

HOW TO WRITE YOUR OWN

killer

SALES LETTER

Finally... You Can Now
Write Your Own
Lucrative Sales Copy
That **Kills** Without
Having To Engage
A Copywriter That
Costs A **BOMB!**



*How to Write Your Own **Killer** Sales Letter*

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This book is a common sense guide to writing your own sales letter. In practical advice books, like anything else in life, there are no guarantees of income made. Readers are cautioned to rely on their own judgment about their individual circumstances to act accordingly.

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Any perceived slights of specific people or organizations are unintentional.

This guide is written in Times New Roman for easy reading. You are encouraged to print this book.

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How to Write Your Own Killer Sales Letter

By James Craven

Introduction

Hi,

Welcome and thank you for investing in this manual.

In this manual, I show you how you can write your own sales letter that kills without having to spend tens of thousands of dollars in engaging a copywriter to have the task done for you.

Here are the things you will discover in this manual:

- Learn the true concept about writing the sales letter that kills.
- Learn how to format your sales letter.
- Find out how to write a persuasive headline and discover the 5 types of headlines that professional writers use.
- Learn how to write the body your sales letter, from the moment you introduce yourself until you press to close the sale.
- Discover the main important questions you **MUST** answer well in order to close the sale.
- Discover the ultimate answer to the age-old question: long letter vs. short letter.
- Pick up the good points and tested strategies as demonstrated by multiple case studies featured in this manual.

- Discover the hot words and buttons to press and tap into the emotions of your prospect.
- Discover how to use and collect testimonials to back your claims.
- **And much, much more!**

In some ways, you can count yourself blessed because you may not have \$10,000 or even \$1,000, but you had less than \$100 to invest in this manual and get the “brains” of a professional copywriter and with the same knowledge and copywriting wisdom in this manual, you can write multiple sales letters that kill that produce a minimum conversion rate of 2-4%, and even more!

Now, it is time to **write for the big kill**.

To your copywriting success,

James Craven

The Killer Sales Letter Concept

Before we cover the “how to”, it is important that you understand the concept of a sales letter that ***kills*** – thoroughly.

If You are Going to be in Business, You Must Know How to Sell

Selling is the **number one skill** you MUST learn if you are going to be in business, and this applies online, too. If you do not know how to sell, you and your business will struggle financially.

Forget the numerous “no selling required” ads you have come across online because that is pure B.S. statement. The reason is simple: the truth is that if you do not know how to sell or HATE selling, you cannot make money.

Period.

If not for the ability to sell, how are professionals able to charge high service fees and still get paid the amount they ask for? If not for the ability to sell, how did the Wright brothers manage to convince the world about their first invented aircraft when people could still live and travel without them?

On the other hand, the Internet marketplace is jam-packed with plenty of fantastic ideas and wonderful products. Chances are that you have:

- A great idea that you think you can make money from,
- A product that solves a specific problem, and/or
- An income opportunity to provide to people online.

But the fact is this: if you do not know how to sell, you cannot turn your idea or product into a money-producing asset, no matter how great or high in quality they actually are.

Having received several proposals on Joint Ventures and projects myself on a very regular basis, I am acutely aware whether the person has the ability to sell or not. I have learned that most people have million-dollar ideas, but also more often than not, they do not have the skill to sell them let alone instill commercial value in their ideas or products.

Okay, so this is beginning to sound like E-Commerce class but the point I want to drive home is, whether you are selling your intellectual asset, service, tangible goods, or whatever kind of product or solution, without the ability to sell, your product or asset is worth **nothing**.

The Good News

The good news is that with the Internet as leverage, there is no need for you to go door to door to sell. Even if you join an online Multi Level Marketing company, you get to cover many prospects in the shortest time possible, which you cannot possibly accomplish in conventional business.

There is no need for you to travel to meet your prospects, either, as the Internet brings every Internet user to your computer screen. In addition, there is no need for you to recruit your own salespeople – or even do the selling yourself manually with every single prospect!

All you need to do the selling on your behalf is a **powerful sales copy**.

Your Sales Letter is Your Sales Person

Your sales letter is your virtual sales person. Your sales letter does all the selling on your behalf to your prospects.

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