

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

Nuts & Bolts Training - Writing A Sales Letter That Converts Like Crazy - Part 2 (Hosted by Craig Clemens)

- 1. Use a "Benefit-Driven Headline"**
- 2. Use "Subheadings"**
- 3. Use "Questions" that "show you Understand the prospect"; Push your prospect's Buttons!**
- 4. Use "Powerful Analogies and Stories"**
- 5. Use the following as a Theme, when writing/talking to your prospect: "It's NOT your fault...and there's HOPE!"**

(The idea to convey to your prospect, is that: "Even though it is your fault that you are lonely/overweight/depressed/etc or have this problem... it is NOT your fault that you don't have the answers/solutions..." "That is what I am here to provide to you!")

- 6. "Give away Free Content"**
- 7. PROOF PROOF PROOF!!!**

A big focus you should have, is to give your prospect lots of proof that you are legitimate, that you have the answers/solutions to his problems, and that you can be trusted! Give him PROOF to all of these things!!

- 8. Tell your prospect clearly and succinctly: "What IS it (your product /information) and what is IN it (what's in it for your prospect)!!"**
- 9. Use "Bullets"**
- 10. Be sure to include somewhere in your sales letter: "Who needs it (your product)?" and also "Who doesn't need it (your product)?"**
- 11. Tell your readers: "What makes your product DIFFERENT (from all the rest)?"**

- 12. “Wrap it up!” (In a nice, clear, concise conclusion)**
- 13. Give the “Price”**
- 14. Provide a “Guarantee” (e.g., 30-Day 100% Money Back Guarantee)**
- 15. Be sure to “Close” the customer (i.e., Ask him to Buy your product; Use a “Buy Now” button); Also, end with a concise closing statement, just prior to your signature.**
- 16. End with your “Signature”**
- 17. Include a “P.S. Statement”**
- 18. Finish with “Testimonials”**