywriter thousands of dollars to write for you.

Okay, so settle back, go to chapter one, and start writing your first sales letter using my 100% fool-proof system.

1.

The Headline Component

What Exactly Is The Headline Component?

The headline component is the very first thing on your sales letter. It's a big, bold piece of text that sits at the top of your sales letter and will be the very first thing that all your visitors see.

The headline is the most important component on any sales letter. In fact, the headline is the most important component for almost **all** web pages that exist to get a visitor to do something - whether that something is buying, subscribing, clicking on your affiliate link, whatever.

If your goal is to make a visitor take any specific action, you'll need a great headline to get good results.

Why are headlines so important? Well, in a nutshell, it's because they're the only component of your sales letter that every single one of your visitors is guaranteed to see.

When someone lands on your page, their eyes will immediately go to the top third of the screen. We all read from top to bottom, from left to right - it's just human nature.

So when someone lands on your page and they scan the top third of it, what's there will determine if they stay and continue reading, or if they hit that back button and look somewhere else.

If they stay and continue reading then they may buy and give you some money, if they leave and look somewhere else then you've lost any chance of making a sale and that person will probably never see your site again.

The headline is that important, and you should remember that every single time you're creating one. Every sale starts with a good headline.

What The Headline Component Does For Your Sales Letter

The headline component does the following 4 things for your sales letter:

- Sets the tone for the rest of the sales letter that follows
- Promises your visitors something beneficial or intriguing
- Makes your visitors read on deeper into your sales letter
- Lets your visitors know that they're in the right place

Your headline is the most critical component in your sales letter, and with the help of this chapter you'll know exactly how to create incredibly powerful headlines that never fail to work.

What Makes A Great Headline Component?

The system that I'm going to teach you for writing great headlines depends on 2 things:

- Psychological triggers
- Templates

The psychological triggers are what give the headlines their punch, their power, and the templates are the way to organize the triggers so that the headlines are easy to write.

5 Psychological Headline Triggers To Immediately Hook Your Visitors

Numbers

Numbers almost never fail to improve how well a headline performs. Never waste a chance to include one of more numbers in any headline you create.

And never write a number in words, because any time you do, you're wasting a chance to capture someone's attention with digits, and you're wasting valuable space because words use more characters than digits.

Whenever you're creating headlines, look for any openings where a number can be used. If you're struggling, there are a few methods you can always depend on.

Lists, or introductions to lists - "5 ways to do X" or "3 mistakes that are stopping you from X" or "10 reasons you should X." Numbers of ways to do things like this make for compelling headlines, and they make your visitor read on deeper into the sales letter to see what the items on those lists are.

Money - amounts of money written in numbers always get people's attention, so this is always something to consider including in a headline.

And don't think that only products about making money can include money amounts in the headline. You might include a saving someone will make, the amount that was spent developing your

product or service. Get creative and find ways to use money in the form of numbers in your headline.

Dates or time frames - how many days will your product take to work? How many years did the product or service take to create? Again, get creative and look for ways to include numbers of days, dates, and years in your headlines.

Whatever your product, I'd go as far as including a number in every single headline you create. After some split tests you might wind up losing the numbers, but in a brand new headline that has no track record, stick one or two numbers in there because they'll almost always make a headline perform better.

Questions

Sometimes the best headlines are questions. Just like with numbers, questions asked in the headline compel a visitor to read deeper into the sales letter to see what the answer to the question is.

The more intriguing the question, or the more you can ask something that a visitor wants to know the answer to, the better a question-based headline is.

Often, the simplest form of this type of headline is to ask if the visitor would like to know the solution to the problem that your product or service solves. It's basic, but often a great place to start when your creativity is letting you down.

Promises

A promise is a great way to turn your headlines into compelling lead-ins to your sales letters. If you can promise something that someone desperately wants, and you can make it sound completely sincere, then there's no better way to hook someone into reading on.

Simple promises that work well in sales letter headlines include the promise of an answer to the problem that your product or service solves, and the promise of something incredible or revolutionary coming somewhere later on in the sales letter.

Mysteries

You're probably seeing a pattern in a lot of these triggers, and that is that many of them are using intrigue as a way to get people hooked into reading beyond the headline.

A lot of these triggers use intrigue because intrigue works, and what better way to use it than mysteries?

If you can say something in your headline that creates a mystery in your visitor's mind that they want to solve or uncover, then you've got an absolutely killer headline that's gonna perform like you wouldn't believe.

Did you ever see this headline before?

“Amazing Secret Discovered By One-Legged Golfer Adds 50 Yards to Your Drives, Eliminates Hooks and Slices ... and Can Slash Up to 10 Strokes From Your Game Almost Overnight.”

This headline is used as an example all the time by copywriters who are teaching their students how to create compelling headlines, and it is a great one - mainly because of the mystery it has at its center.

And that mystery is, how can a man with one leg play golf, how can a man with one leg play golf so well, and perhaps even how did this man lose his leg in the first place?

Lots of mysteries that lots of people would read on to solve, and that's why the headline works as well as it did. So if you can find a way to put a mystery in your headlines, do it.

Raw Nerves

This one can cause some hesitation for some marketers, but it really shouldn't. Touching on someone's raw nerves is a tried and tested way to get someone to read deeper into your sales letter, and it's also a great way to put someone into the right mindset to buy.

If someone has a problem that your product or service solves, then touching on a raw nerve that's related to that problem is a great way to turn a visitor into a sale.

And if you have a great product that you believe in and that really does solve a problem in your visitor's life, then hitting on a raw nerve and getting them to buy is doing them a favor. If your marketing is so weak and apologetic that no one buys, then your wonderful product isn't helping anyone and people are living with problems that they could stop.

So, how do you use raw nerves in a headline?

Well, they're not hard to find. If someone is overweight and looking for a way to get in shape, using raw nerves might mean that you don't tiptoe around looking for indirect ways to tell them they need to lose a few pounds.

The word being screamed in their own heads, I can assure you, is **fat**. So why would you want to speak to them in a different language, and in a language that was less likely to get them into a buying mindset?

Don't be afraid to touch on a visitor's raw nerves. Think about your potential customers - what in their life are they unhappy with, ashamed about, angry about? If your thinking turns up anything that seems like it might touch on a raw nerve, don't be afraid to use it in a headline.

3 Proven Headline Templates That'll Work For You Every Time

When you get more experienced with headlines, you'll be able to experiment more, and you'll find your own brand new headlines that convert like crazy.

In the meantime, though, there are some proven templates that you can use that you can have complete faith in. I use these templates all the time as a starting point whenever I write a new headline, and they never let me down.

Template #1: Goal-Based Question, Exciting Promise

This uses the questions and promises I talked about just now, and it combines them in a way that creates a great headline that works in all markets.

First, you need a goal-based question.

Let's say you've got a dog training info product. Ask yourself what the goal is of someone who lands on your sales page. It can be more than one goal, and you can combine them into an entire string of goals if you like.

When you have your goal (or goals), simply put them into the form of a "Would You Like" question.

In my dog training example, that might be something like this:

“Would You Like Your Dog To Stop Barking, To Walk Calmly On A leash, And To Come To You Every Single Time You Call It's Name?”

So, 3 goals someone with a badly behaved dog might have, put into a goal-based question. Obviously the more in-tune you are

with your target market, the better you'll be at knowing what your visitors' goals are.

But even in markets you know nothing about, you can usually make a good enough guess (as I did in the above example).

So that's the first half of this headline template - the goal-based question. And you'll see a lot of headlines that leave it there. But on it's own this type of headline is missing a punch, and that's why we're gonna add an exciting promise onto it.

The start of the headline tells someone what they're gonna learn or discover or achieve, and now the promise will get specific and give them something concrete.

To my dog training example headline, I might add something along the lines of this:

“That’s Exactly What You’re About To Learn How To Do In The Next 17 Minutes.”

Combining my goal-based question with my exciting promise, I'd end up with this headline:

“Would You Like Your Dog To Stop Barking, To Walk Calmly On A leash, And To Come Every Single Time You Call It’s Name? Well That’s Exactly What You’re About To Learn How To Do In The Next 17 Minutes.”

A pretty good headline that includes a lot of those vital triggers I've been talking about.

There's a question in there, a number, and a promise of the results that can be achieved and in what time frame.

I didn't get a mystery in there (although hinting at a solution that can be discovered in "17 minutes" is close to a mystery), or hit on any raw nerves, but it's still pretty good.

Actually, when you come up with a headline this way, it's often fun (and helpful) to go back over it a few times, looking for ways to include more of those triggers.

In this example, I might spend some time looking for a raw nerve to hit on to give the headline even more punch. Perhaps I'd look at the embarrassment a badly behaved dog can cause, or the stress it can cause with annoyed neighbors.

If I found something good, I'd shoehorn it into the headline and test it against the original.

Start looking for ways to improve every headline like this, always being on the lookout for more ways to include those triggers that can make a headline great.

Template #2: How-To, Mystery, Promise

This is a super easy headline to create, and it never fails to produce good results.

So we'll start out with the "how to," and this is easy. Simply ask yourself what the visitor to your website is hoping to learn or achieve by coming to you, and state that in the form of the "how to."

Let's go with a golf example, where the "how to" might be something like this:

"How To Drive The Ball 50 Yards Further And Take 5 Shots Off Your Handicap."

Basic, but it's that simple. Just state in a "how to" whatever your visitor's goal or dream is in the area of your product or service.

Next, we need to add on the “mystery” element to the headline. To do that, just take a look at the product or service that you’re trying to sell, and find something within it that can be spun into a mystery.

And you can do this with anything, no matter how mundane it is.

To create a good mystery that makes someone want to know more, all you have to do is reveal a tiny bit of information that makes someone desperate to know the rest.

Think back to that headline I showed you about the one-legged golfer. It makes you want to know more, even if you’re not interested in golf. So imagine how interested you’d be if golf was a passion of yours!

So if your market was golf, like my example, say that a housewife discovered a secret on her first lesson, or that a sneaky amateur player found a way to cheat that helps you add 50 yards to your game.

Just find something to say that makes your visitor compelled to know more.

For my example, I’m gonna go with my housewife one, so adding that onto my “how to” I get this:

“How To Drive The Ball 50 Yards Further And Take 5 Shots Off Your Handicap Using A Sneaky Trick That A 106lb Housewife Discovered On Her 1st Lesson.”

Not bad, right? Do you see how powerful headlines can be built just by using these triggers and a template?

You’ll also see that I added another 2 numbers by mentioning the housewife’s body weight and by using “1st” and not “first.”

Okay, let's add the "promise" to this headline and it'll be done.

Usually you'll use the promise to make the headline personal to the visitor - to make it real for them.

So I'm gonna simply make my promise about how the results will work for anyone and state that it's guaranteed to work.

Adding the promise will give me this final headline:

“How To Drive The Ball 50 Yards Further And Take 5 Shots Off Your Handicap Using A Sneaky Trick That A 106lb Housewife Discovered On Her 1st Lesson...And It's Guaranteed To Work For You In Less Than 7 Days No Matter What Your Skill Level...”

Trust me - if you had a golf product, that's a great headline! And really, it took no skill and no time to create it. In fact, I could write another 10 headlines on the same subject in the next half hour, just by using this same template as a guide.

And more importantly, so could you. You need to realize that when you finish this section of the book, you'll be as good at writing headlines as anyone.

Template #3: Raw Nerve, Worst Case Scenario, Light At The End Of The Tunnel

This template is gonna create headlines that start with a massive punch, and here's how you find your punch.

You need to think about your visitor - your potential customer - and you need to ask yourself what their biggest raw nerve is.

What do they say to themselves in their mind when they're lying awake at night? What do they fear someone **else** will say to them?

The answer to these 2 questions will be the start of your headline when you use this template.

You will literally transplant the worst fears and raw nerves of your visitor from their mind right into the start of your headline.

Now, you won't be able to use this approach in **all** markets. No one has terrible fears and raw nerves about training their parrot to talk, for example. But there are lots of markets where you **can** use this approach, and for my example I'm gonna go with weight loss.

And for my example, I'm gonna assume that my prospect is a young woman who is quite a bit overweight.

So the first part of my headline using this template needs to hit on a huge raw nerve, and my first instinct would give me this raw nerve-based start:

“Do You Worry That Guys Laugh At You Behind Your Back Because You're Fat?”

Okay, so that's the raw nerve. Next comes the worst case scenario, and the easiest way to find the worst case scenario is to imagine your visitor's problem going unsolved for a long time, and then asking yourself what even bigger problem that will cause for them.

So the obvious choice for my example is to take the problems with the guys and take it to the extreme, and that might give me something like this:

“And Do You Worry That Being Fat Will Mean That No Guy Will Ever Find You Attractive And You'll Always Be Alone?”

Right, let's create the last component for this headline, which is the light at the end of the tunnel.

The first part of the headline touched on a raw nerve and got their attention, and the second part of the headline showed them how bad their problem could get if something isn't done.

Now, in this final part of the headline, you're going to show them the light at the end of the tunnel, the answer to avoiding the worst case scenario you just showed them.

And all this ever needs to be is a simple statement telling your visitor that there is an easy way to prevent that worst case scenario from coming true.

For my example, something like this should work:

“Well It Doesn't Need To Be This Way, Because There are 3 Reasons Why Every Diet You've Ever Tried Has Failed, And You're About To Learn What They Are So That Your Fears About Guys And Being Alone Will Never Come True.”

So those are my 3 key components for this headline template, and putting them all together I end up with something like this:

“If You Worry That Guys Laugh At You Behind Your Back Because You're Fat, And That Being Fat Will Mean That No Guy Will Ever Find You Attractive And You'll Always Be Alone, Then You Need To Do Something Now While You Still Can. So Learn These 3 Reasons Why Every Diet You've Ever Tried

Has Failed So That Your Fear About Always Being Alone Never Comes True.”

Not a bad headline, and I think if you split test this one against something more gentle and tame you'd be surprised at how well this slightly edgier one performed.

You'll also notice that I've polished the wording of the headline as I brought the 3 elements together, and that's something you need to get used to doing when you create headlines using templates with this method.

Another thing worth mentioning about this last example headline is the length of it. You probably noticed that it was pretty long, and you might be thinking it was too long to be effective.

But you should never be worried about long headlines. Some of the best performing headlines of all time were insanely long, and if you structure long headlines well using the templates you've learned, you'll get great results.

Create Your Own Headline Component

Using the psychological triggers and templates you've learned in this section of the Sales Letter Blueprint, you'll be able to create powerful, effective headlines on demand.

And these headlines will work anywhere: at the top of your sales letters, running throughout your sales letters, in email subject lines, and even as product descriptions on your product covers.

So anytime you need a headline, stick to what you learned here, or even revisit this section of the blueprint to refresh your memory, and you'll never write a weak headline ever again.

2.

The Subhead Component

So What Exactly Is The Subhead Component?

The subhead comes immediately after the headline component and leads your visitors onto the questions component that we'll be looking at in the next chapter.

What The Subhead Component Does For Your Sales Letter

The subhead component does 4 things for your sales letter:

- Ties the headline component of your sales letter to the questions component
- Keeps your visitors reading beyond the headline
- Restates the main points from the headline component for extra impact
- Reveals for the first time that there is a lot of information to come and that the visitor needs to keep reading

What Makes A Great Subhead Component?

The subhead is one of the few areas of your sales page where you'll never want or need to experiment or get creative.

Almost all subheads are identical, and simply state the same points made in the headline, but in a more relaxed tone, and in a style that moves your visitor gently onto the next component of your sales letter.

By restating the key points from your headline, your subhead also gives you a second chance to mention some of the fears, goals, and raw nerves you may have already touched on in the main headline.

Your subhead needs to contain 2 things:

- a recap of your headline
- a statement to let your visitor know that they're in the right place.

To create the recap of your headline, just go back and re-read your headline, making a note of the key points it mentions.

Now all you have to do is rephrase those key points into a "So if you want to" statement, and then follow it with the statement that lets your visitor know they're in the right place.

So if your headline was about making money online, and in the headline you mentioned making a specific amount someone could earn, that they could quit their day job, and they could stop living in fear of being laid off and losing their home, you'd rephrase that into your subhead something like this:

"So if you want to learn how to quickly and easily earn \$6,576 a month working for yourself online, so that you can quit your day job and never have to fear being broke again, this will be the most important website you ever visit."

It's that simple. There's no need to try to get fancy here. Just rephrase the headline's key points (rephrasing is important because it gives you a second shot to say it, and that doubles your chances of saying it in a way that's compelling to your visitor), tag on that statement "...then this is the most important website you'll ever visit..." and you're done.

The subhead is probably the easiest component of your sales letter to write since it essentially writes itself, but it's also one of the most important so you still need to make sure you get it right.

When you use the simple 2 step approach I've just shown you, you'll create a subhead that naturally ties your headline to the rest of your sales letter, reminds your visitors of those key fears, goals, dreams, and raw nerves, and states flat out to your visitor that this is the most important website on this subject that they'll ever visit (compelling them to read on).

Considering how quick and easy the subhead will be to write, it's amazing how much it will do for your sales letter.

So go ahead and get your subhead written right now.

3.

The Questions Component

What Exactly Is The Questions Component?

The questions component of a sales letter comes immediately after the subhead. It's made up of the greeting to the visitor, a series of 5 to 10 very specific questions, and a command to read on deeper into the sales letter.

What The Questions Component Does For Your Sales Letter

The questions component does 5 things for your sales letter:

- officially starts your sales letter by greeting your visitor
- aggravates the problem that your visitor has (making them more likely to buy your solution)
- shows your visitor that you understand their problem well enough to have answers for them
- quickly gets your visitor agreeing with you by making them repeatedly answer "yes"
- compels your visitor to read on deeper into your sales letter

What Makes A Good Questions Component?

There are 3 parts that make up the questions component: the greeting, the questions, and the command to read on.

The Greeting

You've probably seen these greetings many times before on hundreds of sales letters. It's simply where you officially start your sales letter by opening with something like "Dear Friend."

As much of a cliché as this may seem, it's still the best way to open your sales letter. By this stage, your visitor has read or skimmed your headline and subhead, and they're still not entirely sure what kind of website they've landed on.

By saying "Dear Friend" your visitor will instantly know that they're going to be talked to at length by someone, and it's a polite way to say "hi" that most people will appreciate.

In most cases, "Dear Friend" will be your best opening. But if your sales letter is for a product in a very specific market, it's sometimes a good idea to get more specific in your greeting.

If you're selling a product to experienced Internet marketers, for example, it would be a good idea to use "Dear Internet Marketer" instead.

If you know your visitor is a woman who's planning her wedding, then it would be great to use "Dear Bride To Be."

Getting specific like this in the greeting gives you another chance to remind your visitor that they're in the right place, and you should never waste a chance to do that.

So when you know who your visitor is on a very specific level, use a very specific greeting. In all other situations, stick to "Dear Friend."

And that's all there is to the first part of this questions component.

The Questions

You're going to need 5 to 10 questions for this part of your sales letter. Each question will be phrased in a way so the only answer your visitor can give is "yes."

There are 2 approaches that each of your questions can take: they can either focus on bad things that your visitor wants to **stop**, or they can focus on good things that your visitor wants to **create**.

Let me give you a quick example so you can see how these questions work and how they're created.

For this example, I'll use the market of people who are looking for easy ways to build websites, and the product I'll be selling is a Wordpress theme that makes creating a certain type of website very easy.

Let's list some bad things that your visitor might want to stop, and some good things your visitor might want to create, and then we can turn them into the questions that will make up the bulk of this component of the sales letter.

Bad things your visitor wants to stop:

- Wasting ages building websites that are still ugly
- Having websites that look cheap and unprofessional
- Badly designed websites that don't convert

Good things that your visitor wants to create:

- Websites that are easy to update even for technophobes
- Save money by not needing to go to website designers
- Save time on building and maintaining websites to focus on other areas of business

So that's 3 of each - 3 bad things your visitor wants to stop and 3 good things your visitor wants to create. Now I'll quickly turn each of them into questions so you can see how it's done.

“Wasting ages building websites that are still ugly” becomes this:

- “Do you find yourself spending hours and hours designing and building your websites, and even after all that effort still end up with something that's horribly ugly?”

“Having websites that look cheap and unprofessional” becomes:

- “Are you sick and tired of your websites looking so cheap and unprofessional that everyone who sees them hits that back button after 2 seconds?”

“Badly designed websites that don't convert” becomes:

- “Is it getting hard for you to stomach all your lost sales that your butt-ugly website designs are responsible for?”

“Websites that are easy to update even for technophobes” becomes:

- “Do you find yourself wishing for a way to build websites that's so simple that even you, a technophobe, can handle?”

“Save money by not needing to go to website designers” becomes:

- “Wouldn't it be great if you could build your own websites so that you could save the hundreds and thousands of dollars that professional designers want to charge you?”

“Save time on building and maintaining websites to focus on other areas of business” becomes:

- “Would you be interested in a brand new super-fast way to build websites that would let you spend an extra 12 hours a week growing the other areas of your business?”

Do you see how easily these can be turned into the types of questions we need for this component of the sales letter?

And also notice that every single one of those questions can only have a “yes” answer. That’s important because your visitor will be more likely to say “yes” when you ask them to buy if they’ve been saying “yes” to you throughout the sales letter.

Hopefully you’re starting to see how important this part of your sales letter is. Right from the outset, these questions let you remind your visitor about everything bad they want to stop, and everything good they want to create.

This is the ideal way to start the process of selling to them.

The Command To Read On

This is the final part of the questions component, and just like the “greetings” part from earlier, this one is easy and requires no real effort on your part.

In most cases, you’ll be able to cut and paste this part directly from this book.

The command to read on comes right after you ask your visitor the final questions, and it simply states something like this:

“If you answered ‘yes’ to one of the questions above then you need to check out the rest of this website. But if you answered ‘yes’ to more than one of the questions above then you absolutely NEED to study every single word below, because you’re about to discover something incredible.”

It's that simple, and on almost all sales letters you can use that same command to read on, word for word.

This command to read on might seem simple and obvious, but when it follows the carefully worded questions you've created, a huge majority of your visitors will just listen to you and read on, especially since they will all have answered "yes" to every single question.

How To Create Your Questions Component

Now it's time to create your own questions component. Simply create your greeting, your 5 to 10 questions, and your command to read on.

Here's my finished questions component for you check out, to help you see what yours should look like. Make sure you make your questions into bullets on your final sales letter, since it makes it much easier for your visitor to read.

Dear Internet Marketer,

I've got some important questions for you, so please think carefully before you answer them:

- **"Do you find yourself spending hours and hours designing and building your websites, and even after all that effort still end up with something that's horribly ugly?"**
- **"Are you sick and tired of your websites looking so cheap and unprofessional that everyone who sees them hits that back button after 2 seconds?"**

- **“Is it getting hard for you to stomach all your lost sales that your butt-ugly websites designs are responsible for?”**
- **“Do you find yourself wishing for a way to build websites that’s so simple that even you, a technophobe, can handle?”**
- **“Wouldn’t it be great if you could build your own websites so that you could save the hundreds and thousands of dollars that professional designers want to charge you?”**
- **“Would you be interested in a brand new super-fast way to build websites that would let you spend an extra 12 hours a week growing the other areas of your business?”**

If you answered ‘yes’ to one of the questions above then you need to check out the rest of this website. But if you answered ‘yes’ to more than one of the questions above then you absolutely NEED to study every single word below, because you’re about to discover something incredible.

That’s all there is to creating a truly compelling questions component for your sales letter, so go ahead and create yours now!

4.

The Story Component

What Exactly Is The Story Component?

The story component will be the first substantial component of your sales letter.

It will be where you tell either your own personal story as it relates to the product or service you're selling or the story of someone else if you have no direct connection to the product or service yourself.

What The Story Component Does For Your Sales Letter

The story component does 5 vital things for your sales letter:

- makes you and/or your product personal to your visitor, making them more likely to purchase from you
- engages your visitor and increases the chance they'll read your entire sales letter
- builds trust by letting your visitor get to know you
- entertains your visitor and keeps them interested (usually hard to do on a sales page)

- demonstrates why your product works so well

Okay, that's a lot of things that the story component needs to achieve, so let me show you how it does all that.

What Makes A Great Story Component?

There are 5 elements that make up the story component. By breaking it down into 5 elements you're gonna find it quick and easy to rattle off your story in no time at all.

Let's take a look at the 5 elements so you can go ahead and create your own story component.

Element 1. Your Problem

In some form or another, your product or service will solve a problem, and this first element of the story component is where you're going to reveal your own experience with this problem.

So let's say your product shows someone how to lose weight. In this first element of your story, you would explain that you were once very overweight, and you'd tell your visitors what that was like and why it was so unpleasant.

What you're **really** doing here is telling your visitor why **their** problem is so unpleasant, because if they're on a weight loss sales letter then they have the problem right now, in the **present**.

But by using **your** story of being overweight in the **past**, you can tie in your own past experiences with your visitor's **current** experiences.

This is vital, because all the things that were unpleasant for **you** when you were overweight will be unpleasant for your visitor **right**

now, so this gives you lots of opportunities to touch on the raw nerves that will help to put your visitor in a buying mindset.

It's important to tell your story in a very personal and informal way, just like you were telling a close friend or family member.

Use short sentences and short paragraphs, and use slang terms and include quirks from the way you really talk to make your story resonate.

In my weight loss example, I'd start out with something with this kind of tone:

"4 years ago, my life sucked. I was 132 pounds overweight and I couldn't even walk around my apartment without getting out of breath.

Yep, pretty embarrassing to be that fat when you're only 23 years old."

Very casual, very conversational, and all 5 elements of your story component should be written in this same style.

For this first element of the story, I'd now continue by going into each of the problems that being fat had caused me. And I'd look for the most **unpleasant** ones, as you should whatever your product is, because it'll have much more impact with your visitor.

So I'd talk about things like:

- not being able to get a girlfriend
- fearing that I was gonna have a heart attack all the time
- being ashamed of what I'd become
- losing friends because I couldn't go out and do things with them

You get the picture.

The person reading your sales letter is going through all those unpleasant problems **right now**, so when you talk to them about your own similar experiences, you can't fail to connect to them on a very deep level.

Element 2. Your Failures

In the second element of your story, you're going to explain all the things you tried to solve your problem that **failed**.

Like all the elements of your story, this will resonate with your visitor and help to convince them that you have expert knowledge in the area of the problem.

When you explain all the things you tried that failed to solve your problem, what you're really doing is reminding your visitor of all the things that **they've** tried that haven't worked.

So here you would take a few minutes to think what your visitor might have tried to solve their problem.

For my example, the obvious things people might have tried to lose weight include:

- dieting
- exercise
- diet pills
- buying books on weight loss
- going to the gym
- buying fitness equipment

There are probably others too, and if I were writing a sales letter on this subject, I'd take a while to make sure I'd thought of them **all**.

When I was sure that I had a complete list of all the things an overweight person might have tried to do to lose weight, I'd go ahead and write this second element of the story.

The second element of your story should follow on naturally from where the first element leaves off, so after you've set the scene by explaining your problem and all the misery it had caused you, you'd go right into the things you tried to **overcome** the problem.

This can be as simple as starting with something like:

"I tried everything I could possibly think of to lose weight, but no matter what I tried nothing would work for me and I never lost more than a couple of pounds.

I tried every diet known to man. All-fruit diets, low-carb diets, high-protein diets. You name it, I tried it. And none of them did anything but make me miserable."

So that was a short intro into the second element of the story, followed by a quick talk about the first thing on my list of things I'd tried that had failed - diets.

I'd now write one or two paragraphs for **each** thing on my list that an overweight person might have tried to lose weight: exercise, diet pills, weight loss books, and so on.

And it really can be as simple as just **listing** them. So you explain that you tried diets and they didn't work, then you say that when the diets failed you moved on to trying diet pills.

A couple of paragraphs on why the diet pills didn't work, then you say the next thing you tried - weight loss books.

And so on.

If you do this for everything on your list, you'll quickly build a **compelling** second element of your story, where you mention everything your visitor might have already tried to solve their problem.

Doing this will go a long way to making the sale.

Element 3. Your Breakthrough

The third element of your story focuses on the breakthrough you finally made that got you the results you wanted and that got the ball rolling towards an eventual solution.

This should follow on naturally from the second element of your story, so after you've explained everything you tried that failed to help, you'd move onto your breakthrough. Kind of like this:

"So when I said I tried everything to lose weight, you can see I meant it.

And I'd pretty much given up on ever finding a solution, and I'd just accepted that I was always meant to be fat.

But then one day, something totally weird and unexpected happened."

And here you'd lead into your breakthrough, making it as mysterious and intriguing as possible, because everybody loves a good mystery.

So no matter how mundane your breakthrough was, find a way to make it exciting. There's always a way, and getting this part of your story right can work **wonders** with your conversion rate.

- Did you find a new approach in an old, unknown book that was left on an airport seat?
- Did your grandmother reveal a secret to you that she'd learned 60 years ago from her mother?
- Did you meet a stranger at a bus stop who told you she'd lost 230 pounds by using a radical new form of exercise?

Make it interesting, exciting, and mysterious. Find a way!

And reveal your breakthrough like a story. Tell it to entertain, not just to pass on the information.

Element 4. Sharing Your Breakthrough

The next element of your story is where you reveal that you've shared your breakthrough with other people with this same problem, and that they too have had great results.

This element helps to make your visitor believe that your ideas (and ultimately your product) is capable of helping them with whatever problem it is they're trying to solve.

This is a simple element of your story, and it requires very little work.

For my weight loss example, all I'd really need to say is something like this:

"So this little-known secret really did blow my mind when I started using it, and I'd never lost weight so quickly or so easily.

But that wasn't the most amazing part.

What was most amazing was that everybody I showed this secret method to ALSO lost weight - fast and easily. My mother, my sister, and my best friend ALL lost huge amounts of weight easier than they've ever lost weight before.

So pretty soon I caught on and realized that this method that almost no one knows about works for EVERYONE, and that blew my mind."

That's pretty much it for this element of the story, and you could probably use my above example word for word in your own sales letter (apart from the weight loss references, of course).

Element 5. Your System

In this final element of your story, you're gonna reveal that you've taken the breakthroughs you've made and compiled everything

you've learned into a complete system or plan on how to lose weight (or whatever your market is).

There's no need to mention that this is a "product" yet. Just state that you've put together all the info that someone would need to get the same great results that you've got.

You'll ease into the product and the pitch in the next few components, because to do that now could easily get people's defenses up and get them hitting the back button.

How To Create The Story Component of Your Sales Letter

Everything you need to know to create the story component of your sales letter is contained in this chapter of the book.

So take a moment to go through each of the story elements discussed throughout this chapter, and use my examples and guidelines to help you create your own.

When you have each of your story elements finished, take a moment to make sure that each one blends naturally into the next, so that you get a free-flowing story that takes your visitors smoothly from start to finish.

If you're struggling with piecing all your story elements together, it's often very helpful to use headlines to act as stepping stones.

So you'd end up with something like this:

- **Headline Hinting At Your Problem**
- Element 1. Your Problem
- **Headline Hinting At Your Failures**
- Element 2. Your Failures
- **Headline Hinting At Your Breakthrough**
- Element 3. Your Breakthrough

- **Headline Hinting At Your Success With Others**
- Element 4. Sharing Your Breakthrough
- **Headline Hinting At Your System**
- Element 5. Your System

This approach can make it very easy to create truly **compelling** stories, and the headlines work as a skeleton for your story and that makes the entire process much easier.

So go ahead and refer back to the chapter on headlines, and use what it teaches you about headlines in general to help you with your creation of your story component.

5.

The Content Component

What Exactly Is The Content Component?

The content component is the part of your sales letter where you'll share 2 to 3 pieces of quality content with your visitor that will help them in the area of your product or service.

This could be content taken directly from the product or service you're selling, or it could be unique content created just to enhance your sales letter.

What The Content Component Does For Your Sales Letter

The content component does 3 things for your sales letter:

- It helps your visitor make progress with the problem that's brought them to your site
- It creates a mental state in your visitor that they owe you because you've given them something for nothing, making each visitor more likely to buy
- It demonstrates that you have expert knowledge on the subject in question

What Makes A Great Content Component?

In 2 words - great content!

Very few people bother to take the time to provide really great content on their sales letters, and that's a marketing sin because doing so will have a huge positive impact on your conversions.

Demonstrating that you're an expert and that you know what you're talking about is one of the most important things you can do on a sales letter, and it can boost conversions more than almost any other component (except, perhaps, your headline and your testimonials).

You need to get into the habit right now of including great, valuable content on every new sales letter you create. In fact, when you create your sales letters, aim to have every visitor leave in a better place than when they arrived - even if they choose not to buy your product.

This attitude will help you to create killer sales letters, and for the visitors that stick around it won't go unnoticed and lots of them will go on to buy.

How To Create The Content Component For Your Sales Letter

Considering how big an impact the content component has, creating it is relatively quick and easy because you can use content directly from the product itself.

If your product is an e-book, for example, you can just take a section from 2 or 3 chapters that you feel are the most impressive, and you can use that content in many different forms to create your content component.

- You could use the text itself, rewriting it very slightly to work in the context of your sales letter
- You could read the text into a mic and then use the resulting audio as your content
- You could put your audio to a slide show and make a screen capture video to use as your content
- You could read the text into a web cam and use the live video as your content
- There are so many ways you can create the content you need for this component of your sales letter, and absolutely all of them will give you great results

How To Incorporate The Content Component Into Your Sales Letter

I wanted to write a separate section in this chapter to show you the best way to incorporate the content component into your sales letter, because there are a few specifics you need to stick to if you want this component to perform as well as it possibly can.

Where To Locate Your Content Component

First of all, it's important to locate this component correctly (other components of your sales letter can often be moved around, but that's not the case with the content component).

It needs to follow the story component, since this is the only place where it naturally belongs.

If you followed the instructions in the previous chapter on how to create your story component, then that will have ended with you talking about your breakthrough and explaining how you put all that you learned into a "system."

Your content component will now follow on naturally from that point by revealing some of what makes up your "system."

The introduction to your content component will read something like this:

“There are ‘X’ keys that make my system work, and I want to quickly share them with you now - because they’re super-important.”

The “X” in that intro will be the number of pieces of content you’re about to share, and I find that 3 is the sweet spot (although 2 will do).

So that’s how you introduce the content component...But it’s not just a case of pasting it into your sales letter.

You need to alter it slightly to work in a sales letter, and here’s how you do that.

How To Make Your Content Belong

If you just paste text or audio or video onto your sales letter, it’s gonna seem out of place even if it’s great content.

You have to make it **belong** on a sales letter, and it takes 3 things to make that happen:

1. Give the content an intro
2. Hold back some content
3. End the content with a teaser

Let’s look at how to use each of these 3 things that’ll make your content **belong** on your sales letter.

1. Give The Content An Intro

This is where you make the content that follows seem valuable and worth listening to. So instead of just pasting the content in for your visitor to either read or ignore, you’re gonna give it a little build up.

You've already got your intro to the main content component:

There are "X" keys that make my system work, and I want to quickly share them with you now - because they're super-important.

Now you'll follow that with something along these lines, and I'll go with a weight loss example:

"The first of these keys I want to tell you about is what I call the 'Turbo-Charged Metabolism,' and it's based on a very little-known eating trick that makes your body digest food 3 times faster than normal.

This is incredible stuff, and I want you to listen to every word that follows. It could single-handedly help you to lose all the weight you want without dieting.

Click on the play button on the video below to check out what all the fuss is about with this 'Turbo-Charged Metabolism' thing."

See what a difference that intro makes?

Before they've even watched the video in my content component, I've already convinced my visitors that what follows is incredible information, and anyone who's interested in weight loss who reads that intro is gonna be desperate to know more.

So don't just plonk your content on your sales letter. Give it an intro like I just did and make it seem even more valuable than it already is.

2. Hold Back Some Content

The second thing you need to do to your content when you put it on your sales letter is not share all of it.

You want to hold back a key part of each piece of content. Doing this will mean your visitor will see the value of the content but not have everything they need to implement it for themselves.

Going back to my weight loss example, for the “Turbo-Charged Metabolism” piece of content, I might intrigue my visitor by explaining to them that eating certain foods at certain times of the day is the secret, but then fail to mention what the foods and times of day are.

I would find a way to make the limited info valuable and intriguing, and then I would go right into the **3rd** thing you need to do to the content on your sales letter...

3. End The Content With A Teaser

This part’s easy to do.

All you have to do is let your visitor know that the key piece of info that you left out of each piece of content is gonna be revealed to them shortly.

This will keep them reading all the way through your sales letter, and when the time comes to ask them to buy, their intrigue and interest in the missing pieces of content will go a long way to making them say “yes.”

Simply end each piece of content along these lines:

“Now that you see how the ‘Turbo-Charged Metabolism’ works, you’re probably wondering what foods you need to eat and what times to eat them...And I’ll get to that in a moment..

But first there’s another one of the keys that I need to reveal to you, and this one is gonna blow your mind.”

Do you see how you maintain the intrigue and mystery, while at the same time not allowing your visitor any time to consider stopping or hitting the back button?

Structuring the content component this way makes for a constant “edge of your seat” experience for your visitor, and that’s entertaining for them and helpful to you as someone with something to sell.

Go And Create Your Content Component

This component can intimidate some people because at first glance it appears that a lot of work needs to be done.

But because you can use content from your product, there really is very little work to do.

If you follow the instructions in this chapter, and you alter the content in the ways suggested so that it belongs on your sales letter, you can create a powerful and results-getting content component with very little effort.

So go and create yours now!

6.

The Product Component

What Exactly Is The Product Component?

The product component is where you first introduce your product, the story behind the product, and reveal what your product will do.

This component marks an important shift where you move directly into the “sales” mode, and from here onwards each component will be working directly to make a sale.

What The Product Component Does For Your Sales Letter

The product component does 4 important things for your sales letter:

- Introduces your product for the first time
- Tells the story about how your product came to be
- Gives a brief overview of what your product contains
- Offers an early promise of the result your product will deliver

This component needs to achieve several important things, so it's a vital one to get right.

What Makes A Great Product Component?

Your product component can be created pretty quickly. There are 4 small sections (as mentioned in the bullets above), and each one will generally write itself.

1. Your Product Introduction

Your previous component will end with your free content, where you share some of the best parts of your product with your visitors.

But in that component, the focus was never on a your product (it's very possible that your product hasn't even been mentioned yet).

Now, in this product component, the focus changes and you'll want to reveal that the content you've just shared is content from your product.

And that would be something along these lines:

"These keys to success with weight loss that I've shared with you are just a small part of the big picture, because my system is made up of many techniques and strategies that all work together to produce incredible results.

I've put all that I learned and all that I've discovered that works so well into a program I've called *Full Throttle Fat Loss.*"

That's all there is to the introduction. As soon as you reveal your product and state its name, this section is done and you can move onto...

2. The Story of Your Product's Creation

Following on directly from your introduction of your product, you're gonna go into the story of how your product came to be.

This doesn't have to be too long, and it doesn't need to be too detailed. It just needs to contain enough information to make the product personal to your visitor - something to make it more meaningful than all the other products out there.

An example: The other day I was watching shampoo being sold on a shopping channel, and the guy presenting it was telling the story of how he had a relative who used an unusual liquid on her hair, and that her hair was always beautiful and immaculate.

He asked her about the strange liquid and she told him that it had originated in the tropical rain forests of central America.

Realizing that very few people knew of this strange liquid, he set off with a team to the tropical rain forests in central America and discovered huge amounts of this special ingredient that the indigenous people had been using on their hair for centuries.

By telling this story of his discovery of the ingredient in his shampoo, and how he'd had to trek across the world to find it, his product became more than just shampoo.

It had more meaning and this helps to convince people to buy it (and to buy it at a pretty steep price, too).

Now, we won't all have exotic stories like that one to tell, but there's always a way to wrap our product creation up in an interesting story.

If all else fails, it always works to tell the story of how you worked late into the night every night for months, creating your product around your busy schedule of work, family, and all the other distractions of life.

It might also help to go back to your story component, and use the ideas in there about how you discovered the initial information that

became the ideas at the heart of your product. The story of the **creation** of your product could well follow on naturally from that.

And like I said, this doesn't have to be an epic story - one or two paragraphs will be fine if your story is simple.

3. A Brief Overview of Your Product

Here you want to lightly touch on what your product contains - the sections, the modules, the chapters etc, depending on how your product is organized.

Continuing on with my weight loss example, my overview might be something like this:

“The core of the program is made up of the *Full Throttle Fat Loss Handbook* and audio sessions. Inside the handbook and the audio sessions you'll find 3 main parts to the program...”

And this would be followed with a brief paragraph on what each section of the program would achieve and how.

4. An Early Promise of Results

The fourth and final section of your product component is the early promise of the results your product could deliver for your visitor.

This is ultra-easy to write, and would go something like this:

“The 3 sections of the *Full Throttle Fat Loss* program, when used together and exactly as described in the *how to* section, combine to deliver extraordinary results.

You will never have lost weight as easily or as quickly as you will with this program guiding you...”

Create Your Own Product Component

Creating your own product component is easy when you follow the steps in this chapter. And including this component will set your sales letter apart from almost all the other sales letters out there.

Most people don't know the correct way to introduce their products, they do it clumsily and awkwardly, and it actually damages their conversion rate instead of helping it.

When you model your own product component on the steps in this chapter, this will be a problem your sales letter will never have.

7.

The Bullet Component

What Exactly Is The Bullet Component?

The bullet component is a simple but substantial part of your sales letter where you list every single one of your product's features and benefits in the form of a compelling, bulleted list.

What The Bullet Component Does For Your Sales Letter

The bullet component does the following 3 things for your sales letter:

- Makes a substantial part of your sales letter quick and easy to read
- Reveals everything that's good about your product in an easy-to-digest way
- Bombards your visitor with your product's features and benefits, increasing the chances that one of them will resonate with your visitor and make them buy

The key to this component working well is to know how to create incredibly powerful bullets, so that's what the rest of this chapter will focus on.

What Makes A Great Bullet Component?

There are really just 2 keys to creating an effective bullet component:

- Powerful, compelling bullets
- A **lot** of bullets

Yep, it's that simple.

Your bullet component won't contain anything but bullets, and even though it's such a simple component, it will be one of the most crucial, mainly because it will get read more than any other component of your sales letter.

And the reason for that is simple: people like reading bullets.

It's great that people like reading bullets, because every single bullet has the potential to single-handedly turn a visitor into a buyer.

That's a bullet's job.

A bullet is there to reveal one of your product's features or benefits in such a compelling way that it makes your visitor buy just to find out the secret, the technique, or the idea behind the bullet.

And because every single bullet has this power to convert, you want to have **tons** of them. So many, and each so compelling, that anyone who reads the whole lot of them is powerless to resist hitting the "Add To Cart" button.

The number of bullets I go for as a minimum, and the number I'd recommend to you as a minimum starting point for your sales letter, is 50.

I know that 50 sounds like a lot, and it is if you don't know how to quickly create compelling bullets. But I'm about to show you a fool-proof way to create more bullets than you'll ever need, and in no time at all.

How To Create A Powerful And Compelling Bullet Component

If you look at the majority of sales letters and you check out their bullets, you'll quickly see that most people's bullets suck.

They do nothing more than list the feature or benefit of the product.

And for those sales letters where the writer has tried to make their bullets compelling, the result is normally just a confusing mess.

But bullets, when written well, can be incredibly powerful, and I'm about to share my own personal "Bullet Creating System" to guarantee a great bullet component every single time.

So here's my system for creating the bullet component:

- Go through your product and make a note of any features or benefits that can be turned into a bullet
- Scan your notes and choose one of the features and/or benefits to turn into a bullet
- Use my "Bullet Formula" to turn the feature and/or benefit into a powerful and compelling bullet
- Repeat 50 times

Pretty simple, right? And all you need to get started right away is my "Bullet Formula," so let's get to it.

Using The Bullet Formula To Create Compelling Bullets

Okay, here's the 3 step formula for creating every single bullet you'll ever need:

- Benefit + Feature = Result

The benefit is what it does, the feature is the part of your product that gets it done, and the result is what the ultimate reward is.

Let me give you an example and it'll all become a lot clearer.

Let's use the weight loss example, and let's say that one of the very basic pieces of advice my product teaches is to eat breakfast every morning to speed up your metabolism.

So this bullet will be about eating breakfast every morning as a way to help weight loss.

To turn that into a bullet, I'd first look at the benefit this part of my product offers, and in this case that would be an increased metabolism.

- Benefit = increased metabolism

That's one third done.

Next, I need to find the feature that gives this benefit to the visitor. In this case, the feature is a piece of information, as it will almost always be in an info product.

And the piece of information is eating breakfast every single morning.

- Feature = eating breakfast every morning

That's two thirds done.

Next, I need to look for the result, the thing that gets achieved by using this part of the product.

And the ultimate result someone will get from using this part of the course is faster weight loss due to the increased metabolism.

- Result = faster weight loss

That's it, I have my 3 parts of the formula completed, and I can now take the final step of piecing them together into the final bullet.

There's only 1 tricky part here, and that's disguising the "feature." The feature is typically information from the product that only customers get to see.

In my example, it was the information that eating breakfast every day speeds up the metabolism and produces faster weight loss.

But I can't reveal that in the bullet or there's no need for the visitor to buy my product.

Listing the feature "as it is" with info products would mean that if someone read your list of bullets they'd find out everything your product contained without having to buy it, so obviously a different approach needs to be taken.

So you've got to make the "feature" part of your bullet mysterious.

That means that in my example, I need to make eating breakfast every morning mysterious (and even if I don't achieve "mystery," I'll need to disguise it).

Here are ways I might rework this piece of information to be mysterious:

- one simple change to your diet
- something you can do every morning when you get out of bed
- an early morning kitchen trick

All those statements, when in my bullet, would be referring to eating breakfast. But in this form, no one knows what this “feature” is.

And that’s why good bullets are compelling, because you reveal the benefit and the result to your visitor, but you deny them the “how to.”

That’s why bullets turn visitors into buyers.

So let me piece together my bullet based on the 3 parts of the formula that I’ve completed.

- Find out how to quadruple the speed of your metabolism by using a little-known early morning kitchen trick - get this right and you’ll double your rate of weight loss

I reworded things a bit, and I used a dash towards the end of the bullet to break it up a little.

But essentially, that bullet is simply benefit, feature, result.

- Benefit - Find out how to quadruple the speed of your metabolism
- Feature - By using a little-known early morning kitchen trick
- Result - Get this right and you’ll double your rate of weight loss

I hope you’re seeing the power of well-written bullets, and how easy they can be to create when you have a system to help you.

Let me give you a few more examples, because seeing these in action is the best way to learn how to create your own.

Here’s an example for a product that helps people with anxiety disorders:

- How to instantly regain control of your anxious thoughts when they spiral out of control by using something you keep in your refrigerator, stopping your panic attacks before they ever happen

Benefit, feature, result. A totally different bullet in a totally different market, but created using the exact same system.

Here's an example from the Internet marketing niche:

- Discover how to get an extra 242 unique visitors to your website every single day using a sneaky little Wordpress Plugin - this could mean up to 3 extra sales a day

Benefit, feature, result.

While I'm giving you these examples, it's worth mentioning that you can sometimes reverse the benefit and result components of your bullet.

Not always, but sometimes.

And doing so occasionally can help to prevent your bullets becoming stale.

The Internet marketing example could have its benefit and result components reversed for this result:

- Discover how to make up to 3 extra sales a day by installing one simple Wordpress plugin that will bring you as many as 242 unique visitors every 24 hours

It doesn't work **quite** as well, but with some bullets it will and you should include a few of these "backwards bullets" for variety.

Something else you should occasionally include for variety is a very **brief** bullet - no more than a few words long.

Having short and punchy bullets like these dotted amongst your normal bullets will look good on your sales letter and give your visitor a moment to take a breath.

These super-short bullets will contain just results most of the time, and read something like this:

- How to instantly get 242 unique visitors a day to your website
- How to stop panic attacks before they ever happen
- Discover how to quickly double your rate of weight loss

Put one of these short bullets in for every 7 or 8 of your regular bullets and it'll break the longer ones up perfectly.

Create Your Own Bullet Component

Go through your product and make a note of everything in it that could potentially become a bullet.

Then, one at a time, turn each item on your list into a bullet using the simple system I showed you in this chapter.

You'll want about 50 in total, and make a few of them the "reversed" variety, and a make a few of them the short and punchy variety.

When it comes time to insert your 50 bullets into your sales letter, introduce them simply by saying this:

"Let me quickly show you just some of what you'll discover inside the *Full Throttle Fat Loss* program..."

And for your bullet component, you'll be done!

8.

The Suitability Component

What Exactly Is The Suitability Component?

The suitability component is where you'll let your visitor know if your product is suitable for them, if buying your product is the right choice for them, and if your product will give them the results they're looking for.

What The Suitability Component Does For Your Sales Letter

The suitability component does 4 things for your sales letter:

- States clearly if your product is right for your visitor
- States clearly if your product is the wrong choice for your visitor
- Reminds your visitor about the unpleasant things caused by the problem they have that your product solves
- Removes several key objections that may be preventing your visitor from buying your product

This component plays an important role in your sales letter as you approach the close and ask for the sale, and the good news is, it pretty much writes itself.

So let's see how it's done.

What Makes A Great Suitability Component?

As its name suggests, the suitability component is there to let your visitor know if your product is suitable for them.

The suitability component is made up of 2 basic parts:

- This product **isn't** right for you if...
- This product **is** right for you if...

When you create your suitability component, you're gonna be a bit sneaky, and you're gonna assume and suggest that **anyone** reading your sales letter needs your product.

So although this component is framed as if it helps your visitor decide if your product is right for them, it's actually gonna be written so that **everyone** who reads it thinks it's something they need.

Essentially, and you'll see this explained in a moment, this component just becomes another very good opportunity for you to remind your visitor about their problems, and to remind them that your product is the answer they've been looking for.

Okay, let's see how this is done by looking at the 2 parts that make up this component.

1. This Product Isn't Right For You If...

At first glance, this tactic is gonna probably seem a bit tacky to you, but even so this approach works and including it in your sales letter will help with your conversions.

All you're gonna do here is make some statements about certain types of people and how they are **not** suited to your product.

But you're gonna do it in an over-the-top way that means **anyone** reading your sales letter will **not** fall into this unsuitable bracket (thus making your product suitable for them).

Let's look at some examples so you can see what I mean.

If I use the weight loss example, some of the statements I'd make for this first part of the suitability component might go like this:

- If you're someone who finds it easy to lose weight whenever you need to, then Full Throttle Fat Loss probably isn't right for you
- If you just want to "tone up" and you don't really have any weight to lose, then Full Throttle Fat Loss isn't right for you
- If you're happy as you are now, and you don't really want to lose your excess fat, then this program isn't right for you

Those are some pretty good examples, and I hope you can see how simply you can create quite a few of these in no time at all.

These statements remind the visitor that they **aren't** the kind of person who finds it easy to lose weight, that they **do** need to do more than tone up, and that they're **not** happy as they are now.

And as obvious as these statements seem, they really do work. They're great ways to remind people of the problems they have and the solutions they're looking for.

And just by writing these statements in this way makes it sound even more like your product delivers, because it sounds like you're warning your visitor about the amazing results they can expect.

2. This Product Is Right For You If...

The second part of the suitability component is really just the exact opposite of the part that I just shared with you above.

So this time, all you're gonna do is make statements that perfectly describe the visitors you **know** you'll have coming to your sales letter. For all these people, you'll make it clear that your product **is** right for them.

This section will closely mirror the questions you wrote back in the questions component, and you'll probably find that you can use a lot of those questions here if you rework them slightly.

So sticking with the weight loss market, let me show you some statements I might write for this second part of the suitability component:

- If you're sick and tired of being ashamed of being fat, and you want to do something about it right now, then this program is right for you
- If you've tried every other diet and exercise regime going and you still couldn't lose weight, then this program is definitely right for you
- If being fat is stopping you doing the things you want to do, and you want to get your life back and be totally free to do whatever you want, then this program is absolutely right for you

So with the second part of this component, all you're really doing is putting your visitor's goals and fears into statements that you know will apply to them, and then saying that if they apply that your product **is** right for them.

And that's as complicated as this component gets!

Create Your Own Suitability Component

First of all, you'll want to introduce this component, and you'll want to start that with a headline. And a good headline that I often use, and one that will fit all sales letters, is this:

“How To Know If Product X Is Right For You...”

Right after that headline, or your own similar headline, you'll want a very brief introduction to the component, and that might go something like this:

“Read through the 5 statements below. If one or more of them apply to you then this program might not be right for you...”

Then you would insert the statements you've come up with that you know won't apply to your visitor, and you want about 4 or 5 of them.

Next, you'll want to introduce the **second** set of statements, and a good way to do that is like this:

“Now read through the next 5 statements, and if any of them apply to you then this program is definitely right for you. And if SEVERAL of the statements apply to you then you owe it to yourself to get this program because YOU are who I created this program for.”

Follow this with your second set of statements, and again, you're gonna want about 4 or 5 of them.

And after that, you're done with this component!

9.

The Differences Component

What Exactly Is The Differences Component?

The differences component is where you tell your visitors why your product is different to all your rivals' products.

Having a unique selling point is important to the success of any product, and this component is where you'll get your chance to demonstrate yours.

What The Differences Component Does For Your Sales Letter

The differences component does 3 things for your sales letter:

- It explains why your product is unique compared to your many rival products
- It gives you a chance to distance yourself from products and methods your visitor has already unsuccessfully tried
- It creates excitement in your visitor to know you have something totally new that they've never had access to before

What Makes A Great Differences Component?

There's really only one element to this component, and that is a list of several reasons why your product is different from everything else out there that your visitor might have already seen.

Making these differences clear is important to do, because whatever market you're in there are almost certainly gonna be a lot of similar products out there.

And if your visitor has already seen or tried any of these, you need to make it clear that your product is not the same.

Nobody who thinks your product is the same as everything else is gonna buy from you, so these distinctions need to be made.

The bad news is, very few products are totally unique, so at first glance you may not see where you can separate yourself from your rivals.

But there's good news, too.

You don't **need** a long list of clear differences to be able to create a great differences component, and I'll give you a quick example to show you why.

There was an alcohol manufacturer (I believe they made vodka, so let's assume that's the case for this example), and this vodka manufacturer ran a very successful ad campaign.

At the heart of the campaign was a claim they made to separate themselves from their rivals, so this was essentially **their** differences component.

The biggest difference, the manufacturer said, between their vodka and everyone else's, was that **they** distilled it 3 times for an extra pure vodka.

The ad campaign was successful, and their customers liked that they were drinking vodka that was distilled 3 times instead of once, giving them an even purer drink.

The only problem was, almost **all** the other vodka manufacturers distilled their vodka 3 times too!

So the difference that was being used to separate this vodka manufacturer from its rivals only existed in their customers' **heads**, which effectively made it a **real** difference.

What I'm trying to demonstrate in this example is that you don't **need** to have big, clear differences in your product to make this component work.

You just need to make it **appear** that you do.

In an ideal world you'll have some things that you believe make your product genuinely different, but if you're struggling to find some, or you don't feel you have enough, get creative and find some where none exist.

If you're struggling to find any, and you need to get creative just like the vodka manufacturer did, here are a few areas where you can **always** claim to be different:

- You can say that your product is complete and everything that's needed is included
- You can say that your product was created by someone with the same problem as your visitor, unlike the other product creators who are just cashing in on a good market
- You can say that your product contains a simple step-by-step plan and not just random bits of advice
- You can say that your product is free from techno-babble if that's relevant to your market
- You can say that your product has been designed to give instant results

- You can mention an unconditional guarantee (everyone offers this, but that doesn't mean you can't use it - just remember the vodka example!)

Another tip: If you go through your product, and if you take a quick look at your competition, you'll see lots of things that both your product and your rivals' products have in common that your rivals **aren't** using in their marketing.

Use these as some of your unique selling points in your differences component.

Create Your Own Differences Component

First, you'll want to introduce this component with a headline, and whatever your market or product, this headline should do the trick:

“Here's Why This Program Is Completely Different To Everything Else Out There...”

The only thing you'll want to customize in the above headline is the reference to the “program.” You may want to refer to your product by name, or you may want to call it something that's appropriate for your individual case.

After the headline, you're gonna want 4 or 5 “reasons” why your product is completely different to everything else out there.

And keep this simple.

State “**Reason #1:**” then write 1 or 2 paragraphs explaining your reason.

When you have your 4 or 5 reasons done, this component is done!

10.

The Price Component

What Exactly Is The Price Component?

The price component is where you reveal your product's price. It will also be where you translate the money value of your product into the **currency** your visitor thinks in, and this is something that will separate you from 99% of all over marketers out there.

What The Price Component Does For Your Sales Letter

The price component does 3 things for your sales letter:

- Reveals your product's price for the first time
- Translates the value of your product into the currency your visitor thinks in
- Compares the price of your product to the result it will produce

This component, when done right, is one of the most powerful converting tools in your arsenal as an Internet marketer.

What Makes A Great Price Component?

It's a big moment when you reveal the price to your visitor, and there's definitely a right and wrong way to do it.

There are many ways to skin this cat, but I'm gonna recommend the safest one, and the good news is that as well as being the safest one it's also the easiest and the most effective.

Most sales letters will use the tactic of starting with a higher price, and slowly working down to the price a visitor will pay.

This obviously works in the sense that the final price sounds lower after mentioning so many higher numbers.

But this is a sales letter cliché that I don't think belongs in modern marketing.

The approach I'm gonna recommend is the one I use on every single sales letter I write, both for me and for clients.

It's a very simple 2 step approach:

1. State the price bluntly and without drama
2. Translate your product's money value into the currency your visitor thinks in

If you only use one idea from this book, I hope it's this one. Almost no one uses this approach, and it can mean the difference between a sales letter that **never** converts and one that converts at 3%.

Okay, let's look at these 2 parts one at a time.

1. State the price bluntly and without drama

In all the cases where I've tested what works best as far as revealing price, the winner has always been stating the price quickly, without drama, and not lingering on it.

So in this first part of the price component, all you're gonna do is openly reveal the price, and the way I always do it is like this:

"Like I said, it's very important to me that you get my program today so that you can start using it right away to stop suffering the way you are right now.

So let's cut through everything here and just lay it all on the line.

When you order my program today it's going to cost \$67. You need to ask yourself if the results it's going to give you are worth that TINY investment in yourself."

And that's it.

That's as fancy as you need to get in revealing the price. If you've done your job in all the components leading up to this revelation, this simple statement will work great.

Don't play around with this example too much, certainly not until your sales letter is already converting well. Then, if you must, you can tinker.

But start with my above example.

2. Translate your product's money value into the currency your visitor thinks in

Okay, this is **huge**.

You're gonna do something on your sales letter now that almost no other marketers do, and it's gonna get you results that those other marketers can't even dream of.

What you're gonna do is avoid trying to justify the price by showing how much is being saved, or by showing the value of countless bonuses.

Instead, you're gonna directly translate the money value of your product into the currency that your visitor thinks in.

To do this, all you need to do is determine what currency other than money your visitor thinks in, and then translate your product's price **into** that currency.

I know that might not sound too clear to you, so let's do some examples to help you see what I mean.

Here's a weight loss example.

First of all, I'd determine what currency someone in the weight loss market thinks in, and this is a pretty easy one.

They think in amount of weight lost.

That's their currency. That's what they're buying from you - weight loss.

So to translate my product's value into the currency of weight loss, I'd use some simple math to work out how much money it costs one of my customers to lose weight.

Let's say I have a product that claims to show someone how to lose 30 pounds in 30 days. Let's also say that the product costs \$97.

So now, with some simple math, I can determine that for someone who buys my product and loses 30 pounds in 30 days, it costs them \$3.23 to lose each pound.

We now have a currency to work with.

I can clearly say to one of my visitors that if they give me \$3.23 I'll show them how to lose a pound. And if they give me \$97 I'll show them how to lose 30 pounds in 30 days.

Knowing this, and being able to articulate it to your visitors, gives you incredible marketing power.

Suddenly, from nowhere, you have headlines like this:

“The Next Time You Put On A Bikini, Would You Pay \$97 To Look 30 Pounds Thinner?”

Or this:

“If You Lost A Pound For Every 3 Bucks You Gave Me, How Much Money Would You Hand Over?”

Turning your product's price into the currency that your visitor thinks in gives you more power to ask for the sale than any other tactic I know of.

It instantly makes any price look reasonable, and your visitors will know without a doubt that they want what you're selling.

Let's go through a couple more examples so you can see some other "currencies" in action.

How about the dog training market?

Depending on the exact product you're selling, the currency here might be the dog bites that you're spared.

Imagine you have a dog that bites you on average once a week, and I have a dog training program that teaches your dog to be calm and non-aggressive.

Well, in one year alone my product will save you 52 bites, and if my product costs \$67 then that means that each bite you're spared sets you back \$1.28.

Now that I know what you want and the currency you think in, I can now say that every dog bite I spare you from suffering is gonna cost you \$1.28, and that allows me to write headlines like this:

“When Your Dog Last Bit You And You Were Rinsing Your Throbbing Hand Under The Tap, Would You Have Paid \$1.28 To Stop The Bleeding And The Pain?”

Very powerful headlines, and always laser-targeted to your particular visitor.

How about the dating market?

There, the currency might be the number of dates someone has.

Perhaps your typical visitor is a guy who has an average of 10 dates a year. How much do you think that would mean a date was worth to him? Probably quite a bit!

So if your product costs \$97 and could promise him at least 2 dates a week, and you work that out over a year, you could create marketing like this:

“This Friday Night, When You’re Sitting Home Alone And Wishing You Were With A Woman, Would You Pay A Buck To Have An Intelligent And Attractive Women Waiting For You To Pick Her Up?”

When you get inside your visitors' heads and you use it to work out the currency they think in, and you translate your product's value **into** that currency, you end up with marketing of supreme power.

And this isn't hard to do.

A couple of minutes' thought is normally enough to get very clear on what your visitor's currency is, and as soon as you do that you've given yourself everything you need to create a killer price component.

So let's take the ideas from this chapter and see how to apply them to your sales letter.

Create Your Own Price Component

The headlines you can create based on the ideas in this chapter are some of the most powerful headlines you'll **ever** create, so you **have** to introduce this price component with a headline.

And there are several headlines in the examples above for you to see how they're done.

It's as simple as working out how much your visitor's goal works out to cost based on the price of your product.

And this works out great if you can break it down even further, so that it costs your visitor:

- \$2 for every shot you knock off their golf handicap
- \$1 for every opt in you get an Internet marketer
- \$3 for every song you teach someone learning the guitar
- 31 cents for every word you teach your parrot to say
- And so on...

When you know this info about your visitor, it's easy to create compelling headlines like the ones I've shared with you in this chapter.

So think for a while about your visitors' currencies, and then use it to create a killer headline like the ones I've shown you.

All you need to do now is write a few paragraphs where you explain the thinking behind the numbers in the headline, expanding slightly to make your point.

To wrap up this chapter on the price component, and to make it easier for you to create your own, I'll paste in one of my own entire price components so you can see one in action.

Use my price component, along with what you've learned in this chapter, to create your own.

Okay, here's mine, and notice the structure of it. I started with a headline where I translated my product's value into the currency my visitors think in, and then I wrote a few paragraphs to expand my thinking.

And that's really all there is to it.

Okay, here's my price component for an anxiety product:

"Like I said, it's very important to me that you get my program today so that you can start using it right away to stop suffering the way you are right now.

So let's cut through everything here and just lay it all on the line.

When you order my program today it's going to cost you \$67. You need to ask yourself if the results it's going to give you are worth that TINY investment in yourself.

How many panic attacks do you have at the moment?

If it's one a day, that's 365 a year. If my program stops your panic attacks (use it and it WILL stop them) then over the next 12 months it will PREVENT 365 panic attacks from ever happening.

That means that each panic attack it stops will cost you 18 cents.

Now let me ask you this: the last time you were having a panic attack, would you have given someone 18 cents to make it stop?

What's 18 cents?

The comparison here is a little blunt, I know. But I want to make a point. I want you to see very clearly the investment you're making.

And how about if you consider all the panic attacks you won't have for the next TEN YEARS? Suddenly this program is costing less than 2 cents for every panic attack it SAVES you from.

And it goes beyond panic attacks. Consider every day of the next year that you'll be able to live in complete freedom, doing the things you want, going the places you want, speaking to the people you want...All without worry or fear.

Think about each of those 365 days. Are they worth 18 cents each?

As someone who's lived both ways, I can tell you that the days I live now are PRICELESS to me."

Do you see how you can use the ideas in this chapter to create a truly compelling price component? And it really doesn't take much work to create marketing this strong.

So take a few minutes and create your own price component. It'll end up being one of the best and most important parts of your entire sales letter, I promise.

11.

The Guarantee Component

What Exactly Is The Guarantee Component?

The guarantee component is where you share with your visitor the guarantee that you offer with the purchase of your product.

The stronger your guarantee, the better your sales letter will convert, and that's why this otherwise simple component needs careful consideration and impeccable execution.

What The Guarantee Component Does

The guarantee component does 3 things for your sales letter:

- Removes the risk from the visitor's purchase, making them more likely to buy
- Shows your confidence in your product's quality
- Contributes to the creation of an irresistible offer

What Makes A Great Guarantee Component?

The guarantee component is generally short and very easy to create.

In many cases, you'll be able to copy and paste the example I'll give you and have it perform very well.

There is really only 1 part of the guarantee component that you need to rework to your own needs, and that is the level you're prepared to take your guarantee to.

I'm gonna suggest you take your guarantee to the extreme, and if you're selling an info product that would mean you make the following guarantee:

That anyone who buys your info product and is unhappy with it in any way is allowed to have an immediate refund and to keep the entire product for free.

That's what I mean by an **extreme** guarantee.

You can make this kind of guarantee with an info product because you have no physical goods to lose should someone take you up on your crazy guarantee.

You'll lose nothing if someone refunds - you'll just lose the sale and nothing else.

What you need to remember with info products is that anyone who refunds can keep your product anyway, since there's no way of returning a download. So you really risk no more by saying someone who refunds can keep the product.

It's just a very compelling piece of copy for your sales letter, and it will help conversions considerably.

Obviously this kind of guarantee will increase refunds slightly, but it will also increase conversions, and the increase in conversions will almost always be greater than the increase in refunds.

Meaning more profit!

So if you sell any kind of info product, I strongly suggest that your guarantee is very similar to the one I'm about to share with you now, and I'm gonna paste an entire example so you can see how powerful this type of guarantee can be:

"Because you're here I know you're looking for the same answers I was looking for a few years ago. And I know you've tried lots of other things that didn't help you.

This WILL work for you. And because it's VERY important to me that you get this program and allow it to change your life for the better like I know it will, I want to remove any reasons you have that might STOP you from getting it.

That's why I've put together a guarantee that frankly some people have told me is totally nuts.

If at any time in the 8 weeks after you order this program you don't think it's the best investment you've EVER made in yourself, just send me an email and I'll give you a complete refund.

And...I'll let you keep the program anyway, for free.

Yes, you read that right. And I can only make that kind of guarantee to you because I have such belief in my program. I KNOW what this is going to do for you. I know the massive positive changes it's going to make to your life.

And THAT'S why I can make the kind of guarantee that no one else with a similar program will EVER make."

Now **that** is a guarantee that will boost conversions, and it's so powerful that you might want to go back to the differences component and include this incredible guarantee there too.

After all, this is a great way to distance yourself from your rivals, and you really **can** say that no one else in your market offers such an insane guarantee...Because almost no other marketers do.

This kind of guarantee will be incredibly powerful in making your visitors believe that your product really does do what you say it will do.

So if you sell info products, you know what to do. Offer this insane guarantee and your conversion rates will skyrocket.

But what if you **don't** sell downloadable products?

Well, then you'll have to get a little creative in coming up with guarantees that are this compelling.

Here are some ideas to inspire you:

- You could offer your customers a double their money back guarantee
- You could ask your customers to only pay shipping upfront
- You could make the same "have your money back and keep the product" guarantee that I suggested for the info products

There are **always** ways to create insanely compelling guarantees that will have your visitors falling over themselves to place an order with you.

Yes, they carry with them an element of risk, but in almost all cases the increased conversions will pay for any losses your guarantee produces.

Create Your Own Guarantee Component

The guarantee component is easy to create. Start the component with a headline along these lines:

“STOP: My Insane Guarantee That This Program Is Gonna Work For You”

Then follow this with a few paragraphs where you make it clear that your guarantee really is as insane as the headline suggests it is.

If you're selling an info product, I suggest you start using the crazy guarantee I showed you in my example. In every sales page where I've used this, the conversion rates have soared and the refund rates have increased only slightly or stayed right where they always were.

If you're selling something that's not downloadable then you may need to get creative, but you should still find a way to create an **insane** guarantee.

They'll give you conversions most marketers can only dream about.

12.

The Close Component

What Exactly Is The Close Component?

The close component is one of the more complex components in your sales letter. It takes your visitor from the price revelation all the way through to the P.S.

Since this is where you'll be asking your visitor to buy, it goes without saying that it's essential that you get this component right.

What The Close Component Does For Your Sales Letter

The close component does 5 things for your sales letter:

- It sums up your offer to your visitor
- It tells your visitor what they get when they buy
- It tells your visitor about the bonuses they'll get
- It has a strong call to action to buy
- It has a P.S. that reframes the entire sales letter and restates the call to action

That's a lot of stuff the close has to achieve, so let's get into the "how to."

Creating Your Own Close Component

The close component is the most complex component in the sales letter. Thankfully, when you break it down into small, manageable chunks (as we're going to do) it's pretty easy to create.

So here are the chunks you're going to break this component into:

- The offer
- The bonuses
- The call to action
- The P.S.

Let's look at how you create each of these 4 parts one at a time.

The Offer

This is where you sum up your product and your offer, largely as a reminder since most of this info will have already been shared with your visitor in earlier parts of your sales letter.

A lot of this close component will be restating information that you've shared with your visitor earlier in the sales letter, and there's a good reason for that.

Many of your visitors will skip to the bottom of your sales letter to discover the price of your product, and while they're down there it helps to have your entire sales letter summarized on the chance that they'll read more than just the price.

Many people who are close to buying will also skip back and forth between earlier parts of your sales letter and the close component,

and this is also a reason why it's good to have plenty of summaries towards the bottom of your sales letter.

So, back to your offer at the start of your close component...

Start this section with a simple headline along these lines:

“So, Here's What You're Going To Get...”

Then go right into describing everything that comes with your product if your visitor orders today. Don't include bonuses here - we'll get into those next.

When you're telling your visitor what they're going to get, it's a great opportunity to use images of your product.

So insert an image of your product, then follow that with some text describing what it is, what it does, and what it will do for your visitor.

If your product has multiple aspects to it, list each one separately. So if there's a book, some audio files, and a membership area, put up an image of each of those 3 things and write about them all separately.

Don't waste a chance to make your product look like a lot of stuff.

A note on the images you use: make them big! If you've had nice covers designed (which you can do pretty cheaply these days), or if you've made them yourself, then make use of them.

So many sales letters have horribly small images on them, but every test I've read about, and everything my own sales letters have told me, says that big images convert better.

The Bonuses

Following immediately on from the previous section, go right into your bonuses. And you'll want to start this section with another headline - something like this:

“And If You Order RIGHT NOW You'll Also Get These VERY Limited Bonuses...”

This section on your bonuses will be formatted exactly the same as the previous section on your main offer, except here the images and descriptive text will be about each of your bonus products.

Do your best to use big images again, and give each of your bonuses a dollar value so your visitors get an idea of how much value they're getting when they order today.

The Call To Action

This is what all your previous work has been for. You're about to ask for the sale. And the main thing you need to remember when you create this section of your sales letter is this:

Do not be afraid to ask firmly for the sale.

So many sales letters, especially those written by people new to Internet marketing, have a timid close. People are scared to ask their visitors to buy.

Well, guess what? The more firmly you ask, the more copies you'll sell. Remember that.

This is an important part of your sales letter to get right, so I'm gonna paste an almost-complete call to action for you to use as a template.

You'll need to rewrite it slightly to fit with your product and offer, but the basics are all there for you. Okay, so here's the template for you to start from:

“It's time to take action.

If you do nothing today then nothing is going to change.

You already know that.

The action you need to take right now is to click on the *Add To Cart* button down below, and to place your order. That's it. The rest will be automatic.

As soon as you've ordered you'll get instant access to the exclusive members' area, the handbook, and the audio sessions, plus all the other bonuses I've already told you about.

Take action. Click on the *Add To Cart* button now and enter your information on the form on the next page.”

And right after this text, insert your “Add To Cart” button.

Incorporate your product, your bonuses, and the results your visitor will get into the above template.

Right after the part that says that nothing will change if they don't take action today, **remind** them about the bad things that **won't** change.

Right after the part that says what they'll get as soon as they order, **remind** them how they'll use what they get to **change** their life or **get** the result they desire.

Do all that, and you'll have a compelling call to action that gets your visitors to click on your “Add To Cart” button.

The P.S.

The P.S. is important for a reason I've already touched on several times in this chapter, and that's that your visitors will often skip down to the bottom of your sales letter to check out your price.

And you don't want to lose a chance to sell your visitor on your product.

So while they're down there checking out the price, why not summarize everything about your product, your offer, your bonuses, and the results you'll help your visitors get...in a compelling P.S. message?

And of course, some people who read your **entire** sales letter will also be convinced to buy with a strong P.S. Having a one-paragraph summary of your entire sales letter is a powerful thing to have when it's surrounded on either side by an "Add To Cart" button.

So what does a powerful P.S. look like? Well, it will contain reminders of your visitor's problems, your product, your bonuses, the results your product will deliver, your guarantee, and it'll have another call to action.

That's a lot of stuff to squeeze into a couple of paragraphs, so let me give you an example P.S. for a weight loss product, and you can use this to help you create your own:

"P.S. This program will quickly help you to lose 30 pounds in just 30 days, and it'll show you how to keep the weight off for good so that you'll never be fat again. You'll be amazed at how quickly you'll start shedding pounds.

Remember, you'll get INSTANT access to the entire program once you place your order, plus all the limited bonuses. Please don't hesitate while you're so close to changing your life for the better. If my program doesn't work for you, you can get a full refund any time in the next 60 days, so you have absolutely nothing to lose."

Follow this with another “Add To Cart” button.

And that’s all there is to creating your entire close component!

13.

The Testimonial Component

What Exactly Is The Testimonial Component?

Actually, the testimonial component doesn't exist.

And that's because it's the one component of your sales letter that isn't created by you. It's created by your **customers**.

So there's no real way to tell you how to create this part of your sales letter.

But what I can do is give you a couple of clever ways to **get** testimonials if you don't have any. And I can also give you some pointers on the best way to **use** the testimonials that you acquire.

How To Get Your Own Testimonials

If your product is brand new and you don't have any testimonials, or if you've just not yet received any, there are a few ways you can fix that.

The first thing to realize is that you're only gonna get a testimonial from a customer if you ask them to give you one (in almost all cases).

You'll be surprised how many of your customers will be happy to give you a testimonial if you stay in touch with them after they purchase, and then ask them for a testimonial down the road.

So set up an auto responder for all new customers, helping them to get the most out of your product in the days and weeks after the sale.

And then, maybe 3 or 4 weeks down the road, have your auto responder ask them for feedback on how well your product has been working for them.

In the same follow up message, offer your customer a free bonus of some kind if they're prepared to take a few minutes of their time to help you out.

This approach should mean you slowly acquire lots of good testimonials over time, and as this happens and your testimonials appear on your sales letter, your conversion rates will steadily increase.

So that's a slow and steady approach to getting testimonials that you should set up on all your products.

But if you want a **faster** way to get your testimonials, there's another method you can use.

And this one involves giving your product away.

If you have a list already, email a small portion of it and offer to give your product away in return for some customer feedback in the form of a testimonial.

A few weeks after you give free access to your product, follow up via email and ask what they thought of your product. Specifically, ask them what they **liked** about your product and what positive **results** your product has helped them achieve.

This way, you guarantee that you'll get something positive you can use from everyone who replies.

Another way to use this approach is to use some pay per click ads.

Run an ad to a squeeze page. On the page, tell your visitor that you have a brand new product that will go on sale soon, but that in the meantime you're giving free access to the entire product to a small group of people.

Frame this offer as your way of testing your product before you begin selling it, and of course, mention that the catch is that you want their feedback in return for the free access.

Take this approach, and for the cost of a hundred clicks, you'll easily get a dozen powerful testimonials even though it's a brand new product.

How To Best Use Your Testimonials

Testimonials are probably the only component on a sales letter that have no real rules to follow in terms of how you use them.

There's really no right or wrong way.

Having said that, I can still offer you some guidelines based on what's worked for me, and what I believe will work in most markets.

First of all, where should you locate your testimonials?

Well, most people just dot them throughout their sales letter, and that's not the worst approach you can take.

But I think some little tricks are being missed with this approach.

Firstly, I believe that the more cynical or skeptical your customers, the more important it is to get some testimonials in very early.

That's why you'll see a lot of make money products and weight loss products with testimonials right up with the headline (sometimes even **above** the headline in the form of a video).

And that's because both those markets are fiercely competitive, saturated, and have very skeptical prospective customers.

So if you're in a market like this, consider putting some of your stronger testimonials right above or below your headline, or right after the questions component.

I believe you should also put a couple of very strong testimonials close to your first "Add To Cart" button near the bottom of your close component.

Consider placing one right before the call to action section of your close component, and one right after the P.S.

I would then suggest that you place all your testimonials, even those you've already shared earlier in your sales letter, in one big content box after your P.S.

Then follow that with your final "Add To Cart" button.

I would then use all the good testimonials I have left over throughout the rest of the sales letter, dotted almost at random.

This testimonial setup is what I do on all new sales letters until testing suggests that something needs to be changed.

The Importance Of Testimonials

Testimonials will help your sales letter convert more than almost any other part of your sales letter, and for that reason you should make it your priority to accumulate as many powerful testimonials as you possibly can.

The more you have, the more you'll sell, the more money you'll make.

So start using the ideas in this chapter to build a huge stack of people who want to tell the whole world how incredible your product is!