

# How To Write Your Sales Letter

## Structure

1. **Headline.**
  - a. Top benefit
2. **Sub-headline**
  - a. Secondary or third most important benefit you want to communicate
3. **Salutation**
  - a. Add a personal touch to the salesletter (From the Desk of Stephane Page...)
4. **Establish a problem**
  - a. Connect with them by stating a problem that they're having.
5. **Build Credibility**
  - a. Explain your personal experience with the subject and why you know what you're talking about (build your own credibility of why people should listen to you)
  - b. Write testimonials of how you've helped people with the specific subject.
6. **The middle: Tell a Story**
  - a. How you got into this.
  - b. Why did you start this website
7. **Identify with the reader**
  - a. I know how you feel.
  - b. People want to know you're just like them.
  - c. You want to reiterate "I'm just like you"
  - d. Give them a solution. Introduce the product
8. **Finite benefits**
  - a. Address the key things that they're looking for
  - b. Bullets that speak to a specific person
9. **Close**
  - a. Transition
  - b. Put a guarantee up.
  - c. Overcome all their objections
  - d. Here's why I want you to take action today
  - e. Here's the urgency
  - f. Ask for the order (go here, click here, do this)
10. **Your Signature**
  - a. Picture
  - b. P.S. (restates the benefits and send them right back to the top)