

# INSIDE SCOOP!

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## **Inside Scoop: How to Craft Your Killer Sales Letter**

Here's the deal.

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

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

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

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

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

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

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

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

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

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

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

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

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**Thank you!**

points. Pictures. Whatever.

But their is NO letter!

The first premise of the letter is that it begins like a letter. Hello. Or Dear Friend.

And it is signed by you! It doesn't just end.

Some people have told me "they don't like sales letters." My friend, it isn't about what you like or don't like. It's about what your customers like and buy from. And I promise you, they buy from compelling, motivating letters that are written personally in a me-to-you style.

LISTEN: MOST EVERYONE MAKES SALES LETTERS THAT ARE WAY TOO SHORT.

YOU HAVE TO EXPLAIN ALL YOUR BENEFITS IN DETAIL.

EXPLAIN YOUR USP SO IT IS COMPELLING.

I DON'T CARE WHAT YOU SELL. Doesn't matter if it's an info product or not. You still have to pour on the benefits, hit your USP very hard and so forth.

Write twice as much as you need and go back and edit it later. You live and die by your sales letter. If your letter doesn't work the first time out, meaning it converts less than 1% of unique visitors to buyers, go back and make sure you followed every freakin' step of this formula.

Do NOT skip steps because you think you are smarter than me or the formula. Do NOT think about it.

Trust me. I know what I'm doing.

The formula below works like crazy. Do NOT alter it. Just use it.

Study successful sales letters like [amazingformula.com](http://amazingformula.com), [pushbuttonletters.com](http://pushbuttonletters.com), [gimmesecrets.com](http://gimmesecrets.com).

**Here is the new news about your sales message and/or sales letter. I call it my market consciousness formula.**

I'm about to give you my formula for crafting a sales letter. Before I came along, this formula did NOT exist. I created it.

Yet, the honest truth is a number of my competitors have plagiarized it and rewritten it legally in their own words without even giving me credit. But they have done so without truly UNDERSTANDING the dynamics behind the formula.

I'm going to explain one of those key dynamics now. I learned these principles from the great Eugene Schwarz.

Principle one: You CANNOT create want in people. All you can do is tap

into the want that already exists and intensify it.

Principle two: Creating belief in people is an uphill battle. Instead, you tap into existing paradigms, beliefs and realities.

You find out what people ALREADY want and already desire and feed that back to them.

You find out what they already believe and feed that back to them.

You tap into their existing reality and feed that back to them.

For example, in selling The Amazing Formula That Sells Products Like Crazy, I start out by saying, "It's tough to know who to believe. There are so many people making ridiculous claims, it's insane."

That statement taps into the readers EXISTING feelings. I'm not trying to create a feeling about this fact. It's already there. They already think that way. I'm just tapping into it.

So, if ALL you do is find out what people already want, already think, and already believe and then align your product with that data, you are on your way to making a sale.

If you fight it. If you go against what they believe. If you try to get them to want something they don't currently, you are swimming upstream. It's a difficult thing to do.

Ask yourself: What do your prospects already believe related to your product? Right now, get out some paper and write down 10 things they already believe.

Ask yourself: What do your prospects already want related to your product? Write those things down.

What is their reality concerning your product, your field, your category? How can you meet them at the point of their reality? Not at the point of your reality. At the point of their reality.

What you are going to do is weave those elements in with the elements of my market consciousness sales letter. In *Amazing Formula* I called this your KSL or Killer Sales Letter. But so many people have borrowed that expression now, it's ridiculous.

My gosh. The other day I saw it in a cheap little 20 something dollar ebook! I knew then it was time to take my teachings to the next level. So now I'm going to teach you my NEW SYSTEM -- the market consciousness sales message or MCSM for short.

The key components of the MCSM are as follows:

The formula I'm about to give you works. I want you to follow this formula as closely and exactly as you can. I don't want you to THINK ABOUT WHAT YOU ARE DOING! Just take my advice that you need a sales letter and you need to write exactly as I teach.

The system is to write a MCSM for your lead product.

Read my lips: Lead with ONE and only ONE product. That's the formula.

"But Marlon, I have 1,000 products. What about my other 999 products?"

Listen up: You have to start with one sale. First you have to get a sale. Then you can have a separate domain that is your catalog and send existing customers there.

You can also follow up to your customers with emails for other products. These emails are part of the autoresponder system we'll discuss.

In the system I'm teaching you, you lead with one product, and you throw in everything but the kitchen sink to get your prospect to buy it. Basically, if they don't buy it, they aren't breathing and they aren't a good potential customer.

That's the kind of offer you want to make as your lead item. You're going to throw in bonuses for acting now, a killer guarantee -- every secret in the book, every enticement -- you're going to go all out for that initial sale.

Then, if the prospect buys, you can follow up with other items. Lead with your best punch. Your lead item should also be a high-profit one, so you can pay out the maximum possible associate commission.

People give me so much flack about this and they don't have a clue what they're talking about. I swear! It drives me crazy. Do it my way now and then later you can try it another way.

The single biggest mistake people make in creating sales letters is NOT following the formula I teach. They talk forever about their product and how great it is. You must NOT do that. Talk about the customer and what they want. The problems you solve. If you follow my exact formula, this won't be a problem.

The second biggest problem is that people use lousy headlines. Again, if you just follow my instructions, you at least won't have a bad headline. Folks, the name of your product does NOT go in your headline! It is NOT about you and what you're selling. It is about your customer and what you're going to do for them.

The third biggest mistake people make is not using enough bullets in their sales letter. You need at least 30 sizzling bullet points that practically force people to buy your information.

The fourth biggest mistake people make is NOT selling the value of the free bonuses. You must convince people your free bonuses are actually valuable.

**Headline: Your headline has to grab people at the point of their consciousness.**

You meet them where they are at. At their current reality. Do not promise a benefit that they do NOT believe. You are fighting upstream.

Instead, promise a benefit they believe you can deliver or at least believe might be possible for you to deliver.

That's the NEW market consciousness news. Your headline needs to exist within the realm of their belief system. If it's out of the realm of what they believe is possible, they will think you are lying even if you aren't.

My favorite is the "how to" headline. It's hard to screw it up. That's how powerful it is. This is the number one headline you should use in your sales letter.

Here's how it works:

How to GET X SPECIFIC BENEFIT

How to AVOID Y PROBLEM

How to GET X RESULT

How to GET RID OF Y PAIN

You see how that works? You're going to show people how to get a specific benefit. Or you're going to show them how to solve or get rid of a problem. People are motivated to get pleasure or results and avoid pain. They want to take advantage of opportunities and avoid mistakes. They want to get a positive or get rid of a negative. All you do is fill in a benefit or pain.

Here's a little tip for you on the negative headlines: Be careful in using avoidance themes. Solving existing problems is usually a much more powerful motivator than avoiding a problem that hasn't happened yet. Not always but usually. I'll talk in a moment about ways I do use avoidance in my letters.

I recommend you save direct mail pieces and ads that have killer headlines. Then, when you need inspiration for writing a headline, you can review your examples. The guideline is to be inspired by great ideas but don't blatantly rip them off.

The purpose of your headline is to make a specific promise that helps you get a result or solve a problem? When you read a headline, ask yourself, "Does this promise me anything?" If it doesn't, by my criteria, it isn't a good headline.

One of my favorite places to look at headlines is from Cosmopolitan magazine. They always have killer headlines on the cover of their magazines in the form of article titles.

### **Why Headline Examples and Instant Templates Have a Fatal Flaw and How to Break Through To A New Understanding.**

In the old days, it was new to give you templates. Now any two-bit ebook (free or otherwise) does that. Everybody gives you this long laundry list of bullets and templates you can use.

So while I am going to give you templates, I first want to explain the fatal flaw of templates and how to have a new understanding that greatly increases your effectiveness.

The template or headline you choose needs to MATCH and FIT the existing market consciousness.

For example, when I launched *The Amazing Formula That Sells Products Like Crazy*, it was the first marketing ebook sold on the Internet that was 100% digitally downloaded.

Now everybody, their dog, sister, brother, cousin and aunt sells (or more likely just gives away because they have no clue how to sell) an ebook.

When I started out, then, it was enough to have a strong but straightforward sales letter.

Since then, there is the "magical formula," "this and that like crazy" and a hundred or thousand variations.

Let's say you come along and see a template that reads: "The \_\_\_\_\_ formula that \_\_\_\_\_ like crazy."

You plug your marketing products in there.

How do you think it's going to work?

Not so hot since everybody and their dog has already copied it. Right?

So while templates are useful, you gotta use your brain.

You have to understand the existing consciousness of the marketplace.

When I wrote *The Amazing Formula*, the main consciousness was skepticism. Everybody was skeptical about whether or not you could actually make money.

That was the existing reality AT THAT POINT.

In response to that, I just hammered credibility in the first 4 or 5 paragraphs. Just hammered it.

That answered the existing mindset, feelings and consciousness. It was an instant hit. I sold 600 or something like that the first month alone as I recall. At \$67 a pop, you can work out the numbers for yourself.

Now, today, the existing consciousness has changed. It has been 2 or 3 years since I came out with the formula. It has been ripped off, knocked off, copied and everything else under the sun.

The product. The sales letter. The graphic design. Everything.

Hey, that's part of marketing. And part of life. If you have a product that is outrageously successful, the same thing will happen to you.

Anyway, I'm going to give the sales letter, my sales message a makeover.

How?

By taking the pulse of the existing consciousness, reality, feelings, mindset and tapping into those.

At the moment there is a lot of fear about the U.S. and world economies in the marketplace. People are afraid to spend money. They are more interested in saving money.

So I will emphasize the cost savings features. Talk about how it saves people money.

People are now inundated with free ebooks by people who couldn't sell their way out of a wet paper bag (in my not-so-objective opinion). I have to counteract that. I have to address it. Talk about it.

It's already there in the consciousness. How can I counteract it? Well, what is ALSO in the consciousness is a belief that if it's free it probably isn't any good. I'll tap into that.

OK. Having now explained all that, I'm going to give you some templates. But now you know that rather than blindly use them, you need to FIRST consider what the existing consciousness is. Then select some templates to use. This is all part of the MCSN formula.

The following examples illustrate the essential elements of writing good headlines. A good headline makes a result of a specific benefit desired by the reader. It often paints a picture or denominates a specific end result. It shows you how to get pleasure and avoid pain. It explains what a product or service does for the reader and not just how great it is.

Some of these are HOW or HOW TO headlines. Others aren't. But they should stimulate your thinking. To help you out, I've given you some templates with X's where you can just plug in info about your product, add water and you have an instant headline.

Hot new report reveals 12 secrets of xxxx

New report shows you how to xxxx

Free information kit shows you how to xxxx

Free newsletter reveals proven secrets of xxxx

Famous copywriter reveals the 7 forgotten secrets of selling by mail  
(Famous XXX reveals the 7 XXX secrets of XXX)

How to gang test 12 products in 7 to 10 days for under \$50 and find a winner

How to turn your \$50,000 college investment into a lucrative career for your son, daughter or family member

How to grow your practice an extra 20%, reduce stress, prevent burnout and live a balanced life!

How I made \$157,356 in one year by placing classified ads on the Internet

Former banker reveals hush-hush secrets of making 16% interest on your money -- safely and legally!  
(Former XXX reveals hush-hush secrets of XXX)

Do you make these mistakes in xxxx?

What your xxxx doesn't want you to know about xxxx

The surprising truth about xxxx

My web home page brings me 2,000 leads a day -- imagine!  
says famous businessman Rick Jones

Imagine Harry and me advertising our pears in Fortune!  
(Legendary ad that started a new industry -- selling fruit by mail)

How I improved my memory in one evening  
(How I improved my XXX in one day)

The amazing experience of Victor Jones  
(Famous ad for David Roth memory course written by Wilbur Ruthrauff.)

Who else wants xxxx -- without xxxx

How to collect from social security at any age

Why some people almost always win at xxxx

At last! A xxxx guaranteed in writing to xxxx

The ultimate tax shelter  
(Famous ad written by Ted Nicholas)

Only way left for little guy to get rich

Here is the uncensored message my wife asked me not to write  
(Another famous ad by Ted Nicholas)

How To Receive A New, Updated University of xxxx Class Ring  
Customized With Your Graduation Date -- FREE!

They laughed when I sat down at the piano -- but when I started to play!  
(Classic ad by John Caples)

How a faux pas made me popular  
(Another classic ad by John Caples)

The lazy man's way to XXX

Here's an extra \$100 Grace -- I'm making real money now!  
(A famous ad written when \$100 was a lot of money)



How I raised myself from failure to success in selling

How to win friends and influence people

How to make money writing short paragraphs  
(How to make money doing XXX)

How (and why) collecting rare coins can be the most profitable spare time hobby you'll ever have

How (and why) collecting baseball cards can be the most profitable sports-based hobby you try out.

A better-than-risk-free invitation to join the premier baseball card collecting society in America -- and receive a \$118 free bonus just for agreeing to preview our selections of rookies, and superstar player cards.

(Note: This is a headline by Jay Abraham. In the resources appendix, you'll find information about subscribing to his highly recommend *Business Breakthroughs* newsletter)

What everybody ought to know . . . About This Stock And Bond Business. Some plain talk about a simple business that often sounds complicated  
(Reference: 100 Greatest Advertisements by Julian Watkins)

Special Offer For xxxx Preferred Customers

How You Can Attend The Already Sold Out xxxx Seminar At a Bargain-Basement Price -- And Send Your Kids To A Fabulous Youth Boot Camp Free!

Discover How to Build A Million Dollar Dental Practice, Collect All Your Money And Keep 50% More!

Plus you benefit from 32 hours of continuing education credit, a \$250.00 gift certificate, 3 books (including 17 Steps To Your Million Dollar Practice, 25 exhibitors, and entertainment by The Smothers Brothers and the immortal rock and roll band -- The Kingsmen!

### **Does your headline pass this test?**

- Does the headline talk about your company, your products and what you want to sell or about your customers, their wants, their needs and what they want to buy?
- Does the headline create a vivid picture of an end result highly desired by your target market?
- Does the headline rely on curiosity alone?
- (Curiosity alone isn't enough. Your headline should convey a clear benefit.)
- Does the headline use one or more proven words?
- Does the headline compel you to read more?

Be extremely careful about the claims you make in your letters. You'll notice that in my letter for this product, I have a link to a page of disclaimers where I carefully explain that any results indicated in the letter are not indicative of the average user, since I can't make promises about what the average user will do with my program.

There are laws (in the U.S. at least) that say your claims must be representative of the results of the average person who buys your product unless you state clearly otherwise. This is my understanding of the law. I'm not an attorney and you should always get your own legal advice.

But I wanted to make it clear in my letter that I wasn't claiming the average person who buys my product will sell products like crazy. Why?

Because I don't have any control over what they do. I don't know their business, their market, their products nor their background.

The truth is, the average person who buys a book (whether an e-book or print version) probably doesn't even read it, at least not thoroughly. And I'm talking about just reading it, not to mention acting on any recommendations.

**If you become a reseller for this product NEVER EVER make any kind of an income claim.**

Do NOT say in ads "make millions" or "make thousands of dollars." Do NOT imply any earnings whatsoever.

I also make it clear on the disclaimers page of the sales letter that I don't claim there is enough information in this product to allow the average person to implement it. I don't have any control over who buys my product. You need some basic computer skills to do Internet marketing. I don't teach those.

If you sell in the U.S. never promise people they'll make a specific amount of money. I see ads and headlines that say, "Make \$X,000 a week" or "Get XX,000 visitors to your web site in a month." That scares the daylights out of me. According to my understanding of the U.S. law, you just can't make claims like that.

I avoid saying things like that. What I do promise is to explain HOW my friends or people I know have done various things. But that is enormously different from claiming that you'll be able to do that just because you buy my product.

If you sell in non-U.S. countries and don't market to the U.S., then you have a totally different set of laws to abide by. The only laws I have a basic grasp of are the ones in the U.S.

To sum up, on the one hand the promise you make in your headline is extremely important. On the other, you have to really watch the promises you make and how they're worded.

**Hook: You have to suck readers into your letter with the first opening paragraphs.**

Actually, there are over 100 ways to hook the reader into reading more. Sometimes I just start immediately with bullets, which is actually step two. On occasion I'll also begin with a compelling story.

But here is the opening sentence I want you to use:

"If you, then" statement similar to: If you want to get a benefit, b benefit, and c benefit, then this might be the most important letter you'll ever read. Here's why...."

If you want to teach your dog new tricks in only 10 minutes a day, if you want to see your dog shake hands, roll over and play dead with a snap of your fingers, if you want to turn your dog into a vicious guard dog on command, if you want your dog to behave and follow your every direction, or if you're just sick and tired of having your dog do stupid things like pee on the carpet and chew up your shoes, then keep reading because I have good news....

Think of it this way: You have ten seconds to grab someone's attention. What can you tell them in 10 seconds that will make them want to hear more? That's your hook.

When you create your hook, consider how to zoom into the existing consciousness, mindset, beliefs, reality and feelings of your market. What's there right now that you can piggyback on?

**Story or bullets: Use a story or bullet points to continue pulling your readers into the letter.** I often use the bullet point method. It's incredibly powerful. You give a whole laundry list of the benefits of your product. It's really hard for anyone with a heart beat not to read this list!

In place of this, some ad writers like to do a pain invocation. In other words, they like to hash over the existing pain or problems the prospect has before offering a solution. This is another proven formula. You're trying to raise their awareness of the pain they're already in (not invoke new pain).

This works. I just don't use it very often.

The secret to bullets is adding extra emotional juice to them. For example, if I were selling a kitty cat litter box, I could say:

- \* Gets rid of bad odors

The problem with that bullet is it's bland. I have an ad in front of me with some dynamite copy. It's for a \$200 kitty cat litter box!

This kitty cat litter box eliminates:

- \* Embarrassing litter-box odors

- \* Worrying about how to clean the litter box if you go on vacation

Those are just 2 of the 6 killer bullets in the ad. But notice how they bring in emotion. The emotion adds juice to the bullet. And this is for a TANGIBLE product. You can do this with tangibles as well as intangibles.

I know I talk a lot about selling information. But my formula works for tangible AND intangible products. That's because it's all about psychology, insight and human behavior.

I use another technique in bullets that is powerful. I call it "The Extended Bullet" method. Here's what an extended bullet looks like...

\* Embarrassing litter-box odors (You may grow used to them, but your guests WILL notice.)

The part in parenthesis extends the thought of the bullet. I sometimes like to use what I call POLARITY BULLETS. Here's how they work. One statement appeals to the sympathetic nervous system. The other to the parasympathetic.

I'm reaching into my psychology background. It has been awhile. I think I used those terms correctly. See, there are only two ways to condition the brain -- pain and pleasure. In behavior psychology, the hardest type of conditioning to overcome is where both pain and pleasure are involved.

That's why addictions are so hard to break. You get pleasure if you do the addictive behavior and pain if you don't.

In POLARITY bullets, you use this psychological maneuver.

\* Eliminates embarrassing litter box odors (You feel totally comfortable and at ease when your guests come over because you KNOW there are no offensive or sickening odors.)

"Embarrassing odors" and "offensive or sickening odors" are the negative reinforcers. "You feel totally comfortable and at ease" is the positive reinforcer. Typically, I'll put the polarity part of the bullet in the parenthesis. So if the first statement is positive, the part in parentheses is negative or visa versa.

I'll also use this technique in headlines sometimes. I may use a POLARITY in a headline. Or you can make the headline a positive and the opening appeal a negative.

### **Features and benefits: Somewhere you have to cover your features and benefits.**

Here is the new news.

Features are relevant to you. Benefits are relevant to your audience. So the game is not just to provide any old benefits. But to provide benefits relative to the existing consciousness of the marketplace.

What do they want RIGHT NOW? Not yesterday, last month or last year. What's on their mind right now? What do they want right now?

I use benefit chains. A benefit means B benefit means C benefit. You paint a picture of the whole chain of benefits. In SPIN Selling, Neil Rackham gives the results of scientific studies that show and prove that the implications of benefits are the single most important thing in the selling process. At least, that's my interpretation of it. Now, in the sales letter, I wouldn't say this is the number one thing. But it's certainly a powerful force to use.

A feature is what a product IS. The advantage is what that feature DOES. A benefit is what that feature and advantage does FOR YOU.

Here's a simple guideline: Who are you talking about in your letter? Your customers or your company and your product? If the focus is on your company and your product, you're totally missing it. You MUST talk about your customers, their problems, their wants, their hopes and dreams.

A lot of direct mail writers find it helps to visualize a specific person and write your letter with him or her in mind.

**USP: This is what you've got that your competitors don't.** It's simple. Look at what your competitors are selling and make your offer better. Give your customers more of what they do want and less of what they don't. But you have to tell them. Don't keep it a secret. I go into all this in total detail in *The Amazing Formula Problem-Solving Kit*. I spend at least 50 pages on USP -- literally. That's how important it is.

USP is the concept of differentiation. I talk about it some in another chapter. You must differentiate the benefits you give your buyers versus the benefits they get from competitive products. And you need to differentiate in a way that provides your customers more of what they want and less of what they don't want.

Differentiation for the sake of differentiation isn't productive. What's important is that you give people incredible, powerful, compelling reasons to give you their money instead of someone else.

Key question: Do you give your prospects a key, compelling reason to buy from you instead of your competitors?

**Credibility: Sometimes you want to put credibility earlier. You have to prove that you're legitimate.**

Extremely important. You also have to prove you can deliver on your key promise in the headline and on your USP. The most common form of proof is testimonials. Be careful. Your testimonials have to be representative of the results the average buyer gets with your product, unless you state otherwise. I always include a disclaimer with testimonials.

You should include the collection of testimonials as a regular part of your marketing system. When people send me positive comments, I like to send an email back asking for permission to use them in a testimonial. I also send out a letter after two weeks (automatically) that requests comments.

The new news about credibility is that any old proof doesn't matter. It's what communicates to the existing beliefs and consciousness of your market.

WHAT DO THEY ACCEPT AS EVIDENCE OF CREDIBILITY? WHAT DO THEY ACCEPT AS PROOF OF PERFORMANCE? THAT IS WHAT'S IMPORTANT!

I use 4 basic types of proof:

- Construction evidence: How it's put together.
- Performance evidence: Give information about how your product performs.
- Social proof: What people say and think.
- Demonstration: Let people perform a test that proves your benefit.

If you're struggling with the proof section, think about products you've recently purchased. What convinced you those products would perform? Then offer the same sort of proof for your product.

Listen up: Here's what I want you to do:

a. I want you to give at least 4 reasons in your letter that tell why people should believe you.

b. I want you to get testimonials for your product. Give it to friends and people you know. Ask them to read it and give you their comments. Have them sign a statement that gives you permission to use their comments in all your marketing and advertising.

It's crucial that you have testimonials in your ad. The more the merrier.

**Bullets: I like to use bullets or a summary of benefits before I give the price.**

You get all this and you avoid all that. You're trying to build up the value before you hit them with the dollars and cents. This is part of a whole concept I teach my students called selling dollars for dimes or money at a discount. Selling is easy when you sell dollars of value for dimes.

Are you offering your customers a dollar of perceived value for a dime? If you aren't, see if you can restructure your offer so you are.

Most sales letters do not have nearly enough bullets.

Bullets do one of two things: They summarize all the benefits you'll get when you buy a product and all the problems you'll solve or pains you'll avoid. Bullets stack all the value you create for your customer in one tidy list. This stacks up the value, building dollars-for-dimes before you present the price.

To make a sale, the perceived value of your product must be 10 times greater than the money you're asking. I call that dollars-for-dimes. In other words, folks have gotta feel you're giving them a whole lot more for their money than they're paying.

**LISTEN UP: I WANT YOU TO HAVE AT LEAST 30 BULLETS IN YOUR SALES LETTER OF WHAT PEOPLE WILL LEARN WHEN THEY BUY YOUR PRODUCT.**

Look at the bullets in my sales letter at: <http://www.amazingformula>.

[com/adcopy.html](http://www.higherresponse.com/adcopy.html) for an example.

Also go to: <http://www.higherresponse.com>

Here are bullet templates you can use:

- Dangerous xxxx. How to avoid xxxx
- Like magic!
- This shortcut allows you to xxxx
- The best way to xxxx
- Why xxxx
- Quickest way to xxxx
- Proven!
- How the pros xxxx
- The number one mistake everybody makes in xxxx
- The right way to xxxx
- Beware!
- The secret of xxxx
- A recipe for xxxx
- How to save 20% to 40% on xxxx
- Where to xxxx
- A complete list of xxxx
- Bullet proof xxxx
- What your xxxx never tells you about xxxx
- Stop xxxx this simple way
- A little-known way to xxxx

**Price and bargain appeal: When you give the price, it's good to compare the value to something else, so it seems like a total bargain.**

Again, dollars- for-dimes. You can compare your price to what you used to sell the product for, what you plan to sell it for or what your competitors sell it for.

You have to create a rational cost justification for your product. Show your customer how the product practically pays for itself through time and money savings, convenience, ease-of-use, or other tangible and intangible benefits.

You've now probably seen a lot of people teach dollars-for-dimes. It's a great concept and does work. The funny thing is, most of the people who have attempted to teach it don't really even get it.

Let me give you a new example.

Recently I was at a seminar where a speaker sold a \$5,000 seminar. He closed I bet 50% to 75% of a large audience on his seminar package! Unbelievable.

His key value equation strategy revolved around a story where someone hypothetically inherits a million dollars. But they are told their rich uncle was a joker and put the key in a box at the top of a Mount Everest or some place like that. They had to climb the mountain and get the key. The rules said they had to climb and couldn't take a vehicle.

The question was: "How much would they be willing to spend on an expert climbing guide who could guarantee to take them to the top?"

Would they spend \$500,000? Many people said yes. Would they spend \$100,000? Many people said yes. Would they spend \$50,000? Almost everybody said yes.

Do you see the value equation? They WOULD spend \$50,000. Yet, the speaker was only asking \$5,000 for the seminar and coaching program that would presumably help them acquire (by earning it) a million dollars.

In other words, they were getting dollars for dimes.

**Guarantee: This is called risk reversal.**

You want to take away the fear of making a mistake and getting burned. Give a better, more powerful guarantee than your competitors, if possible. There are 10 basic guarantees you can use.

I use a triple-your-money-back guarantee currently. But it's conditional. You have to show me you've read the product and tried out the formula as presented. I state that in the sales letter. Details are given in the closing chapter of this product.

I think it's an extremely fair guarantee. I have to have some form of protection since I sell a digital product.

What I recommend you use (at your own risk) is a one year, unconditional moneyback guarantee. Here is the wording I have used before.

You're welcome to use it as an example for your own guarantee:

*Because I'm so confident you're going to love this product, I'm willing to extend an ironclad, 100%, you-can't-lose moneyback guarantee: Take my product. Read it. Try it out. If you aren't 500% thrilled and more, I don't want your money. Just drop me a note anytime within one year and I'll refund every dime of your money. Fair enough?*

A one-year guarantee does have some risk with it. But the way I look at it is if people ask for a refund after 11 months, you just got an 11-month interest-free loan! Deliver a quality product and your refunds will normally be 5% or less on a digital product. At least, that is the experience of my and my friends to date. No guarantees, of course.

I have seen other companies get refunds of 10% to 15% on products the customers were unhappy with.

**Bonuses: This is how you get immediate action.**

One of the largest direct mail companies in the US has tested this and found out that 10 days is the best time limit for getting the bonuses. But online I usually use 72 hours since it's an urgency driven



technology. I sometimes use bonuses worth more than the product itself. But don't be hokey with this. Some people are getting out of control with this. They're putting insane values on bonuses that obviously aren't worth anything near the price tag they attach.

You have to be believable. I love to use information products as bonuses. Why? Because they're inexpensive but can have extremely high perceived value. This is all part of the dollars-for-dimes method.

The purpose of the time limit is to create what's called THE SNAPPER, that is the fear of loss. Again, people are motivated by desire for gain and fear of loss.

I don't like that fact. Philosophically, I believe in motivating with total positives. Most of my sales letters are very strong on the positive motivation side and skimpy on the negative motivation. But I do use deadlines on offers and bonuses to help overcome inertia.

Recently I read a post in an online forum by another marketer. He said some states have laws concerning limited time offers. You have to watch stuff like this.

I usually say something along the lines of, "I can only guarantee you get the bonuses if you act before X time." Notice, I didn't say you wouldn't get the bonuses. I only said I didn't guarantee it.

I don't know if that strategy meets all the legal guidelines or not. I'm told that the state of Ohio has the strongest restriction. On my legal disclaimers page, I include a statement to people living in Ohio.

Again, let me warn you. This may not be legal. Use a deadline like this at your own risk.

There are a lot of people selling products with really crappy bonuses. Your bonuses can make or break your offer. Spend a lot of time thinking of the most powerful, amazing, incredible free bonuses you can come up with and deliver digitally.

You can offer a free consultation by phone or email. People have found these free consultations often aren't used. Be creative. Find free bonuses that in and of themselves are worth the price you're offering. I mean, where each bonus by itself is worth the price of your whole product.

### **Don't decide now: This is a step I have made popular again.**

In the old days people used it all the time. But a lot of people had forgotten about it. Now you'll see other people who teach ad copy methods talk about it. That's largely because of me.

The concept is simple: People associate ordering to pain. Why? Because they might screw up and make a mistake. So don't let them be in pain when they give you money. Tell them "don't decide now." Check it out. Try it out. If it doesn't work, you can get your money back. What you're doing is telling them to defer making a decision until they try out your product.

I call this the "Scruffy" close: Don't decide now if little scruffy is for Jimmy and Suzy. Just take little Scruffy home for the weekend and let Jimmy and Suzy play with him. If you don't like him, bring him back on Monday. You'll never see little Scruffy again!

In the sales world, we used to call that the puppy dog close. However, what I did was adapt it to direct response marketing. Not by doing a literal puppy dog close but by extracting the psychological principal behind it that makes it work.

Here's sample wording:

*If you have any doubts whatsoever about buying this product, here's what I recommend. Don't decide now if it's for you. Just get it. Try it out. Give it a whirl. You have all the time to think about it you need because I offer a one-year, 100% moneyback guarantee.*

**Ordering information: Be specific in how to order.**

Offer multiple options. Taking credit cards is essential online. Overnight shipping can be a business booster online since a lot of people are scared to death you'll rip them off and not deliver a product.

**The P.S.** In the P.S. I want you to offer an upsell or upgrade option equal to 25% of the amount of your product.

Then in the second P.S., I want you to reiterate your time limit to get the freebies. *Remember, I can only guarantee these free bonuses if you order now. So don't delay. Click the order link below and you can get my product immediately.*

See, it's pretty simple, isn't it? Don't you think that after practicing awhile you could write letters like this?

People tell me, "Marlon, don't teach people to write sales letters. People are scared of writing. They don't think they can do it."

You know what? I agree that people think they can't write. But I'm convinced you'll be surprised at how well you do if you try my way: The only reason you may think you can't write is because you haven't tried my way. I use short words and sentences. It's hard to screw up when you write at a sixth grade level. And since that's the level newspapers are written at, it's a good formula to copy, wouldn't you agree?

I refuse to believe that if you have reasonable intelligence, you can't write a decent sales letters with my formula.

Try it. You'll like it. Pretty soon, instead of paying people like me \$750 a page, you'll crank out your own letters.

### **Are You Really Using The Formula?**

Sometimes people "think" they're using the formula, but they aren't.

It's easy to find out if you are. Look at your sales information.

- Do you have a headline?
- Does your opening sentence or two grab your attention and make you want to read more?
- Do you present a clear and compelling reason to buy your product or service from you instead of anyone else?
- Do you have a LOT of bullets that summarize your features and benefits?
- Do you compare your price and show why it's a bargain?
- Do you use the scruffy method?
- Do you offer a powerful guarantee?
- Do you have a convincing reason to take action today?
- Do you build a solid case for the credibility of your product?
- Do you prove it will do what you say it does?

### **Where to get more help**

I've tried to give you practical, paint-by-number templates and my complete formula. If you need more or advanced help, consult my course at: <http://www.salescopy.com>

### **How to price your product**

I want the price of your first product to be \$30 to \$97.00, not higher. Later, after you're successful with the formula, you can go back and test higher price points. But for starting out, I suggest \$30 to \$97.00. And unless you have a compelling reason to do otherwise, I suggest \$47 to \$97.00. I'm not crazy about price points under \$50. They tend to attract broke people who can't afford your back end products...that is, the products you sell to your list later on that are higher priced.

Later, when you want to get highly sophisticated. Marty Chenard has an ingenious system for testing product prices for optimum profitability. We have a special deal on his product. Email us with "RESPONSE DOUBLER" in the subject line for details. It is the most advanced price testing system I have ever seen.

There is another price testing system that is easier to use than Marty's. I know Marty and he is a direct mail genius. So I have more confidence in his price-testing system. Just because I personally know him.

However, his system is not web based and takes more effort to use and interpret the results. If you're a beginner without spreadsheet skills, go here: <http://mysps.sitesell.com>

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