

How to Create Profit-Producing Sales Letters By Getting **Inside** Your Customer's Head! (The Psychology of Selling)

By Bryan Kumar

Copyright © 2002-2004 by Bryan Kumar and About-Secrets.com
All Rights Reserved

Unauthorized duplication or distribution of this material in any form is strictly prohibited. Violators will be prosecuted to the fullest extent of the law.

No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without prior written permission from the author/publisher.

The author, publisher, and distributor of this product assume no responsibility for the use or misuse of this product, or for any injury, damage and/or financial loss sustained to persons or property as a result of using this report. While every effort has been made to ensure reliability of the information within, the liability, negligence or otherwise, or from any use, misuse or abuse of the operation of any methods, strategies, instructions or ideas contained in the material herein is the sole responsibility of the reader.

The reader is encouraged to seek competent legal and accounting advice before engaging in any business activity.

An
About-Secrets.com
Publication

You Have Resale Rights to This Report!

Congratulations!

You now own the **resale** and distribution rights to this report "How to Create Profit-Producing Sales Letters By Getting Inside Your Customer's Head!"
Suggested Selling Price \$37.00

By owning the resale rights, you have the author and publisher's permission to resell or distribute this report to others, for any price you choose. And, **you** get to keep 100% of the profits!

The only condition is that you **cannot** modify the report in any way. It has to be shared "as is."

I wish you all the best!

Sincerely,

Bryan Kumar, Publisher

<http://www.about-secrets.com>

[Find Out How a "Handful" of Smart Marketers Are Silently Creating Fortunes With Little Or NO Competition... and How YOU Can Do The Same!](#)

**Revealed: How to Profit From The Internet in
24 Hours or LESS... **Guaranteed!**
Get Your **FREE** Report From Here!
<http://www.about-secrets.com/24report.htm>**

"The #1 Reason Why Most Web Sites FAIL to Make Any Profits... And, How YOU Can Join the 'Few' Who Are Making *Serious Cash Daily!*"

Dear Reader,

I am amazed that this is *still* one of the best-kept secrets of the business world! Let me explain...

Very recently, I met two bright, young men -- both of them were Internet marketers. They were very much alike in many other ways as well. Both were smart and very knowledgeable about marketing. And, as it turned out, they were both selling the *same kind of product*, to the *same type of customers*, at about the *same price*.

But there was one *big* difference. One of these men was making a few sales a week. The other was making a few hundred sales a week.

What Made The Difference

Have you ever wondered why over 95% of the web sites *still* don't make any money? Thousands of sites with *great* products, extremely *affordable* prices, and even targeted traffic! But, nobody is buying from them.

And yet, silly things like the 'pet rock', fake vomit, SARS coffee mugs (I'm not kidding), and tons of other useless products 'with no real value' are being sold by the thousands!

Also... a few *simple* sites, with *mediocre* products, *without* the fancy graphics, and with just a handful of traffic are making a *daily* profit... while other *better looking* sites with better quality products and *a lot more traffic* are struggling to survive.

Clearly, what separates the few sites that make money from those that don't is not "the quality of the product." And it's definitely not the amount of traffic they send to the site.

Obviously, the quality of the product and traffic is important. But not as important as the *one key* that will make or break your business: Salesmanship!

It's the sales letter that makes the difference between zero profits and *thousands of dollars per month!* Because, you see, without a powerful sales letter, you won't be able to sell *anything!* And *with* the right sales letter, you can sell virtually *anything* you want! It's amazing how many people still don't get this.

Is the quality of the product important? Yes! Is traffic important too? Of course. But without an effective sales letter, it won't matter how good your product is. It won't matter *how much traffic* you get to your site. You just won't be able to sell *anything*.

Sadly, this is the harsh reality that most web site owners are living with every day.

What most marketers still don't understand is that... before you send even a single visitor to your site, you had better have a powerful sales letter ready and waiting to turn those visitors into buyers! Otherwise, you'll be flushing your hard-earned money - and your efforts - down the toilet.

How Much Difference Does a Killer Sales Letter Really Make

Here's the daily reality of the web...

A site that gets just 10 visitors a day BUT has a killer sales letter, makes a profit, even if it's making ONE measly sale per day!

On the other hand, a site that get 1,000 visitors per day, but has a lousy sales copy, does not make any sales at all. You can double, or even triple the visitors to that site but it still won't make any money. You can continue spending money on advertising and more traffic but you'll only continue to lose money.

Now, consider this...

If you want to make \$2,000 per month by selling a \$20 product, all you have to do is make 3 sales per day! Just 3 sales!

Find a product that sells for \$40, and you only have to make 1.6 sales per day to earn \$2,000 per month! That's not hard to do at all even if you're only getting a few visitors per day to your site... **provided** that you have a kick-butt sales letter which gets them to buy right away!

NOW... start getting some consistent traffic to that killer sales letter and that 40 bucks a pop can quickly turn into thousands of dollars per month!

I see ordinary people with no real marketing know-how make a nice living off the Internet just by getting a few hits per day to their site. Why? Because they have been smart enough to learn the one skill that will make or break any business - writing sales letters that *gets the sale!*

Listen, very few people understand the incredible power of having a killer sales letter in your hand that creates sale after sale for you. It is still one of the best-kept secrets in business right now. Most people just don't realize the true power behind it. And it's no wonder that most sites are still struggling to just break even.

The One Skill That Could Make You More Money Instantly

Did you know that millions are spent each year just on copywriters?

Why? Because, without a powerful sales letter, you won't be able to sell anything!

The #1 reason most people fail at making money on the Internet is because...

They ignore the power of learning how to write effective sales copy.

A great sales letter can sell the worst of products. And a bad sales letter won't be able to sell a product no matter how great it is!

When you have the power to move people with the written word, you'll never have to worry about money again. I'm not kidding you.

You will be able to create cash-on-demand! You will be able to sell virtually any product, at just about any price -- when you learn effective copywriting.

This is also the reason why some marketers are able to make a profit with just a thousand subscribers on their list. And it's also why many who have a lot more subscribers are NOT making much money at all.

It's all about the sales copy!

You Too Can Make Your Web Site Profits Soar

Creating powerful sales copy is more than just about using the obvious mechanical components like...

- a powerful benefit-rich headline.
- a bulleted list of all the benefits your product provides
- order links that are clearly visible on your page and that tell them to "click here now to order."
- Deadlines, guarantees, bonuses and P.S's.

These are just the basics that you *must* use in your sales letter.

But it goes beyond that...

It's also about understanding the "psychology of selling." It's about understanding your customer, getting *inside* her head, and using the psychological motivators that are already inherent within all humans.

It's about understanding how the human mind works.

This document contains a collection of special articles that explain some of these psychological selling strategies that can help you create order-pulling sales letters.

Nothing you will ever do in your marketing career will be as important or as profitable as learning to write your own powerful sales copy that brings in the cash every day!

Your future really is in your hands, when you learn how to move people with your written words! It's the kind of power few people have! Imagine having that kind of persuasive power over people.

Imagine being able to take any product and create sizzling sales copy for it that starts pulling in thousands of dollars in sales for you. Imagine doing this over and over for as many products as you want and creating multiple income streams that bring in the profits each month.

How To Easily Join The Top Earners of The Internet

Clearly, learning to create powerful sales copy is vital to your success. Nothing is more important than that -- nothing at all. And now you can join the handful of marketers who are able to profit big from the Internet while most others barely survive...

If you're interested in learning how the top marketers do it,

Or, if you're a web site owner who's interested in marketing your own product or service ...

Or, even if you're interested in the lucrative career of copywriting ...

You should find these reports enormously valuable.

With that said, let's get to the articles!

Enjoy! And do let me know if you have any questions, comments or concerns concerning this product.

Sincerely,

Bryan Kumar

P.S. If after reading these articles, you find yourself craving for more, just head on down to the websites below to learn more about powerful copywriting and...

Discover 21 Top-Secret Psychological 'Motivators' To Instantly (and Ethically) Persuade Prospects to Buy NOW and Buy FOREVER ...

[Click Here to Learn How!](#)

Become a *Wizard* of the Written Word! Learn the Incredible "Insider" Secrets to Writing Web Copy That Brings In *Huge* Profits!

[Click Here to Learn How!](#)

Copyright © 2003-2004 by Bryan Kumar and About-Secrets.com. All Rights Reserved. Unauthorized duplication is strictly prohibited.

Be The "**Authority**" And They Will Buy From **You**!

Here's a fact about human behavior that can be very useful to you in life, especially in business and marketing.

Most people are "followers." They are not leaders. They would rather be "led" than followed.

It's true. People do secretly want to be led. And they will easily follow someone who they *believe* can be a good leader, someone who knows what he's doing, someone who is the "authority" on the subject. If you can establish yourself as being that "authority" in their minds, they will be willing to follow your every step.

How do you become the authority?

Just position yourself as the one who provides them with the "edge" they're so desperately searching for. Offer a few gems that are not just regurgitated stuff from other authors. Share a strategy or concept that *shifts* their beliefs, that helps them notice something they hadn't noticed before, that opens their minds up to new ways of thinking and new ways of doing things, that leads to an *epiphany*!

The very instant they realize that you are someone they can "learn" from, they will view you as the "expert" - you will instantly establish *authority* in their minds.

They will see you as someone who can offer them something of "value" to improve the quality of their lives. And that is a very powerful position to be in! Do not underestimate this power.

People will buy a lot sooner from someone they view as an authority than they ever will from someone who just happens to have a convincing web site.

Add honesty and great customer service to the mix, and you will earn loyal, *lifetime* customers.

Establish yourself as "the authority" on your subject and they will buy from you!

The Beginning of **Powerful** Sales Copy

Have you ever been so engrossed in a movie, a certain thought, or maybe even a day dream that the rest of the world just seemed to fade into the background?

Have you also noticed that others would have to yell, snap their fingers or wave their hand vigorously in order to get your attention?

That's how you should imagine your prospects and customers before you approach them or present your sales letter to them. You have to realize that they are lost in thought. People generally have a million thoughts going through their minds at any given moment. Their minds are elsewhere.

And to get them to notice you, you would have to do just what someone would do to you if you were lost in thought. You would have to grab their attention!

You must interrupt their *current mental state*. You have to *shift their focus*.

This is exactly what powerful headlines do. They shift people's focus. It's like someone's grabbing them and saying "Hey you! Stop what you're doing and *pay attention to this!*" If the headline doesn't grab their attention, if it doesn't shift their focus from whatever they were thinking to what *you* want them to think about, you'll lose them.

You have to be bold; you have to be dramatic, and you have to be specific!

And...once you've got their attention, you have to *hold* it. Think of the effect Disney has on people, especially children. It captures your imagination. It holds your interest. You have to do the same to your readers. You have to "pull them into *your* world" just as an exciting movie pulls *you* in.

Through your sales copy, you have to create "mental movies" in their minds using specific, active and descriptive language.

Your sales letter has to be focused on one thing from start to finish: to capture and hold their attention. Pull them into your world during those few minutes. Share the excitement you have for your product. Share the *uniqueness* of your product, your business, and maybe even yourself. Be memorable. Make an impression on their minds.

Give them a glimpse of the future! Show them what their future will be like if they were to have your product in their lives.

You've heard this before...people don't buy products; they buy experiences. They buy "results."

Most people who buy self-improvement books may not even put them to use. But, they buy them because at that moment, the seller was able to convince them of the benefits, he was able to show them how much better their lives would be - *in the future* - by having that book.

An effective sales letter also offers other important things such as credibility, a powerful guarantee, and a strong call for action.

But unless you start off by shifting their focus, unless you pull them out of their world and bring 'em into yours, the rest of the sales letter won't matter much to your readers, because they'll never get to it.

The key to a successful sales letter is to capture their attention and lead their imagination. Pull them into your world and give them a taste of the brighter future that your product can help them enjoy.

It's All About **Relationships!**

As you may already know, it is a *lot* easier to sell to a previous customer than to a total stranger.

The reason is simple. People generally don't buy from strangers. They buy from people they've bought from before. They buy from people they've communicated with before. They buy from people they can "trust." They buy from people they have a "relationship" with.

Even when they do appear to buy from strangers, they're actually still buying from people they have a relationship with. Because a relationship can be formed within a month, a week, a day, and sometimes even within a few minutes.

When asked why they bought from a stranger's site, most people responded with "I felt like he really *understands* me." At some point while reading the sales letter, the buyers felt that the seller really knew what the customers were going through, what they were searching for. That type of understanding creates instant rapport, an instant bond. The seller is no longer a stranger. He has just become someone the customer can "relate to." An instant "relationship" is created.

Think about it. Have you ever met someone new and felt an instantaneous connection with? Someone who was a total stranger just 5 minutes ago but now you feel like you've known him or her for the rest of your life? And... have you ever *bought* something from a stranger who just happened to connect with you? It's a fairly common experience. What's interesting is that you can do the same with your sales letter...when you really *understand* your customer.

Here's something else that has happened to me several times. I ended up at a stranger's site and saw a product I was interested in. Naturally, I was very cautious of everything I read and of all the claims he was making. The benefits list looked very impressive. But he was still a "stranger" to me. And it could still pose a risk to buy from him. But then, I noticed a testimonial on his site which happened to be written by someone I had done business with before. It was someone I trusted i.e. someone I had a prior "relationship" with. Naturally, some of the credibility of the person I trusted got transferred to the stranger and his product. The stranger began to appear more credible, more believable. In other words, a relationship began to form within a few minutes.

Do you see how this works?

People generally don't like taking risks, especially when money is concerned. The more you can minimize the risk factor, the better your chances will be of selling to the customer. And the best way to minimize (or even eliminate) risk is to create a relationship with your customers.

It doesn't matter how long it takes for the relationship to form. As long as the buyer feels some sort of connection with you, there's a very good chance that you'll earn a customer...probably for life.

This is also why it's so important to create and maintain an ongoing positive relationship with your mailing list members. Communicate with them on a regular basis. Continue to build a positive ongoing relationship with them. Inform them, educate them, guide them towards the best solutions.

And of course, create sales copy that connects with *first-time visitors* to your site, that shows them that you *understand* them. (I will discuss this in another article.)

You can also use other techniques to make your sales letter appear more credible and more believable, such as using testimonials from well-known and trusted names, offering a full moneyback guarantee, etc. Anything that will build trust and credibility while *minimizing* the risk.

Remember, it's all about *relationships*. People generally don't like taking risks. People buy from people they can "trust." The stronger the relationship is between you and the customers, the easier it will be for you to do business with them.

How To **Supercharge** Your Selling By Making A Few Simple Changes

Has someone ever talked to you about a problem they were having? And... as you heard what they were saying, you *knew* that you could fix their problem? You *knew* that you had the perfect product, the perfect *solution* for them! And you told them about this amazing product! But...they didn't buy what you were selling.

Or maybe you've had this experience online...

You knew you had a product that was in demand, you had the offer on your web site, and you were asking a reasonable price for it. But no one was buying. How could that be?

You see, having the perfect solution is not enough. Knowing your product inside out is not enough. And sometimes, even being *excited* about your product is not enough.

So, how do you sell effectively? How can you powerfully convince people to buy your product?

First of all, you have to believe without any doubt in your mind that what you're selling is in fact going to help the customer, that it is going to *improve and enrich* the customer's life, that it's going to make the customer's life easier, richer or more enjoyable in some way, that it's going to have a positive impact on the customer. (This stuff *may* sound "fluffy" to you but hang in there with me and I'll show you how powerful it can be.)

You have to believe in your product so much that you can shamelessly plug it - to anyone! Without any guilt. Because what you'll be doing is not "selling." You will be genuinely trying to *help the other person* by offering him/her a solution that you really believed would make his/her life better in some way.

People like Jay Abraham and Allen SAYS are really phenomenal at this. I believe that the reason they're so brilliant at marketing is because 1) They truly believe that the product (or service) will help the customer, and 2) They genuinely want to help the customer. Their main focus is on the customer and on how they can give. Making money is *secondary*. It's a bi-product of that process.

This is a very powerful way to look at your business, and product. Most people will dismiss it and never understand the true power behind it.

The most effective way to sell is to *not sell at all*. Instead, focus on how you can help and provide true value to others.

Your next step is to be able to communicate your passion/excitement about the product - and its benefits - to the customer.

You see, it's not enough to *want* to help. And it's not enough to be excited and passionate about your product or about how it will help the customer.

You have to be able to get the customer to *see* it the way *you* see it - to see those benefits and reasons that get *you* so excited. They need to be able to feel those emotions the way you feel, about the product. They need to be able to easily imagine how much better the future would be by using this product, just as you're able to visualize it. Show them the end result in perfect clarity and intensity, just as strongly as you're able to see it.

You're really putting a part of yourself into the sales letter.

Stop and ask yourself why you are so passionate and excited about your product? Many of us are able to see and feel those great benefits *internally* but are not able to put it to words or describe it to others with the same intensity and clarity.

One of the most powerful things you can do to really charge up your sales copy is to be able to transfer those mental pictures, emotions and excitement onto paper.

Each time you sit down to write your sales letters, start by getting in touch with those feelings and mental pictures that get you excited about the product. Feel how you would feel when you saw the customer reaping the benefits.

Then, put those thoughts and feelings onto paper. A great marketer is really a great story teller. A great marketer is a great communicator.

If your product *doesn't* get you excited, you may want to get to know your product better and really learn about all the benefits it provides, or think about finding another product that does get you excited.

If you don't believe in your product, you can't convince others to believe in it. If you don't feel that your product really provides a substantial benefit, you'll have a hard time trying to illustrate the benefit to the customer. If you're not excited about your product, it will be very difficult to get others excited about it.

Ask yourself why you're selling the product you're selling. Is it only because of the money?

Or is it a solution, a benefit, an end result that you want to share with your customers, to project your excitement about the product to them, and to add more value to their lives in some way?

Find out why you want to sell what you're selling, and you'll learn to sell it better.

From "Baby Steps" To **Giant** Profits!

What's one of the main reasons some people succeed in life while most others don't?

If you said "action," you're dead on!

After all the knowledge is gained, the focus is set, and the mindset is adopted, it really comes down to one thing: **action**. It's the "ability to act" that creates successes and the lack of it that spreads mediocrity.

The challenge with "taking action" is that it requires *effort*. It requires us to take *steps* towards our goal. Often times, it also requires us to take a little bit of a "risk." And so, the *first* step is usually the hardest.

For example, if we want to become healthier, we need to exercise. But, that first trip to the gym is always the hardest. The second one is not as bad. Each visit after that becomes easier and easier till we're on a roll. Momentum is created that helps us continue working towards our goal of becoming healthier. To make the startup easier, you also want to start out slow, with easy exercises and light weights, and gradually work your way up. In other words, the smaller and easier you can make those first few steps, the more likely you will be to take them.

Those first few steps (and especially the very first one) are usually the hardest.

Well, guess what...your prospects are faced with the same challenge when they get to your web site - the challenge of taking action. The challenge of taking a "risk." Especially if they have never dealt with you before. Interestingly enough, your main *goal* is to get them to "take action."

That is the main purpose of a "direct-response" web site... to get them to respond, to act.

If you have a business web site, your ultimate goal is to get prospects to order your product. And, if the prospects have never done business with you before, getting most of them to order from you for the very first time can be difficult even if you have a great sales page.

So, how do you get them to take that 'major' action of buying from you?

The same way many of us would get ourselves to take the first step towards any of our goals... by making that step small, easy, painless, and *risk-free*.

If they don't buy from you on the very first visit, your goal should then be to get them to take *some sort of action* - no matter how small that action is - provided that the action is eventually leading them towards the buying decision. The size of the step is not important at this point. Getting them to take that first step is your main goal right now. You can make it even easier for them to take that first step if you offer them a *reward* for their effort.

Get them to take a 'riskless' action...while they get *rewarded* for it.

Why is this so important?

Because, if you can get them to take that first small step *towards* you, your chances of getting them to take a *second* step increases dramatically!

And...with each step that they take, you're also doing something *much more important*...

You're "conditioning" them to respond to you, you're training their mind to follow a *pattern*. The pattern being..."take a riskless action and getting rewarded for it."

With each additional step that they take towards you, their comfort level increases, their trust in you increases, their perception of the risk involved in dealing with you continues to fade.

So, if your prospects get to your site and decide against buying from you on their first visit, you must get them to take some form of action. *It's action that separates the buyers from the browsers*. Get them to take a "baby step" towards you, a step that is riskless and rewarding.

Then, get them to take another step, and another, increasing the *size* of the steps each time. Each step builds on itself, making it easier and comfortable for the next step to be taken. A compulsion mechanism is created.

The steps can be anything: downloading a free ebook, signing up for an email course, subscribing to a newsletter, or anything else that is low (or zero) risk and offers a small reward for taking action.

The first step is usually the hardest. The very first time a prospect orders from you can be a little scary for him (or her.) So, you should get him to take a smaller riskless action...and reward him for doing so. And, if you make

that experience a safe, comfortable, enjoyable and *rewarding* one, it becomes easier and easier for him to take another step it each time he repeats the process. You get him "trained" to *take action!* Until pretty soon, he doesn't even think twice about pulling out his card and ordering from you. There's no hesitation. It's feels *natural*.

Think about it... What do you do when you go to a new site? Do you buy immediately? Most of us don't. If there's a free newsletter or ebook available, we'll get that first, correct? Why? Because it's less risky and offers a small reward. AND... it's also how we can *evaluate* the seller! If our experience is positive, we'll be more likely to deal with him in the future. It's the same with your prospects. They think the same way.

It's *action* that separates the buyers from the browsers. If you don't get them to take action, you will probably lose them forever.

Show your prospects that it's easy, safe, and *beneficial* to go through those first baby steps, "condition" them to act and get rewarded for it, and you won't be able to help *but* get the order!

The Most Powerful Way To **Influence** Your Customers

Have you ever read a book or article and immediately felt a *powerful connection* with the author? As if the author was just like you, as if he knew exactly how you felt, as if he *truly understood* you?

Have you ever read a salesletter that made you feel that way?

For me personally, very few salesletters have had that kind of effect on me. But one thing's for sure... every time I have come across such a sales letter, I've found myself pulling out my credit card and buying whatever the site was selling by the time I was done reading the letter!

How useful would it be if you could influence *your* customers that strongly?

Here's the simple secret to wielding that kind of power...

Before you try to *sell* to them, meet them where they are!

What do I mean by that strange phrase?

Just this... Show the customer that you can *see* the world from where he is standing, through *his* eyes. Show him that you understand, that you're aware of, and sensitive to his feelings, thoughts and experiences!

The only way to show the customer all those things is to *genuinely* understand and empathize with his problems, challenges and frustrations. In other words, you *can't* fake it. You actually have to step into the other person's world and really see it through his eyes, through his point of view.

Think about this...

How are most friendships formed? It starts when you find out that the other person has something in *common* with you. That the two of you are *alike* in some way, you share a common interest.

That relationship becomes even stronger when you begin to realize that the other person *understands* you, that's he's going through the same challenges that *you* are!

Nothing creates a bond faster between two people than sharing something in common, especially a common *pain or frustration*.

This is what those great sales writers mean when they say "*you have to know your customer!*" It means, you have to know what your customer is going through, what motivates him and what pains him!

When you can show the customer that you see the world from where he's standing, that you can feel what he feels, the "plight" they're at, the frustrations and struggles they're going through, you can then *easily* lead them to the solution!

Before you can offer to *solve* your customer's problem, you have to show him that you *empathize* with his problem!

Everyone's offering to solve their problems and making them all kinds of promises. Yet very few people actually take the time to show the customer that they really understand them, that they care! That they appreciate and empathize with their problem!

Why do you think "personal stories" and "testimonials" work so well to sell products? It's because the customer can relate to the people in the stories. The stories can often time take the reader from the place where he currently is.. and gently, *naturally* lead him all the way to the end result, the solution... the *happy ending!*

If you have personally gone through the same problems and challenges and can use your own personal story, that's even better. (This is why those 'rags to riches' stories sell moneymaking products so well.)

The better you understand the mindset of your customer, the better rapport you'll have with him, and the easier you'll be able to sell to him.

This is why individuals who have purchased and loved the product themselves tend to be *much* better at selling it to others. It's because they have *personally* experienced the pain and frustrations that existed *before* they found that product. And they are much better at conveying that message to the reader (i.e. the customer.)

Before you can get the customer to see things from *your* point of view, you have to *first* meet him where he is and see things from his point of view! Only from there can you lead him towards the solution... and to the sale.

Do that and you will create instant rapport! Your salesletter will take on a *magnetic* quality! It will compel your customers to buy from you! And, it will leave your competition in the dust!

Triple Your Sales By Turning Objections And Flaws Into **Powerful Benefits!**

I found out the hard way that...

People are skeptical !

One of the main reasons many readers don't buy is because they have many objections, concerns and questions that go unanswered, *well* after they have finished reading the sales letter.

"Unanswered questions and unresolved concerns
sabotage sales letters!"

-- *Dan Kennedy*

The purpose of a sales letter is simple: to get the reader to take action! And while listing all the juicy benefits of your offer is an absolute must in creating a powerful sales letter, sometimes benefits *alone* are *not* enough!

People are generally very skeptical, and for good reason. They've been disappointed, lied to, and even ripped off in the past. If there is anything at all about your offer or product that *could* cause the reader to be skeptical, hesitant, or concerned in any way, it will get in the way of your sales.

An easy and effective way to dramatically increase your sales is to air those concerns/questions out and address them *directly*. Including any flaws or limitations that your offer/product may have (and most products do.)

If you're wondering why you should bring up something "negative" about your offer/product when there is a chance that the customer may not ever think about them, let me just say this...

If an objection or flaw exists, your readers will find it! If there's an unanswered question, they will most definitely think of it. It is better to address these negatives and use that opportunity to turn those negatives into benefits ...instead of hoping that the readers will not think of them. Buyers are becoming more and more skeptical every day, and for good reason.

In fact, customers will often times think of the negatives even if you haven't thought of them *yet!* For this reason, it's a good idea to have a few people

read your sales copy before you start using it. It's an effective way to spot those negatives that you may have missed. Find the most skeptical person you can and ask him/her to point out anything in your sales letter that may cause concern, doubt, and/or skepticism.

Once you find out what they are, address them in the sales letter... and turn them into benefits! Provided you are still being honest. In the copywriting world, this is commonly known as a "damaging admission."

Here are a few examples of how to use the above strategy...

If the product is expensive, the letter could simply say... "Don't be fooled by cheap imitations! At our store, we only offer the best!" ...OR... "I realize that our calculators costs more than other brands. But let's face it, you get what you pay for." Simple and effective!

If the product is unbelievably *inexpensive* (and may cause the reader to question the quality of the product), the letter could say... "Why pay twice as much at an expensive restaurant, when you can get the same great meal - *without* the snobby waiters - at our family-owned establishment, at half the cost?" ...OR...(if it's a digital product)... "You may be wondering why I'm giving away so many amazing ebooks for just \$19.95. Well, since you're getting them in digital/downloadable format, I'm able to keep my delivery costs very low. So, I figured, why not pass those savings on to you and give you a lot more value for your money!"

If your product has any minor flaws or limitations (and most products do), you absolutely need to address those as well. If you spend a few minutes on it, you will find a way to turn those flaws/limitations into powerful selling points!

For example, if you're selling a video that doesn't have the best audio/visual quality (despite your best efforts), you had better address that in the sales letter. Don't wait for the customers to find that out *after* he pays for the product. That will either cause a hoard of refunds or just convince the customers to not buy from you again. Either way, you lose.

Instead, be upfront and honest with the customers by addressing the issue (and turning it into a benefit) by saying something like this...

"While the quality of the video recording is not *excellent*, it's still pretty darned good. However...to make it up to you, I've still decided to shave an

extra 10% off the price. Because I want you to get your money's worth here. I think you'll find that to be a very fair deal, especially after you discover all the secrets we will be revealing in this kick-butt, one-of-a-kind video course! If you don't find it to be as good as we say it is, just send it back and we'll refund every penny of your purchase price."

Address the flaw and then turn it into a benefit *for them!* They will appreciate your candor and honesty, and you will earn a loyal customer. Not a bad deal, eh? Also, notice how you can make the benefit even stronger by taking away the risk (offering a moneyback guarantee, just in case.)

Here's an example of a *limitation*, turned into a benefit...

"I realize that our flashlights do not come in 5 different colors, as do those made by some of our competitors. The fact of the matter is, by offering ours in only one color (metallic black), we are able to keep our production costs *down*. The money we save is spent on creating a better quality flashlight than what our competitors offer. We figured that if you ever got caught in an unfortunate situation where a flashlight was desperately needed, we would much rather you have a quality flashlight that would get you out of the bad situation than one that just had a pretty-colored exterior."

Do you see how a possible limitation got turned it into a powerful, emotionally-charged benefit?

You're addressing objections and concerns that your reader may already be thinking about! Sometimes, you may even address these concerns and get them out of the way before the reader gets a chance to think of them. Definitely a good thing.

By openly discussing any flaws that your product may have, you will also begin to establish credibility and trust in the eyes of your readers. Both are very important in getting the sale...and creating a positive ongoing relationship with your customers.

When you say something like "**I realize that our calculators cost more than other brands...**", your readers *can't* argue with that. They may even nod their heads in agreement as they read that sentence. In the process, you have just gotten them to *agree* with you on an *unconscious* level. (Read that last part again!)

There are also times when your sales letter may be making claims that sound unrealistic, too good to be true, or just plain *impossible*. You would definitely want to address those if you would like that sales letter to get orders.

For example, I recently finished a self-defense report that promised to turn *anyone* into "[a lethal weapon in just two weeks!](#)" And while I personally know for a fact that the claim I make is honest, factual and very possible to attain, many people reading that letter would be skeptical of my claims. And rightly so. It's a bold statement that I would definitely have to address if I hoped to sell any copies of that report at all.

What I know to be possible may not necessarily be true for my customer in the way he sees the world. His beliefs and experiences may give him a different picture of what's possible. And, until I can convince him otherwise (by backing up my claim with facts, examples, testimonials, etc.), he won't buy from me.

Address the questions, concerns and doubts...or else, they won't buy!

Lastly, you may have heard before that if your offer sounds too good to be true, you should water it down somewhat, to make it more believable. And while that strategy can work, I have found that instead of watering it down and losing some of the firepower from the sales letters, it's much more effective to address the objections, concerns, and flaws...and then turn them into powerful benefits ...maybe even use them to *establish your uniqueness!*

By addressing any questions, concerns, flaws or limitations that could come up, you will put the reader's mind to ease, send the credibility and trust factors soaring, and dramatically increase your sales in the process! Yet more reasons to be honest and upfront with your customers!

Bonus Report
**How I Profited From The Internet For 4 Years
Without Spending A Dime On Advertising!**

Most people don't believe that I have made money off the Internet for the past 4 years without spending a dime on advertising.

But it's true.

I've been online for longer, but for at least the past 4 years, I have not spent *anything* on promoting my business...

ZERO, zip, zilch. Not one red cent.

How have I managed to pull this off? Two words... [Joint Ventures!](#)

Now... before you cringe at hearing those two words, let me just warn you that what I'm about to reveal below is serious, serious stuff. And it can be very profitable for you **if** you use it *the way I describe it below*.

I can understand if you're tired of hearing about joint ventures. I don't blame you. Because, for the past several months, everyone and their neighbors' pets have been talking about it.

Joint venture this, joint venture that... joint venture software, joint venture web sites... it's crazy. It's as if they have just now found out about the explosive cash-producing power of finding *marketing partners*.

But I must warn you...

As much as some of us may dislike hearing about joint ventures, the bottom line is that they work! Boy, do they work! Remember, I have not spent a dime on marketing my business for the past 4 years! That's how well joint ventures work.

It's one of the fastest ways to build your customer base, and your business - by finding other business owners who have large customer bases and working with them to promote your product! But here's the big problem...

Many people have tried using this strategy and have failed miserably. I'll explain why so many fail, and I'll also share a simple, but powerful strategy that can help you succeed where most have failed.

You may be wondering why I'm talking about joint ventures in a report about "sales letters" and "copywriting."

This is why I'm including JV's in this report...

The most powerful secret to successful joint ventures is to realize that asking for a joint venture is very similar to "making an *offer* to a prospect." Asking for a joint venture is no different than trying to *sell* to a prospect. And if you're approaching someone for joint ventures via email, it's no different than sending out a very compelling, direct-response **sales letter!**

If you can understand this one simple concept, you will have great success with joint ventures.

Let's dissect this further...

If you were to sell something to a prospect, what would you do to make *your* offer more *effective*?

You would obviously use the strategies for powerful copywriting, such as these:

First and foremost, get the prospect's attention!

Clearly outline all the powerful benefits of the product/service and *offer*, and answer the "WIIFM" question (What's In It For Me) for the prospect.

Establish the "*uniqueness*" of your offer so that you stand out amongst other offers.

Make the prospect feel unique and special

If you use just the above few techniques, your offer would be much more effective than most other competing offers, wouldn't you agree?

Well, guess what...you can use these same techniques to make your *joint venture proposals* effective!

When you're working on forming joint ventures, see the other business owners as "prospects." You need to get their *attention*, outline the *benefits*, make them feel *special* ! And... make them an 'offer' they can't refuse!

Sure, you can just offer the other person a cut of the profits if they agree to endorse your product to their list. But everybody else is *already* doing that! And these days, that's not enticing enough.

You see, when most people approach businesses for joint ventures, they are only focused on what *they* can get out of the deal -- which is getting the other business to endorse a product/service for them.

And that's why so many people fail at this.

Here's a much better way of doing it...

First, grab their attention! Think of all the common ways people approach others for joint ventures. Then, *make your offer different!* If everybody else is sending their offers via email, send yours via regular mail. If regular mail is very commonly used, use FedEx. If FedEx becomes common, pick up the phone and present your offer on the phone.

Use a subject line that will *get their attention*. Make an offer that will get their attention! Remember, if your offer doesn't get read, the deal will never happen. (Just like the 'headline' of your sales letter.)

If everyone is offering up to 50% of the profits to their JV partners, be unique and offer more!

Add special bonuses or other unadvertised perks that no one else will get except your JV partner's customers. Treat them extra special, because they are!

Because, you are not making a one-time deal with these JV partners. You are working on building an *ongoing* and solid relationship with them.

Also, do a little research and get to know the person you're about to make a deal with. Make the person feel special. If there is something you admire or respect about them, let them know! If you are a customer of theirs and have found their product/service to be valuable, mention it to them. Everybody loves flattery.

Do whatever it is you can to make *your JV offer stand out!* Make them an offer they would be crazy to pass up!

And do not use a form letter or one of those generic software-generated notes. Any seasoned marketer will smell that stuff a mile away. Instead, put your *heart* into it. Make it unique. Use existing forms and email samples only as a guide.

Here's another tip that's extremely powerful...

Shift your focus to the other party and ask yourself "What do they need? What can I offer them that would be of value to them?"

Marketing consultant and author, Robert Allen, said something very interesting when he was promoting his most recent book. He wanted to get invited into the Oprah Winfrey show. But instead of asking himself "How can I get on Oprah's show?" he asked a better, more useful question... "What does *Oprah* want on her show?"

Do you see how that *little* shift in focus can create a world of difference on the results you'd get?

Here's something else you can do that's also very powerful and effective...

Offer to help the other person with something first. Anything. Without bringing up your joint venture offer. Then, when you've created some value for them, you can ask them to help you out with something. (Say a joint venture, perhaps?)

Do you see how this strategy differs from what most people try to do out there?

Heck, I've even seen people requesting joint ventures by just sending a one-line email to the other person which reads, "*Want to promote my product? Here's my link...*" Do they really expect me (or anyone for that matter) to even respond to that note? It just doesn't work!

Be unique! Create value for them first! Make it worth their while. *Make them an offer they can't refuse!*

And finally, keep in mind that no matter how great your offer is, not everyone will say "yes" to it. If you don't hear back from the person, wait a week and follow up with them. If still nothing, move on to the next one.

I've approached some people who just had too much on their plate already and just weren't able to work with me. Or maybe they just didn't like my product or didn't feel that it would fit in with what *they* were doing.

It happens. Don't take it personally.

The trick is to not quit after the first "no." Forming powerful, *mutually-beneficial* alliances with successful businesses is the best strategy available to us. And it is well worth your time to continue pursuing joint ventures.

Just one well-structured, well-launched joint venture can bring in an avalanche of profits for you, not to mention all the new customers you can add to your list. It's a win-win for everyone involved.

Don't be afraid to ask for a joint venture. If you don't ask, you are guaranteed to *not* get it.

By following just the handful of tips provided in this article, you will stand apart from the rest, and will greatly increase your chances of striking powerful joint venture deals.

Above all else, keep this in mind...

Asking for a joint venture is the same as "selling." You're making an offer to the other person, and the more compelling and unique your offer is, the more successful your joint venture deals will be.

Use all the psychological 'selling' strategies you've learned from the previous sections and apply as many of them as you can towards your joint venture offer.

To your success!

Bryan Kumar

Copyright © 2002-2004 Bryan Kumar & About-Secrets.com. All Rights Reserved.

If you would really like to become a master copywriter, a wizard of the written word, I highly recommend that you check these resources out...

Discover 21 Top-Secret Psychological 'Motivators' To Instantly (and Ethically) Persuade Prospects to Buy NOW and Buy FOREVER ...

[Click Here to Learn How!](#)

Become a *Wizard* of the Written Word! Learn the Incredible "Insider" Secrets to Writing Web Copy That Brings In *Huge* Profits!

[Click Here to Learn How!](#)

An About-Secrets.com Publication
(Where **Secrets** Are Revealed!)

The Internet Marketing Strategies (IMS) Newsletter

Discover...

- Low-cost, low-effort, and battle-tested strategies that will vault you light years ahead of your competition!
- Strategies that are quick & easy to use, and produce dramatic results!
- Profit-producing methods used by the best marketing minds online!
- Plus, valuable reports, ebooks and software to help you make more money... **including updates to the above copywriting report!**

[Click Here to Sign Up Right Now - While it's Still Available.](#)

[Find Out How a "Handful" of Smart Marketers Are Silently Creating Fortunes With Little Or NO Competition... and How YOU Can Do The Same!](#)

Revealed: How to Profit From The Internet in
24 Hours or LESS... **Guaranteed!**
Get Your **FREE** Report From Here!
<http://www.about-secrets.com/24report.htm>