

MY NOTE TAKING NERD'S NOTES FROM EBEN PAGAN'S GURU MASTERMIND PROGRAM

Nuts and Bolts: Writing a Sales Letter That Converts Like Crazy Pt. #1

Or "How to Write a Killer Sales Letter, Session 1"
(With Craig Clemens)

Introduction:

Many writers make the mistake of speaking to what they THINK motivates their prospects...only to find out they are dead wrong.

If you aren't talking to your prospect's STRONGEST and DEEPEST wants, needs, and desires, then you are doing them a disservice and you're *leaving money on the table*.

The GOOD NEWS:

The information that will move your prospects to buy your products and services is already inside of YOU.

The Problem is:

GETTING IT OUT!

The Solution:

"The Persuasion Interview"

- How to Systematically discover what will move your prospect to buy.
- What is it? A series of techniques that allows you to quickly discover EXACTLY what motivates a prospect to buy - in any market and with 100% accuracy

Your Mission:

- 1. Get inside of your prospect's head and figure out what REALLY motivates them to buy.**
- 2. Get inside of *your own* head and pull out everything about**

your product that relates to your prospect's needs, wants, and desires.

3. Put it all together in a sales letter in a way that pushes their "hot buttons" most effectively.

Let's Get Started...

Exercise: The Autobiography

- **Write an autobiography as your prospect.**

- Get DETAILED. How old are you? What do you do for a living? Are you married? Kids? Girlfriend? How much money do you make? Where do you live? What kind of place?

- Think about how you - as your prospect - feel about the area of your life that your product helps improve. What are your frustrations? What do you want to change? Most importantly...why?

- Take some time on your own to do this exercise- at least 15 minutes.

Answer the following important questions:

Question # 1: WHY did you create your program (of products and services)?

(Make a list; be specific; make the list as extensive as you can!)

Question # 2: What are the MAIN BENEFITS your prospect will receive from your program (of products and services)?

(Make a list of at least 20 - 25 or more benefits)

Question # 3: What are your prospect's 3 BIGGEST BUTTONS?

(Write more than 3, then narrow it down. For example, Big Buttons can include fears of extreme outcomes, such as "dying alone" in terms of the dating and relationships realm.)

Think about the things that influence your prospect the most, and that shake and rattle them.

Question # 4: What are your prospect's FEARS around the area of life

that your product addresses?
(Make a list)

Question #5: What are your prospect's biggest FRUSTRATIONS?

Question # 6: What will your prospect GAIN after going through your program or using your products/services?

Question # 7: What is your PROOF? Why should your prospect listen to you?

(This is very important. This is what will influence your prospect the most. For example, if you're in the medical field, this is where you'd want to mention your medical degree.)

Question # 8: Who is this program for? Who DOESN'T need it?
(Make 2 lists)

a. Who DOES need it?

(For example, "Anyone who wants to create some financial freedom for themselves.")

b. Who DOESN'T need it?

(For example, "If your last name is Pitt and you're a famous movie star, and you have women throwing themselves at you on a regular basis.")

Question # 9: What tasty information can you GIVE AWAY for free?
(For example, a "Top 10 Mistakes List"; or "Five Tips that you can take and implement and get results RIGHT AWAY!")

(Don't be afraid to give away some of your BEST and MOST ACTIONABLE content. This will cause the prospect to think "wow, if he's giving away this good stuff for free, then he must have EVEN BETTER stuff that he's selling.)

(The tips you're giving away need to be DIFFERENT than what's available for free out there all over the internet. Counter-intuitive tips are especially valuable- such as "trying too hard".)

(This shows your prospect that you know what you're talking about and it gives value to the prospect.)

Question # 10: Why might people NOT buy? What objections might

they have?

(For example, they might be afraid of giving their credit card info on the internet. Or, they might be afraid of receiving information by mail that is not contained within discreet packaging.)

Question # 11: What is THE DREAM?

(Here, you should get irrational. For example, "Live like Hugh Hefner and have six blonde girlfriends who all fight to spend the night with you." Or "Take a pill before I go to sleep at night and the next morning wake up next to a hot blonde.")

Question # 12: What is THE NIGHTMARE?

(Here, you should get both rational and irrational. Think back to the worst fears of your prospects that you identified in an earlier question. The real irrational nightmare might be "I get a knock on the door from the IRS one day and then get hauled off to jail; I then lose my marriage and home" or "I will not have any dates again for the rest of my life and I'll die alone.")

****NOTE: Be sure to answer each and every one of these 12 questions. Session 2 will be based upon the information that you come up with in this session.**

To Recap, here are the 12 important questions to answer:

- 1: WHY did you create your program (of products and services)?
- 2: What are the MAIN BENEFITS your prospect will receive from your program (of products and services)?
- 3: What are your prospect's 3 BIGGEST BUTTONS?
- 4: What are your prospect's FEARS around the area of life that your Product addresses?
- 5: What are your prospect's biggest FRUSTRATIONS?
- 6: What will your prospect GAIN after going through your program or Using your products/services?
- 7: What is your PROOF? Why should your prospect listen to you?

8: Who is this program for? Who DOESN'T need it?

9: What tasty information can you GIVE AWAY for free?

10: Why might people NOT buy? What objections might they have?

11: What is THE DREAM?

12: What is THE NIGHTMARE?