

My 12-Part “Power Web Copywriting” Formula

**(This is how I am able to get approximately
1 out of every 32 visitors to buy my product)**

For illustrations of the formula - I’ve analyzed my site
www.instantsalesletters.com. Let’s start...

1. Create Immediate Attention with a Powerful Headline.



You can see I use a ‘prehead’ (this is the small headline above the main headline), a headline and a subhead. All 3 of these are powerful enough to be the main headline. Your headline’s job is immediately get your prospect’s attention and stop them dead in their tracks.

Headlines that have worked before can usually be reworked over and over. Human appeals are immutable. These next headlines I have compiled for you have all been successful in selling different products or services – you should be able to use these as brainstormers for your own powerful headline.

“The Secret To Making People Like You”

“How To Win Friends And Influence People”

“ Do You Make These Mistakes In English?”

“ Hands That Look Lovelier in 24 Hours — Or Your Money Back”

“ Why Some People Almost Always Make Money In The Stock Market”

“When Doctors “Feel Rotten” This Is What They Do”

“How I Improved My Memory In One Evening”

“To People Who Want To Write — But Can’t Get Started”

“They Laughed When I Sat Down At The Piano — But When I Started To Play!”

“Throw Away Your Oars!”

“Thousands Now Play Who Never Thought They Could”

“Great New Discovery Kills Kitchen Odors Quick! — Makes Indoor Air Country Fresh”

“Discovered — Amazing Way To Grow Hair”

“How To Collect From Social Security At Any Age”

“The 5 Problems Everyone Has At The Dentist — And How (practice name) Solves Them”

“Corn Gone in 5 Days Or Money Back”

“How A Strange Accident Saved Me From Baldness”

“A Significant Breakthrough In The Fight Against The Effects Of Aging”

“Stop Dieting And Lose Weight”

2. Create Instant Believability with Testimonials.



INSTANT SALES LETTERS

“Amazing! Just point and click and you can be on the way to having kick-butt sales letters! A brilliant idea!”
**Joe Vitale, author,
There's A Customer Born Every Minute**

“If you want to write a killer sales letter in record speed - but don't want to struggle with finding the right words, get Yanik's Instant Sales Letters kit. Instead of having to nervously face a blank screen, you'll be met with templates for sales letters galore.

I've already started using the Testimonial Request Letter & Fax Form. And guess what?... 5 new endorsements in less than a week. I've always been hit-and-miss in this department - (not knowing what or how to ask) - so I'm very pleased with the results. This kit is a godsend for small business owners like me!”

Monique Harris
Author, Make Your Knowledge Sell
<http://www.SellYourBrainFood.com>

One of your biggest problems on the Internet (or anywhere) is being believed. The best way to assure people you are not a scam artist or huckster is by providing testimonials. As you can see I like to include a testimonial as close to the top of the letter as possible. I've placed these 2 testimonials from prominent Internet marketers above my headline. This way I get people immediately believing what I say before they read my sales letter.

3. Build Interest By Discussing a Problem, Expanding in your Headline or Incorporating a Story.

Dear Friend,

How much is one good sales letter worth to your business?

Suppose you could sit down, write a simple letter to your prospects and customers, mail it and then have your phone start ringing off the hook.

Imagine...one letter could bring you tons of hot leads and new customers, get them to keep buying over and over again, reactivate 'lost' customers, and even provide you with a constant stream of referrals. So anytime you need more business - you simply turn the tap on... it's like having the goose that lays the golden egg.

Sounds too good to be true?

Well, it isn't if you have the right tools. You see, dollar-for-dollar, nothing provides a better return on investment than direct mail and it doesn't matter what product or service you sell.

The first part of your sales letter is critical to your success. Here I expand on the benefits I got people excited about in the headline. They start imagining the success one sales letter could bring them.

I also use a story to keep readership high. People love to read stories. It's nearly impossible not to read a good story.

And that's why I want to let you in on a little-known secret to creating powerful sales letters, by sharing this story with you...

* * * *

In 1904 a man named Albert Lasker, the head of the Lord and Thomas advertising agency, received a peculiar note. The note read:

"I am in the saloon downstairs, and I can tell you what advertising is. I know that you don't know. It will mean much to me to have you know what it is and it will mean much to you. If you wish to know what advertising is, send the word 'Yes' down by messenger." Signed - John E. Kennedy.

Unknown to Kennedy, Lasker had been searching for the answer to this question for over 7 years. He immediately summoned Kennedy, a relatively unknown copywriter, to his office. During this fateful meeting Kennedy uttered 3 words that changed advertising forever. Those words were "Salesmanship in Print".

* * * *

A simple concept, yet nobody has been able to improve on it.

And the results?

4. Whet Reader's Desire with Hot Benefits and Bullets.

Benefits are the results your prospects are looking for. If you sell a book – people don't want to read the book they want the 'secrets' and information inside. You can incorporate

benefits into your bullets (which are really “mini headlines”) so use the same powerful words to build desire and stress benefits or how they can avoid pain.

Which Of These Fill-In-The-Blank, Sales Letter Templates Could You Use To Grow Your Business?

- Turn 'lost' customers into active, paying customers or patients.
- Compel current customers or patients to immediately send referrals to you.
- Introduce new products or services and sell them right away.
- Create a surge of hot, qualified leads, sales appointments and new customers.
- Gather testimonials that are worth their weight in gold.
- Quickly move overstocked merchandise. (You'll get a template based on the letter I wrote for a small medical equipment company that generated \$9,794.00 in sales of overstocked equipment. In just a few days the entire inventory was sold and it only cost \$257 to send out.)

5. Intensify Desire with Testimonials Showing Results.

Not only do I start with testimonials – but I'll put them throughout the letter. People love reading testimonials because they are much more powerful than anything you could every say about yourself. Here's how I use testimonials to prove my points:

Are you a professional? Well, you'll get an entire folder, filled with letters to generate more referrals (without asking in the office), reactivate old patients/clients, introduce new services and lots more. Any physician, chiropractor, dentist, accountant, lawyer or veterinarian can use these letter templates to quickly and easily grow their practices.

"The best letters I have read. I have gone through a few other templates and suggestions by other people, no one impressed me so much."
Dr Hisham Abdalla,
Auckland, New Zealand

Or do you operate a service company? Then you've got it made. Inside your folder you'll find letters guaranteed to sell more of your service, spur referrals and even gather powerful testimonials.

"I achieve about a 30:1 sales ratio using a sales letter you provided. That is outstanding!"
Ben Pedersen
The Pedersen Group
Alamo, CA

6. Build Value by Comparing Apples to Oranges or ROI. Establish Why Price is Really a Great Value.

In order to prove that your product or service is a great value you need to show it. I do this by comparing my letter templates to having to pay me or another copywriter to write them for you. This way I can prove it's a great value.

Okay. So What's The Cost For This Incredible Resource?

Well, realize that this collection of sales letter templates could easily sell for thousands of dollars. In fact if you asked a top copywriter, like myself, to produce 39 sales letters for your business, you'd be charged in the neighborhood of \$10,000 to \$50,000.00, not including royalties.

(I currently charge a minimum of \$1,500.00 per copywriting project -- and that's for the really small jobs). So at bare bones minimum you're getting thousands and thousands of dollars worth of powerful sales letters at your disposal.

But I'm not going to charge you anywhere near that amount or even my minimum project price. **In fact, your total investment for all 39 money-making, fill-in-the-blank sales letter templates is just \$39.97.** The money you'll earn as a result of these proven letters can very easily pay you back hundreds (probably thousands) times your meager investment.

7. Explain Reason-Why.

Explaining to people the reason why you are doing something is one of the most powerful persuaders you could ever incorporate into your sales letters. I have an entire article about it that you can read here:

(<http://instantsalesletters.com/articles/trigger.html>)

Take a look at how I justify such a great value for buyers in this paragraph:

So what's the catch? Why am I practically giving these letters away?

Well, it's really quite simple. Since you're accessing these directly from the Internet I have no inventory and no fulfillment costs. I don't need to pay anyone to take the orders over the phone (though, you are welcome to call me at 301-656-2424 to rest assured that I am a real person). This way I can pass along my cost savings to you. So you win and I win.

8. Create 'Greed' Desire or Gotta' Have Mentality with Free Bonuses.

I like to pile on the bonuses and really get people excited. Sometimes they buy the main product just because of the bonuses. Do I care? Nope! Your bonuses should be so good you could sell them on their own.

3 FREE Bonuses For Ordering By Midnight Wednesday, October 11

Bonus#1: As a special free bonus for acting immediately I'll also give you a copy of a special e-book "Surefire Sales Letter Secrets: How To Create a Fortune in Your Business With Powerful Direct Mail." This is a \$39.95 value.

"I recently bought your Instant Sales Letter Kit. As a bonus, Surefire Sales Letter Secrets came with it. This book really exceeded my expectations. I read it all in one sitting and couldn't put it down. It is so concise, yet says so much. I found it very clearly written, to the point, well organized and packed with tremendously useful information, but not too long. You have an amazing ability to get the most content with the least amount of words. I'm finding myself referring to it constantly as I write."

Ruth James
Virginia Beach, VA.

Bonus#2: My Surefire Direct Mail Profit Worksheet. This pre-done spreadsheet gives you a powerful analysis tool for all your direct mail projects. You simply enter in basic information like number of pieces mailed, mailing costs and number of responses -- then this worksheet automatically performs the important analysis calculations for you -- instantly! This essential tool is another \$39.95 value.

Bonus#3: Ultimate Sales Letter Tool Box: All The Openings, Bullets, Copy-Connectors, Selling Words, Phrases, Guarantees, Closes, and P.S.s You'll Ever Need To Create Killer Sales Letters (A \$39.95 value).

You can see here the bonuses are worth nearly triple what they'll pay for the Instant Sales Letter templates. That's what you want! You want people to really get excited about the incredible deal they're getting!

9. Unconditional Guarantee to Alleviate Fears (even better-than-risk-free guarantee).

The more risk-free you can make it for people to take action the better. There's no need to worry about offering a strong guarantee if you've got a good product. Here's how I present it in my letter:

100% Risk-Free Guarantee:

Your success in using these powerful, pre-done sales letter templates is completely guaranteed. In fact, here's my 100% Better-Than-Risk-Free-Take-it-To-The-Bank Guarantee:

I personally guarantee that if you make an honest effort to try just a few of these proven sales letters in your business, you'll produce at least 100 times your investment in profits within the next year. That's right, 100 times extra profits you wouldn't have made if you didn't send out these sales letters. You've got a full 12 months to prove to yourself these templates really do work. But if you aren't 100% satisfied, let me know and I'll issue you an immediate, no-hassle refund right on the spot. Plus, the free bonus gifts are yours to keep regardless, just for your trouble.

Is that fair or what?

That means you can try out all the sales letters at my risk, while you see if they work for you or not. And if they don't produce, I honestly want you to ask for your money back. And I'll let you keep the free bonus gifts as my way of thanking you for giving the sales letters a try.

There is absolutely no risk, whatsoever on your part. The burden to deliver is entirely on me. If you don't produce immediate profits using these instant sales letters then I'm the loser, not you.

10. Demand Immediate Action Using Scarcity or Time Deadline Stress What They'll Lose if They Delay.

Nobody likes to make a decision. That's why you have to help them along by incorporating a time deadline and reminding them of what they'll miss out on if they don't take action. Sometimes it can be as easy as this one paragraph:

Look at it this way -- \$39.97 is really a painless drop in the bucket compared to the money you're going to waste on ineffective mailers and marketing this year. That's why...

**You Really Can't Afford Not To Invest In
These Instant Sales Letter Templates!**

11. Make it Absolutely Clear What to Do Next.

Here's where a lot of sales letters wimp out. Don't make people guess what you want them to do. Tell them "click here" to get started right away.

It's easy to get started right away. Just [click here](#) and you can have immediate (and unlimited) access to all of the *Instant Sales Letter Templates* right on the spot. You just fill-in-the-blanks, right on your own computer. No retyping and no recopying. It couldn't be easier or faster.

Get ready to create a flood of new customers, get them to buy over and over, and refer others - just by using these powerful sales letters. Why not take 2 ½ minutes now to create a powerful sales letter for your business? [Order Now!](#)

12. Power P.S.

I will give prospects another chance to get additional information in the P.S. of the letter. This link would take them to a page that answers even more questions about the templates. Then the P.P.S. summarizes the benefits and what they'll get if they order now!

[P.S. Click here if you've decided not to order.](#)

P.P.S. Just think! You'll never again suffer through the pain and hassle of trying to write a powerful sales letter yourself. Or pay big bucks hiring a top copywriter. Now, you can get everything all done for you, practically handed to you on a silver platter. You simply fill-in-the-blanks...and you're done in about 2 ½ minutes -- flat!

There you have it. Applying these 12 steps to your next sales letter – you'll see sales soar!

Good luck!

Yanik