



HOW TO PREPARE SALES LITERATURE

The sales letter promotes you as well as your product. It is a personal appeal to a potential buyer. You want the person to feel special and have a reason not only to look through the rest of the literature, but also TO BUY YOUR SERVICE.

The appearance of the sales letter is the most important aspect. It should be on company letterhead, cleanly printed, and inviting to read. Although it can be any length, it doesn't have to be more than one page. But it must be double-spaced and typewritten in clear, easy-to-read type.

The most effective sales letters are printed in two colours. The second colour offers eye appeal and provides emphasis in selling the benefits of your products. The most inexpensive way to produce two-colour is to print black on two-colour letterhead. You may use the second colour in alternate paragraphs, or as special paragraphs, indented to catch the eye. Blue, red or green type is harder to read, so keep the second colour areas short and important to the reader.

Other effective ways to use a second colour are as hand-written remarks in the margins of the sales letter, as underlines, and in the signatures.

Write the sales letter as though you're writing to a friend - keep it direct and personal. Present yourself and your product as worthwhile, honest and desirable.

The beginning of the letter should have a lead line similar to a classified ad. It emphasizes the benefits of the product and points out the strongest appeal.

Don't be tempted to use two or three appeals in a row. Choose only one and save the next best ones to try on other sales letters as you test the results.

Follow through on the appeal, amplifying WHY the service is desirable. Emphasize its value to the reader. Build credibility. Will it make me a better, or richer, or more secure person? Can it prevent worry, poverty, illness? Why should anyone want to have it? You might admit what the product won't do, then present several positive aspects, stating what it will do.

In the next section, mention price and immediately talk about the money-back guarantee. The reader will be more convinced the product would do all you claim if you are willing to stand by your product enough to offer a full refund.

Finally, restate the major benefits or feature of the product and push for the order. If you are offering a special premium for ordering immediately, state it here. Include a good reason for why the person should not wait, but ORDER NOW.