

21 Sales Letter Secrets that Can *Dramatically* Increase Your Results and Perhaps Even Make You Rich

Written by Scott Groves

Brought to you by



Immortal Entrepreneurs

“Leave Behind a Legacy by Turning
Your Passion into Profit for a Purpose”

www.ScottGroves.com

You Can Re-Distribute this Special Report to Your
Clients, Friends or Whoever Will Appreciate it. You
may find it helps them in their business also.
(The only condition is you cannot alter it in any way)

Disclaimer – We make no promises and expect you to test your results like all good marketers would.
For full disclaimer visit www.scottgroves.com

WELCOME!

What you are about to read could change your business and financial life.

As a “Results Coach” to numerous business owners in a variety of fields, I am often puzzled as to what little or no effort goes into marketing.

Businesses spend money on advertising methods such as billboards, signs, car signage, magazine and trade journal space, newspaper, mail drops etc... and yet every day I witness 100 mistakes for every one element I see correctly implemented.

You see, marketing is an absolute science. It has rules. If you break the rules you will either lose money or become ground breaking. As sexy and exciting as being a “Trailblazer” sounds, it often ends in disaster.

The Golden Rule in marketing is to learn the rules before you ever attempt to break them. Whilst that may not be glamorous – it will make you money.

By applying what you are about to read now, you can dramatically increase your marketing pull and potential profit.

Want proof?

“Thanks to Scott I have gone from not getting paid to booking a one month holiday in Thailand because he has **literally turned our business around in less 5 hours of consulting**. We have sold more memberships in one week than we had in the last 2 months combined. Our stagnant product is now moving. Our first mail drop with Scott cost just \$275 and has already pulled in \$7,656 in just days. **That’s a 2783% Return on Investment** and we are not done yet as people are still calling. We have had the best week ever since we opened our doors. Forget the stock market and hire Scott. The best part is he is teaching us how to do the same for ourselves. His methods are very empowering.”

Kylie Hams. Founder of Trim’N’Terrific Exclusive Personal Training Studios

“Scott understands the way people think like no one I’ve ever met. He helped me create the change I needed that **catapulted my sales by 803% in 7 days**. I feel more successful than I ever have and I am burning with enthusiasm for life.”

- Ian Bellion, Niagara Therapy

*****Update – 2 ½ years later Ian has maintained an impressive 371% increase**

There are stacks of marketing rules. Every type of ad you run will have its own set of rules you should seek to learn and follow. But these variances are often only slight. The art of copywriting and the ever present human element leave behind a certain predicability that makes marketing so exciting.

Here I will share with you 21 Secrets to Profitable Sales Letters. Mind you, all of these secrets could be easily applied to any form of marketing.

When you recognise these secrets in marketing you naturally see the mistakes also. Everywhere you look you will see brochures or ads breaking or following these rules. And you can be sure that the chances of these ads losing or making money will be in direct proportion to what you are about to read.

How Can You Use These Letters?

You can use these secrets to

- Write killer sales letters for your business to attract and convert more sales
- Create joint ventures and lure the most influential help in your industry
- Pick up the sexiest person in the bar (or turn on your partner with the power of your written word – my wife loves the notes I write – and I love that she loves them...
... *if you know what I mean*)
- Get your customers to keep coming back again and again
- Sell your knowledge and experience to other businesses and let them pay you big bucks for helping them do what they cannot be bothered learning how to do (once you inject these secrets into your writing you will never be looked at the same again)
- And much MORE – let's just get into it...

Apply these diligently. Do not even dare to risk leaving one out. Use this as a checklist for every letter you write and you will dramatically increase your chances for success.

Here we go...

21 Sales Letter Secrets

The Accumulated Knowledge and Research from Some of the World's Greatest Ever Copywriters (and some of my own stuff thrown in)

1. Stay away from image ads that fail to make any sort of offer, call to action or extend any real benefits. Image advertising is an “idea” sold to many business owners by media and people who rely on ignorance to accumulate repetitive ad space purchases in the hope that “repetition” will bring more sales.

A crap ad won't work no matter how many times you show it. Direct response is the **ONLY** way to go. The purpose of ALL ads for small business owners must be to make money. Period!

Newsflash! If you have your logo in the top half of an ad or sales letter you are selling image – not benefits to your potential customer.

You may be thinking, “Well so many people do it so surely it must hold some water!” Think again!

Think about this... you get stuck in a conversation with someone and all they do is talk about themselves. You become bored shitless in less than 5 minutes.

A logo at the top of the page with copy that follows it with that “ME, ME, ME” garbage is as boring to read as it is to listen to. Got it? GOT IT!

2. Headlines. Include a headline that has one or more of the following – announcement, benefit, promise, guarantee, free, testimonial, how to, advice to, specific \$ and time.

Headlines that suck have wasted 90% of your advertising dollar.

Writing headlines is arguably the greatest of all skills to learn. Once mastered you are set. If you need help getting started I recommend creating headlines using templates. You can get access to a unique piece of software that has you answer 4 basic questions and then whips out [100 Killer Headlines in less than 17 Seconds](#).

There are countless books on copywriting and headline creation. So it kind of goes without saying that there is no way in hell this little report can deliver all you need to know about headlines. Because of this obvious fact I won't bother insulting your intelligence by apologising for something so plain to see.

Instead I encourage you to follow some basic rules for headlines.

1. The great Ted Nicholas says to never use more than 17 words in your headline. In saying that, David Ogilvy also points out that using less than 6 words often sold less than headlines that contained between 6-12 words. Soto there's your benchmark.
2. Actual words that tell a story of promote a very clear, specific and powerful benefit is the best way to go. Anything else from the average copywriter just makes people think too damn hard. If the reader ahs to think too hard they are already thinking of saying “Goodbye” to your headline.
3. World class copywriters are often recounted as saying...Never use negative headlines. I don't always hold this to the letter. I find that negatives that play on fear and pain can work and are best used in industries that sell prevention style products like life insurance, risk management and all the boring crap that people will put off for a rainy day.

The truth is that pain is a great motivator in the short term. It will get people off their ass to begin the sales process. The downside is too many people abuse the power of their pen and insult people and invoke the wrong kind of fears. This is what fails to work. If you don't have a good understanding of the human mind you should steer clear of it because it can end in disaster very quickly.

4. Curiosity Headlines. Curiosity and being clever in headlines is a waste of time without self interest. You must capture the reader with real benefits or they will get pissed off when they make the effort to read on and the subject is different form what they first imagined. They will throw you away in disgust.

Let's move into the next secret...

3. **D**rop cap to get people into the copy – notice how your eye is dragged into the copy where you see this used. Research has proven this to increase readership by an average of 13%.

4. Indent your first line of each paragraph – it brings the readers eye into the page and gets them moving. Momentum is key.

Fact – You Are One Good Sales Letter Away From Your Fortune

5. Use subheads to break up chunks of text.
6. Mix up your paragraph sizes – some paragraphs may be 4 or 5 lines then the next one may be just 1 line. Keeping it “choppy” makes it easier to read and stay on track as to where you are at in the letter / ad.
7. Write your offer out first with the exact action you want your prospect to take – phone you, send something in, visit a website, email you, buy from you, send money, order something and pay later, visit your storefront, what???
8. Include a Blue colour scan of your own signature - blue makes it stand out from the black type and it also comes across as real unless you look really hard. This personalised feel adds to the effectiveness.
9. Edit your copy to delete as many “we” and “our” “your name” “your company name” and put in “YOU”. Talk about your customer. WIIFM. If you don’t know what WIIFM stands for you had better call your accountant to check that you’re not broke yet.
10. Write as though you speak – corporate style letters with bullshit language are the first ones both you and I throw in the bin.
11. Always write to ONE person – not to an audience. You may mail it to 1,000’s but only one person reads it. Talk to them only.
12. Use bullet points to break up lots of benefits into easy scannable text – number them if you have a lot of them. It subconsciously adds to the value of what you deliver – image bullets are also harder to keep your place in the text. If they lose their spot in the letter, they are more likely to stop reading... and if they stop reading you stop making money.
13. **Highlight** and use **BOLD** so that people can get the message by simply scanning your highlights and bold parts. Time is your customer’s greatest enemy. Make life easy for them.
14. Avoid underlining too many parts as it causes the eye to stop going down the page. Little bits are okay but be careful not to overuse it. You can see how it stops the eye. Now read on...
15. When editing... Read it out loud to yourself – you will pick up where it loses flow and words that stop your brain.
16. Have 5 other people read it out loud while you listen. Take notes on where they stumble and do not interrupt them. Just let them finish before you start asking questions or commenting. If you feel you have to explain any of it while they are reading it then your letter is probably not ready.

17. Start small and once you have a profit pulling ad / letter then just roll it out with bigger and bigger investments and keep testing and monitoring your results. The key is to re-invest your returns into bigger ads with bigger and more targeted markets / lists.
18. Have you heard the saying, "Prevention is better than a cure". Whilst it tends to ring true in our brains, it doesn't sell very well. People buy cures and solutions to problems they HAVE, not ones they MAY get.
19. Remove the risk. You often have policies in place for how you would handle a customer if they complained. i.e. Free meal at a restaurant or "You fix it for free" etc.

Whatever it is you would do for your customers to keep from losing them, start saying it up front to keep from losing them to your competitors. This strategy alone can drown you in a flood of new people.
20. Use specifics. In your headlines, benefits, examples and testimonials you should have accurate, honest and specific information. For example...

Which of these reads better to you...

"I recommend Scott's stuff. It has taught me a lot." – Joe Blow

"**Our first 2 hour meeting** with Scott concluded at 12.50pm. Using Scott's marketing ideas **we created \$6,800 in new sales by 3.20pm and we didn't spend a single cent to do it.** These were not deals we had on the go either - **this was a fresh out of the box idea Scott gave us and it worked like magic!** We cannot believe it. After months of frustration, it has all just vanished.

If you need to fire up your sales and inject serious cashflow back into your business then drop everything and call Scott. He can turn things around FAST!"

- Liisa Bell, Georgie and Hector

Specific, descriptive testimonials are far more persuasive and powerful than plain and boring recommendations. Actual figures, dollar amounts and time with emotional transformations are a great formula for credibility building testimonials.

Here's another example that whacks a punch...

(turn the page)...



If you're serious about increasing your bottom line by 100%, go listen to someone who can teach you. If you want massive results, spend 2 hours of your time with Scott."

- Nicholas Sinclair,
Solutions Unlimited Financial Planning

Well that's pretty much it. Oh!!.... one more to go... read below...

Think BIG! Act Bold! Have FUN!



Scott Groves

P.S. Number 21 is to always include a P.S. The P.S. is the 2nd most read part of any letter. I bet you are reading this right now aren't you? A good P.S. should contain many elements. Ask for the sale again, remind your reader of the offer, the biggest benefit, the bonuses, the urgency, the scarcity and more.

Read every word to the bottom of this page to ***watch me take the piss out of myself...***

If You'd Like to Know How You Can Write 100 Killer Headlines in less than 17 Seconds

visit

www.ScottGroves.com



You Can Buy Headline Creator Software for about \$67 US Dollars or **Get it from Me for Free along with over \$15,980 worth of business tools, audios, etc when You Become an "Immortal Entrepreneur" Member**



(This is the kind of logo I was referring to that business owners care more about than their customers. And YES! My Dad loved it but few clients have ever praised it)

Special Audio Message for You at this Website - [click here now](#)