

Sales Letter Success – Simple Keys to Remember

When venturing on the often daunting task of writing a great sales letter, there are a few key things to keep in mind.

1. **Benefits are what your customers are looking for, not features.** As easy and fundamental as this may seem, it's the key that most forget when writing their sales letters. People want the facts, they want to know what's "In it for them" or "How will they benefit?" If your product or service has a track record, do not hesitate to mention it.
2. **Be specific.** The customers want to know exactly what to expect, what you have to offer them and what exact benefits they will have with your company. Always try to be as specific in your details as possible.
3. **Be personal.** Sales letters are the most personal type of correspondence and marketing that you can undertake. With this in mind, you can see why your success will depend on your ability to make your customer feel as if you have composed this letter just for them. Regardless of your plans to send the letter to thousands of leads, sit down and focus writing it as if you had that one special client in mind. Speak, actually write, to them as if they were there in front of you. Make it personal.
4. **Use the *magic words*.** After much research, effective sales letter writers have found that the usage of certain 'magic words' increase the chances of a successful sales letter writing:

you, save, money, easy, guarantee, health, proven, safety, discovery, new, love, results.

Another one that you shouldn't forget to use is "Free". This is truly a magic word and no other word will receive such a welcome as this one. Use these word properly and strategically and you will see the results in your response rates.

5. **Always make an offer** The bottom line to your sales letter is the attempt to evoke a response. No other way is as successful as presenting an offer. It's the reader's "Call to action". Very basic and yet very often it's not included.
6. **Offer more information.** If you do not want to or can not go into all of the details or supporting 'evidence', include resources where the customer can do further reading. Offer links to specific web pages on your site that may answer their particular questions or supports your claim or offer.

Read these six easy to follow keys and make sure to include them in your next sales letter. You'll be surprised at how your response rate will increase dramatically.

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