

## WORKING THROUGH BUILDING A SALES LETTER

- You will be given a template (a document with a bunch of unformatted text, similar to example 6)
- Your mission will be to format it into an effective sales letter

Use the following techniques we have learned to radically transform the provided piece of text into a good sales letter.

- Text Boxes
- Tabbing
- Cut / Copy / Paste
- Headers & Footers
- Borders & Shading
- Graphics
- Tables
- Columns
- Bullets & Numbering



Oct 28-8:23 AM

## THE ELEMENTS OF A GOOD SALES LETTER

- Interesting title
- Logo or image
- Salutation (Mr., Mrs., etc)
- Some details on the company
- Advantages of product or service
- Costs or fees (ONLY \$299? WOW!)
- Incentives (coupons, discounts, etc)
- Make it personal  
(use client's name, sign with signature, etc)



Oct 28-8:23 AM

## TIPS FOR WRITING A SALES LETTER

These seven tips can help you write more effective sales letters:

**1. Be the customer as you write.**

Imagine yourself as the reader of your letter, and write what the customer wants to know--not what you want to say.

**2. Organize your letter.**

Sales letters, just like high school term papers, need an introduction, a body and a conclusion. In the introduction, tell why you're sending the letter. The body is your "sales pitch," where you'll explain why your offer is irresistible. The conclusion wraps it up by briefly bringing your points together and asking the customer to take advantage of the offer.

**3. Make it easy to read.**

Many sales letters are thrown away without being read simply because they appear too complicated. Don't let this happen to you. Use the following guidelines:

- > Write in a conversational style, just as you would normally speak; formal tones are usually unnecessary in sales letters.
- > Use short sentences. Once you start writing more informally, you'll notice your sentences will get shorter.
- > Compose short paragraphs. People like to have breaks in their reading. If it doesn't flow smoothly and sound natural, rewrite it.
- > Edit and then re-edit your letter. Besides being difficult to read, misspelled words and grammar errors destroy the credibility and effectiveness of your letter.



Oct 28-8:23 AM

## TIPS FOR WRITING A SALES LETTER

**4. Capture your reader's attention.**

Headlines are not limited to ads. They can also be used in letters to tell readers something they want to know in a bold way that grabs their attention.

**5. Get your readers interested.**

Involve the reader in the letter by bringing it to life with a steady flow of interesting information. Write in an active voice.

**6. Make your readers want your product or service.**

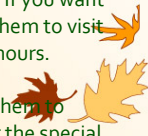
This is best done by answering the reader's question, *What's in it for me?* People are bombarded daily with billboards, commercials and direct mail--all trying to sell something. Your letter can stand out by not selling, but offering benefits.

People don't buy products or services, they buy the benefits derived from their purchases. Remember, you're not selling dining room tables; you're selling a joyous haven where families bond and friendships flourish. There's a big distinction between the two approaches.

**7. Ask your readers to take action.**

Potential customers won't know what you want unless you tell them what to do next. If you want them to call you, say that in your letter and provide your phone number. If you want them to visit your facility, invite them to stop by and give them clear directions and specific office hours.

It's also important to urge your readers to take action right away. The longer it takes them to respond, the less likely it is you'll hear from them. If you're running a promotion, offer the special for a limited time. If you only have a few units available, be sure to state that quantities are limited. This generates urgency to follow up on your letter.

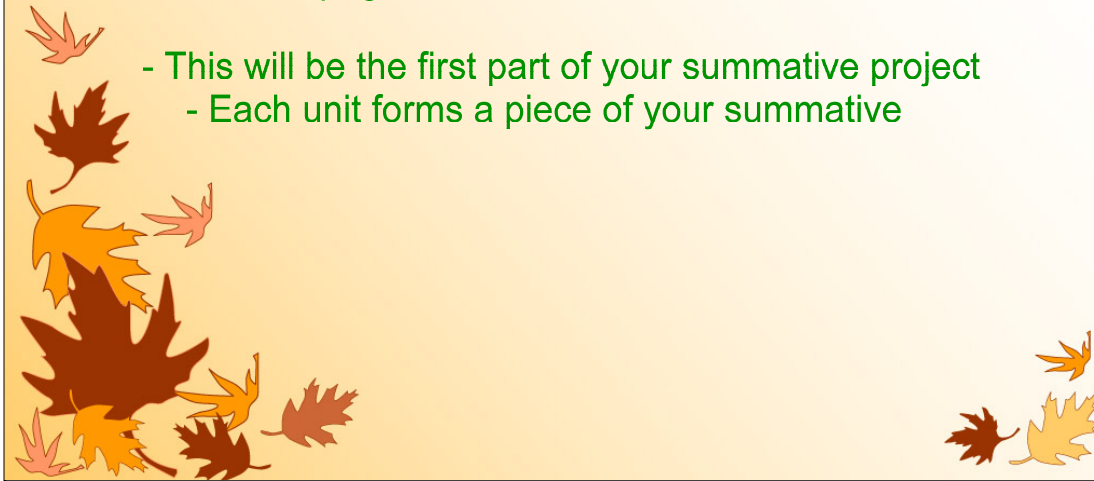


Oct 28-8:23 AM

# Next, a Group Project

(or solo!)

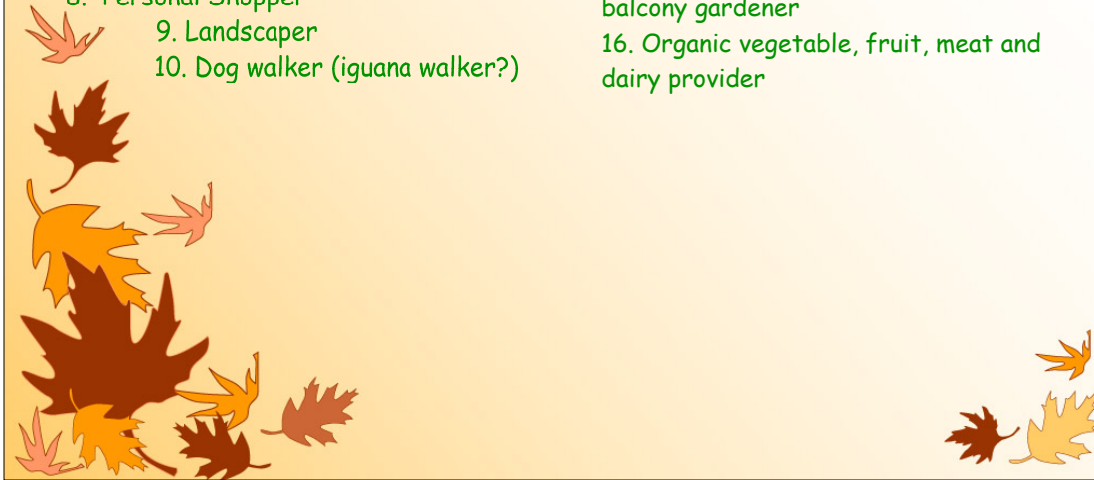
- Choose a "company"
- Create an idea of what service you are selling
- See next page for ideas
  
- This will be the first part of your summative project
  - Each unit forms a piece of your summative



Nov 1-7:44 AM

## Service businesses to consider for summative

- |  |   |
|--|---|
| <ol style="list-style-type: none"><li>1. Fashion consultant (wardrobe renovator)</li><li>2. Clutter clearer</li><li>3. Hotel Business services provider</li><li>4. Event planner</li><li>5. Motivational coach for students/seniors</li><li>6. Computer services provider</li><li>7. Interior design service (Locker decorator?)</li><li>8. Personal Shopper</li><li>9. Landscaper</li><li>10. Dog walker (iguana walker?)</li></ol> | <div data-bbox="982 1108 1317 1230" data-label="Section-Header"><h3>Examples</h3></div> <ol style="list-style-type: none"><li>11. Summer child care/day camp operator</li><li>12. Interior design service</li><li>13. Wilderness guide</li><li>14. Perth tour operator</li><li>15. Apartment building/seniors home balcony gardener</li><li>16. Organic vegetable, fruit, meat and dairy provider</li></ol> |
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Oct 16-11:22 AM

Level / SpecificExpectation	Repeat	1 (50-59%)	2 (60-69%)	3 (70-79%)	4 (80-100%)
<b>Individual And Group</b> WP1 - perform word processing tasks using common software features	Did not use the techniques studied	Properly uses some techniques (3-6)	Properly uses several techniques (7-9)	Properly uses most techniques (10-11)	Uses 12 + techniques in a letter that exceeds expectations and captures the attention
<b>Individual And Group</b> WP2 - use word processing software to produce properly structured and formatted business documents	Document is not in a sales-letter format.	Uses the basis of the format, but does not achieve the goal of selling	Document reformatted, but missing some critical elements	Document has been reformatted into an effective sales letter	The document is very well formatted in an eye-catching and interesting way in order to sell the service.
<b>Group Only</b> Creativity & Language	Too many errors that the message is lost	Some errors blur the message	Errors do not affect the message, but the letter is not very clear / convincing	The letter is clear and there are no significant errors	The language is both correct and persuasive. The letter goes beyond expectations.
<p><b>List of required elements</b></p> <ul style="list-style-type: none"> <li>- Pictures</li> <li>- Indents</li> <li>- Bullets or Numbering</li> <li>- Tables</li> <li>- Borders</li> <li>- Font Formatting</li> <li>- Varied choice of font</li> <li>- Horizontal alignment</li> <li>- Line spacing</li> <li>- Tabs</li> <li>- Textboxes</li> <li>- Headers &amp; footers</li> <li>- Colour</li> <li>- Shapes</li> </ul>					

Nov 1-7:50 AM