

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

Interactive Skills Training: Writing A Sales Letter That Converts Like Crazy
(With Craig Clemens)

Regarding using product IMAGES on the top of your sales letters and other copy:

Craig mentioned that the sales copy for DYD and Christian Carter which used product images at the top of the page converted much better compared with those pages which did not have product images at the top.

This was probably because everyone who read these sales copy pages had already bought something first; nobody was coming in cold.

Therefore, rather than being turned off by the product images at the top of the page, it made these customers more excited, rather than scaring them away.

Using product images at the top of your sales copy pages may have a negative effect however, for new prospects. Your best bet is to test it out for yourself.

Regarding Pseudonyms:

If you're going to use a pseudonym, Craig recommends:

Use a name that is:

- Simple
- Easy to spell
- Easy to remember
- Has a nice "ring" to it
- Also, having a rhythm is a good idea.
- For example, "David DeAngelo" has a nice ring to it, like "Coca Cola";

Both are "alliterations" which means they both have words that start with the same letter (ie, "D" or "C", etc)

Also, there are other psychological elements. For example, "Christian Carter" sounds like a guy who's in a boy band or who is already famous.

Regarding your Headlines, and the use of "Fear":

Consider using a "Fear" in your headline... Fears are usually Hot Buttons of your prospects.

Fear is very under-utilized as a marketing tool...it is a button to push, just like benefits are. Fear is very good to use in many different marketing situations. Try to pinpoint the exact fears of your prospect.

For example, here's a statement which speaks to the fears of many women, "If you don't know what he's thinking, he's probably thinking of LEAVING YOU."

Using "Swipe Files":

Swipe Files are files that you create and keep as a reference, by collecting good pre-existing sales letters which you come across. Craig recommends obtaining and reading books, sales letters, and other copywriting by authors such as:

- John Caples
- Eugene Schwartz
- John Carlton

Gary Halbert (see: www.thegaryhalbertletter.com; Gary recently unfortunately died; he was one of the greatest copywriters of all time)

A great way to get started with copywriting, if you're just a beginner:

- Find great pre-existing sales letters, and tailor them by swapping words out, word-for-word, so that the letter eventually fits YOUR product.

- Go and get some DoubleYourDating newsletters and sales letters, and **then "steal" some bullets and change out some words, to fit your products.**

Give Away Free Content:

- **Give away 3 to 5 things for FREE to your prospects**, and save the rest for your product
 - **DON'T "give away the store", but DO give away some of your BEST material to your prospects**
 - **Give away things that people can go out and use right away...**
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When using "**Bullets**" in your sales letter which boast about the amazing content in your product (ie., your E-Book), **within the Bullet you can/should include the page number where the specific content mentioned can be found in your E-Book.**

For example: "Four techniques to have more energy during the day" (Page 16)

Ideas for Free Bonuses that you can Offer to your prospect, if he buys your product:

- A free interview with an Expert (for example, a Health and Wellness expert, etc)
- A free Question and Answer E-Book or Audio CD

Giving three (3) bonuses is usually ideal. The best bonuses are usually stuff that complements your main product, but which isn't exactly the same. For example, a bonus to "Double Your Dating" is "Bridges" (it's about love-making). Interviews, Q&As, and other fast stuff like this is also a good way to create bonuses.

Q: Is it advisable to have your product focus on one main benefit, rather than focusing on providing multiple different benefits?

A: It's preferable to make a product that is focused on one main benefit, such as getting your "inner game" together. But there are also "sub-benefits" that go along with that, such as conquering your fear of approaching women, etc. So, in summary, you should make your

product focus on one overall benefit, but have sub-benefits that enhance and support it.

Q: Is there an organized strategy for improving a Sales Letter?

A: The biggest changes are going to come from adjusting the overall theme of a Sales Letter. You can have the same benefits offered, but try re-writing the entire thing to get at the benefits with a DIFFERENT APPROACH or theme. For example, for a product about keeping your man faithful: You could test a FEAR-based approach ("you never know just what he's thinking...") vs. a BENEFIT-based approach ("how to make sure your man never leaves you...").

Q: Should you ever create a Sales Letter before you have a product created?

A: Yes - especially if it will cost a lot of time and money to create your product. You can also test your future product's potential with just a Landing Page and a promise of a free report. You can then see how many people subscribe.

You can also consider "dry testing" your potential product, where you ask for your prospect's name and address in a fake shopping cart, and this can give you an idea of what amount of people actually intend to buy your product.

Q: Is it okay to break up a Sales Letter into multiple parts, and use the various parts as part of an auto-responder sequence?

A: You could do this, but it's probably not a good idea. Once you have your Sales Letter working, don't screw with it too much. Just make something else for the auto-responder. Make an auto-responder with a "free line" piece of content, which focuses on solving a particular problem which the prospect has, mixed with short pitches for your product(s).