



MEG Fitness

Create a New Future, Create a New You!

Writing an Online Sales Letter That Sells

Once you have determined the ideal qualities, characteristics and attributes of your perfect client, as well as what makes them tick and what they expect you to deliver to them, you are ready to write your online sales letter. Here are the main parts that letter should have.

Get their attention

Immediately, the headline should catch your reader. People have very short attention spans; if the headline doesn't instantly catch their attention, they will click off.

Your entire letter should be interspersed with headlines. What makes headlines so important is that 75-80% of the population are 'skimmers' and not in-depth readers. Headlines allow the reader to catch the information of interest to them. Often, once they have read the headlines, they will then go back and read the entire letter and then make a decision to buy.

In your letter, include a salutation. Research has shown that using a salutation, such as 'Dear Friend' has a 14% better response rate than a sales letter without a salutation.

Identify the problem

Now that you have your reader's attention, you need to gain their interest by spelling out their problem and how it feels to have that problem. The reader should say, 'yea, that's exactly how I feel' when they read your letter. In fact, really hit where it hurts; pretend it's an open wound you are rubbing salt into.

These questions should make the person feel a bit edgy if they are your ideal client. After all, they have a problem and you are the perfect person to help them solve it. This is their reality. In order for you to help them, they have to be willing to look at the problem. If they're not willing to look at the problem, even for a minute, they probably won't be willing to pay for a solution.

Provide the solution

Now that your client feels the pain, it's time for you to provide the solution. This is where you boldly stake your claim that you can solve the reader's problem.

In this section you will introduce yourself, your product and your services. Relieve the reader by telling them there's no need to struggle through all their problems, because your service will solve it for them.

Present your credentials

Just after you have introduced yourself and your services, your reader is thinking, 'yea, everyone says they can solve my problem'. So now it's important to hit them right away with the reason why you can be trusted. List your credentials by any of these examples:

- 1- Successful case studies.

- 2- Important awards or recognitions.
- 3- Conferences where you have spoken.
- 4- Length of time you have been in your field of expertise.
- 5- Prestigious companies or people you have done business with.

After reading this section, your reader will get the impression that you have been very successful and that they can expect the same results

Show the benefits

Now it's time to tell the reader how they will personally benefit from your service. Remember, people are only interested in what it will do for them, not about you or the features of your program.

A good exercise is to get a piece of paper and draw a line down the center of it. Then write down all the features of your program on the left. On the right, write down all the benefits. Think of everything possible. Include these benefits as bullet points to make it easier to read. List an uneven number of benefits in this manner. In many cases, people will buy solely based on just one of the benefits you have listed!

Give social proof

After you have presented all your benefits, the reader will again begin to doubt you, even though they hope all they've read is true. To build your credibility, present your reader with testimonials from satisfied customers. Testimonials demonstrate that you are real.

Make your offer

Your offer is the most important part of your sales letter. Your offer should be irresistible! You want your readers to say, "I'd be stupid to not take advantage of this deal!"

Your offer can come in different formats. For example, if you are offering a particular service, you might package several visits together, offering a discount, as well as a free article or self-assessment to go with it! To raise the value of your offer, add services, rather than lower your price. Include vivid explanations of the benefits of the additional services in order to raise the perceived value of your offer.

Give a guarantee

To make your offer even more irresistible, you need to take all the risk out of the purchase. Since people have a built-in fear that they are going to get ripped off, and many people offer money-back guarantees, give the absolute strongest guarantee you can! If you aren't confident enough in your services to give a strong guarantee, you should think twice about offering it to the public.

Inject scarcity

Most people take their time in responding to offers. There are many reasons people procrastinate on investing in a solution. Here are a few:

- They don't feel enough pain to change
- They are too busy and just forget
- They don't feel the perceived value outweighs your asking price
- They are just plain lazy

People need an extra incentive to take action. When you inject scarcity, you address their pain, again, making them feel that there is a deadline. Offer bonuses that are time-sensitive, or give a deadline for the price offered, etc.

Call to action

Do not assume that your reader knows what to do to receive the benefits from your offer. You need to spell it all out. You must tell them exactly how to order from you: Must they call you, send you an email, and fill in the web form to contact you? Make it very clear what you expect them to do and have the numbers and forms right there.

This call to action must be action-oriented. Make it urgent and immediate! For example, “Pick up the phone and call me now!”. Be very specific in your instructions.

Plant your call to action throughout your letter. When you include a call to action throughout the letter, people won't be surprised when you give that call to action at the end.

Even after your call to action, you want to continue to build emotion. Tell the reader what will happen if they don't take advantage of your offer. Perhaps they will continue to feel tired and run down, not fit into their clothes, have to continue on their medication, even worry about their health deteriorating further. Try to paint a graphic picture in the mind of the reader about the consequences of not taking action now. Remind them just how terrible their current state is and that it just doesn't have to be that way.

Close with a reminder

Always include a PS in your letter. Believe it or not, your PS is the third most read part of your sales letter! In your postscript, you want to remind the reader of your irresistible offer. If you used scarcity in your letter, include your call to action then remind them of the limited time.

If you want to compete with others vying for your potential client base, you need to be a step ahead and learn how to write an effective sales letter that will bring clients to your door!

About the author:

Marjorie Geiser has been teaching health, fitness and nutrition since 1982. She is a nutritionist, registered dietitian, certified personal trainer and life coach. As the owner of MEG Fitness, Marjorie's goal for her clients is to help them create the practice and life of their dreams. She is available for coaching. To learn more about the services Margie offers, go to her website at www.megfit.com or email her at Margie@megfit.com