

Your Sales Letter

#1 Thing you have to do first is to come up with your story! How do we weave our product into a way that it's not a product but it's a solution to their problems?

To make your story... (Think it as your headline)

- 1.) What do they want?
- 2.) What are they looking for?
- 3.) What's their bigger problems?

The Story (your story)

Before Picture

- 1.) The before picture - let them know what they see now is the end result and it wasn't always like this
- 2.) Let them we started out like them
- 3.) Use details to make it more real (more like them)
- 4.) Explaining to them the situation
- 5.) We're leading up to the Turning Point

Turning Point - What you learned (your information)

After Picture

- 1.) How are things different now that you know what you know?
- 2.) How is easier, faster, more efficient than before?
- 3.) Tell them in detail... THE DIFFERENCE
- 4.) Tell them about the wonderful world of OZ.

Would you like to do it too?

Introduce your solution (Your program)

- 1.) Give them the details
- 2.) Tell them what it is.
 - a.) How long?
 - b.) What format?
 - c.)
 - d.)

What will they learn?

- e.) Bullets
- f.) Zig Zag sale letter each features is displayed as a picture and a description, one the left and one the right.

Summarize what they are getting

- A simple paragraph

If you buy today, I'm give you this (Bonuses) (Bribe)

- 1.) Give them something that would be useful to them and something that would want that has a real value to them.

Summarize again... The Stack

Order Area - This where they buy or click button to buy

My Process

- 1.) Outline it with headlines
- 2.) Then I'll in the sections
- 3.) Then I'll focus on the headlines and make them better
- 4.) Go back and look to see how I can best lay it out to make it more effective.