

# 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) Part #2**

**Focus on your prospect's HOT BUTTONS:**

- A Hot Button is a fear or desire that is so close to a prospect's heart, that he may even be afraid to admit it to himself even!
  - Hot Buttons are things that will shake up the customer the most. For example, find 3 – 5 things that he wants to fix the most in his life.
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**More Miscellaneous Advice:**

It is NOT advisable to mention your COMPETITORS in your sales letters. (In other words, don't mention your competitors for Contrast, or to put them down, etc.)

Your readers don't often know about your competitors. You don't want to bring them up in your Sales Letter, and run the risk of the prospect going off and checking out other people's stuff, because you mentioned it.

Rather, if you need something for Contrast, then contrast/compare the following:

- a. The potential experience/benefit your prospect will gain from your E-Book (or other information product), compared to/contrasted with:
- b. The ALTERNATE SCENARIO of your prospect investing and sacrificing lots of time and money, by going out into the world in an attempt to acquire by himself all the information that is conveniently provided in your E-Book (or other information product)

Example: "To obtain this knowledge on your own, you would have to spend literally 5 to 10 years reading all the books, doing all the research, trying things out on your own, and spending up to \$50,000; in fact, you could even risk LOSING thousands of dollars by trying things that DON'T work...OR, instead, you could take advantage of the

fact that I've already done the research, I've already made the mistakes, I've already spent tons of money trying stuff out on my own. Here's your chance to take advantage of what I've already done...for just the low price of \$97. So, when you compare what you COULD spend and LOSE.. compared to what MY product costs...well, it's really a BARGAIN!!"

**Important Advice: Spell out the prospect's FUTURE when you are writing a sales letter**

- For example, describe what changes are going to take place in the prospect's life, after he gets your product
- Create a "compelling future" for your prospect
- To see a good example of creating a compelling future for your prospect, go and read the section of the sales letter for

DavidDeAngelo's "Deep Inner Game" product, which starts out with the phrase: "Armed with this knowledge, I promise..." (This section is just before the section which mentions the "Magic Moment")

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Q: What is your # 1 tip which you haven't shared so far?

**A: The most overlooked part of a letter is AFTER your close. You DON'T want your relationship with your customer to just end there.**

**Instead, you should vividly describe how great it's going to be when he buys your product, and he starts to magically see results, for example, within 7 days, 30 days, etc.**

An example of this is Craig's "Magic Moment" post-close, in the "Deep Inner Game" sales copy letter. At this point the prospect's logical brain has already been taken down by price comparisons, testimonials, guarantees, etc. This final segment talks to the emotional brain, and it makes the prospect want it so badly that they buy. Spell out exactly what will happen in the dream fantasy scenario in explicit detail. Further Tip: Always have multiple people read and EDIT any important piece of copy that you create. Craig realized that his Deep Inner Game letter still has typos in it, even after two editors, and years of being online.