



Helping organizations drive revenue and generate profits through stronger business communications

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15 Tips for Writing Sales Letters That Sell!

- 1. Focus on the absolutely most important benefit to your reader.** Even when your prospects might enjoy many facets of what you have to offer, don't be tempted to dilute your primary message. Be as specific as possible about the single thing that differentiates you from the competition.
- 2. Go at least two deep.** Try for three levels of knowledge of your customer/prospect. Instead of thinking of your customer as a baby boomer, for instance, go deeper. When you appeal to female baby boomers, you can make your message more hard hitting. Go another level (and maybe another) — married, female, empty nest baby boomers and your offer and sales message becomes crystal clear.
- 3. End your letter talking about their success.** Which letter would you respond to: "I'll call you next week to see if you've received these materials," or, "I'll call you next week to talk about how we can make this your most memorable meeting ever"? Readers pay most attention to the beginning and the end of the document. Make the greatest impact by emphasizing what is in it for them, not for you.
- 4. Use emotion-laden words, but don't go over the top.** Think of the reviews you read and other advertisements that catch your attention. When you're depending on words alone to compel a reader, use descriptive words that appeal to a variety of emotions and types of people. Visual, auditory and kinesthetic words help your readers to see, hear and feel your message.
- 5. Keep your message concise, and be confident enough to use exciting words to describe your offer.** Just as a good ad wouldn't rely on adverbs to make the point (this juice starts your day really well), your offer should be colorful and crisp (this juice screams wake-up!).
- 6. Make your offer irresistible.** Offer them a "kit" by packaging items together. Do you have a report about your product that will help them make better buying decisions? Offer it to them just for emailing you back. Title your report: "How to" do whatever better. People want to know how to and this title outsells any other.
- 7. Do not use the word FREE in any headline — email or snail mail.** While you're at it, eliminate exclamation points from your opening sentences too.
- 8. For both your reader's sake and your own, be clear about the next step in the process.** Now that they've read your email, will they know exactly what they or you will do next? Even if the next step seems both obvious and logical to you, spell it out for them. If you want them to email you back, tell them to "Click Reply" and if you want them to phone you, write, "Please call me on my direct line (480-575-9711) to receive your complimentary 'Sell Better Than the Next Guy!' audio tape."
- 9. It's always better for you, the writer, to take control of the action.** Despite the good advice in point 6, whenever possible tell your reader what you will do next (I'll call you Tuesday, September 9, to talk about how we can multiply your sales). When you ask them to do something, no matter how persuasive you are, you lose control. They could have every good intention and then the phone rings and it's their boss and he needs them now. You've lost their attention and the sale.

Sue Hershkowitz-Coore, CSP



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15 Tips for Writing Sales Letters That Sell! *continued*

10. Add interest to your letter. Use bullet points, mixed with narrative, to keep your reader's eyes moving down the page or screen. Use the bold or underline feature but don't use both. Avoid all capital letters in email because they think you're screaming.

11. Punctuate correctly. Show respect for your reader and attention to detail by using appropriate grammar and punctuation. In email, you have a bit more leeway. Email is still a business document, however, and a reflection of who you are as a professional. You wouldn't wear a shirt/blouse with a button missing (if you can help it), don't send email with punctuation missing. It's sloppy.

12. Always, always include a personal letter with a brochure. Brochures don't sell. Your letter adds the personal touch that shows your prospect that you care about him and that your product, service or idea will help him create greater happiness or avoid major destruction. Avoid the desire to stick a sticky note on the brochure. Handwrite a note (maybe on a post-card that also has a picture of your product on it), or type a personalized letter.

13. Write conversationally. Impress them with what you know, not the fancy words you know. Ask yourself: Would I phrase this this way if we were talking over lunch? Better yet, would I phrase it this way if we were talking over a beer? (Don't ask yourself what you'd say after a couple of beers!) Your intention is to sound like a friend who is talking to a friend. Be friendly not familiar.

14. Limit the use of the word "I," too. Choose "I," however, in place of "we." Never talk about "we" will. Who are "we"? Limit the use of your company name, too. Focus on the reader!

15. Know what you want your letter to achieve. Is it to close the deal or motivate her to phone you? Is it to set up an appointment or visit your website? Know exactly what you want to accomplish before you begin drafting your letter. If you know what you want, you just may get it!

For more tips, or to schedule Sue Hershkowitz-Coore, CSP to speak at your next meeting, please send an email to Sue@SpeakerSue.com.

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