

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



Jack Stromm

I've been an Internet entrepreneur since 1995 and have launched, run and sold a number of successful websites and businesses...

But for a long time I was most well known for generating thousands of dollars per week with Gizmo's Moneytalk program.

It began in June 2003, I signed up with Gizmo Moneytalk, and did what many others do.

I simply took the code from the Moneytalk site and pasted it onto my web site.

And then I did what many others undoubtedly do as well. I wondered why I wasn't making any money.

It was incredibly frustrating. I had the content and the traffic, but not the revenue.

I suspected that I was leaving money on the table, so I began meticulously testing my Moneytalk code placements, colors and sizes using complete legitimate means.

What I discovered changed my life.

From just \$30 per day, I had 'Shot Up' To \$500 PER DAY with just a few tiny changes the majority of Moneytalk users didn't even know about.

Each time I logged into my Moneytalk account, my eyes nearly popped out of my head--the proof was right there in my Moneytalk stats! My success continued and in 2005 I took all my knowledge and put it into an ebook...

Moneytalk Secrets - *What Gizmo Never Told You About Making Money With Moneytalk.*

It was a massive success!

Before long people started calling me "*Dr. Moneytalk*" and the testimonials flooded in. Thousands of copies were sold at a price of \$97.00. There has never been a product that so rapidly increases the income of its customers.

Many of those customers doubled, tripled and even quadrupled their Moneytalk earnings overnight. I began updating the content regularly and releasing new editions..

And now I've updated again with the latest strategies for 2011.

I could go on and tell you how Moneytalk Secrets has changed my life and others over the years, but why not just read some of the incredible testimonials that I still receive on a regular basis.

Order My Book Now

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)



Examples



Level / SpecificExpectation	Repeat	1 (50-59%)	2 (60-69%)	3 (70-79%)	4 (80-100%)
Individual And Group 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
Individual And Group 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.
Group Only 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.

List of required elements

- Pictures
- Indents
- Bullets or Numbering
- Tables
- Borders
- Font Formatting
- Varied choice of font
- Horizontal alignment
- Line spacing
- Tabs
- Textboxes
- Headers & footers
- Colour
- Shapes