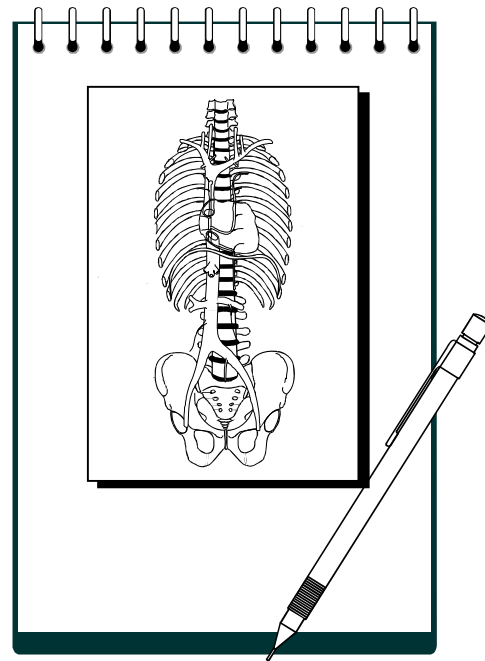


“The Anatomy Of A Sales Letter”



An inside look at the individual components of a winning sales letter to see what makes it successful.

Dear Friend,

We get lots of calls from Insiders with questions about writing sales letters.

In direct marketing, the most valuable and highest paying skill you can possess is knowing how to write an effective sales letter.

Even if you have an advertising agency or copywriter that writes your ads or sales letters, you need to know how to recognize good direct response copywriting.

In this issue of DMS, we're going to talk about the various components of a successful sales letter. Before we get started, take a few minutes to read the sales letter that begins on page 5. Then, return here and we'll get started.

The headline.

1

All sales letters should have a headline. The purpose of your headline is to get your prospects' undivided attention. If your sales letter is in the form of a personal letter, use the opening sentence in the letter as your headline. Or, put your headline in a "Johnson Box" under the salutation like this:

(next page please)

8 Dear Mr. Prospect,

 * **Here's How You Can Easily Master The Art And Science** *
 * **Of Writing "Killer" Ads & Sales Letters** *

(For more about headlines, see Volume 5, Number 6 of Direct Marketing Strategies.)

The sub-heading.

2 Use the sub-head to support or expand on your headline. Your sub-head should pull your prospects further into the letter and get them to continue reading.

The salutation.

3 "Dear Friend" is probably the best salutation you can use. It's warm and friendly. And, it can be used for most sales letters. There's not much evidence that proves one salutation works better than another. So keep it simple. "Dear Friend" works fine.

The opening paragraphs.

4 An effective way to open your sales letters is to get straight to the point with a "WIIFM" (What's in it for me?). Tell your prospects right up front what's in it for them and you have a better chance of getting them to continue reading. Notice how the first three paragraphs are single sentences. Use single sentences and short paragraphs in your sales letters. This makes your letters easier to read.

Credibility.

5 The letter states that Brian is one of the top copywriters in the business. Listing the names of some of Brian's famous clients helps back-up this claim, which gives the letter credibility. Whenever you make a bold claim in your advertising, you should always back it up.

Testimonials.

6 Here are some of Brian's customers and peers telling you what an exceptional copywriter he is. Testimonials are an excellent way to back-up what is said in a sales letter and further establish credibility with your prospects.

Bullets.

7 Think of bullets as "little headlines" revealing the benefits of your product or service. Different people are motivated by different benefits and that's why you must include benefit-packed bullets in your sales letters. If you've got a full page of bullets, you may want to make every other bullet bold. This makes them easier to read.

More testimonials.

(next page please)

14 Testimonials are a great support element for successful marketing. They build believability and credibility. You need to have testimonials in all your sales letters. Good testimonials will help you excite your prospects about the benefits that you offer, and lower their anxieties about buying from you. They let your prospects know that people just like them have received the benefits you promised.

You get.

9 If what you're selling comes in a package, break-up the package into individual items and tell your prospects exactly what they'll get. How many times have you read a sales letter, and after reading it you still were not clear what the offer was? You must tell your prospects in no uncertain terms exactly what they'll get when they order from you. The best way to do this is to make a "you get" list.

FREE bonus.

10 There's no question about it, FREE bonuses increase sales and you should always include them in your offer. People love getting something for FREE! A FREE bonus with a high perceived value will convert more of your prospects into customers. The best type of bonuses are offered on a limited basis. With this bonus, Brian has graciously agreed to allow me to offer additional copywriting critiques to the first 35 Group M Insiders to order. Because this bonus is limited to the first 35 customers, it creates urgency. Offer a FREE bonus on a limited basis with a high perceived value and watch your sales soar!

Money-back guarantee.

11 The surest way to increase your sales is to offer a powerful, no questions asked, money-back guarantee. Your prospects are skeptical and you need to completely remove the risk of buying from them. You or your company must assume the risk -- not your customers. If you have a quality product or service and deliver on what you promise, offer a money-back guarantee for the longest time possible. Tests prove that longer guarantees will get you more sales with less returns.

The price.

12 Before stating the price, briefly tell your prospects one more time what they'll get when they order.

Payment information.

13 Immediately after stating the price, tell your prospects how to pay. And, make it easy for them to pay. In addition to accepting credit cards, you may want to consider using a checks by phone service. At last count, 18% of Group M's orders were paid for with a check over the phone. The service that we use and recommend is CHECKS BY PHONE. CHECKS BY PHONE was founded in 1982, which makes them the oldest service of this kind and they are approved by the American Bankers Association. For more information about this convenient service, call: (407) 737-7500 and ask for Leslie Adams. Tell her you were referred by Group M.

(next page please)

Installment plan.

If you offer an installment pay option, you will get more orders. Remember to make it as easy as possible for your customers to order and pay.

Warning.

15

Warn your prospects what will happen if they choose not to order your product or service. You must make your prospects feel the pain of remaining in the situation they're in if they choose not to buy.

Close.

16

In the close, tell your prospects in precise detail what you want them to do. And don't beat around the bush. You've got to come right out and tell them to take action now! Make it a direct command. In addition to telling your customers to order now, you need to tell them how to order. Notice how this close reminds you of the various payment options.

Post Script.

17

Always include at least one P.S. in your sales letters. A lot of your prospects will go straight to your P.S. after reading your headline. Because of this, make sure your P.S. contains a sales message. Restate the major benefits. The P.S. in this letter accomplishes a couple of things. First, it restates a major benefit. Then, it closes again by telling you to go to your phone and call to order. The P.P.S. creates urgency by reminding you if you want to get the FREE Bonus worth \$1,125.00, you need to order right now.

There you have it! The anatomy of a winning sales letter. Study this letter. Better yet, sit down and handwrite or type this sales letter (or any successful sales letter) word for word. Most professional copywriters agree that this is good practice.

Remember, to be successful in direct marketing, you need to know how to write, or at least how to recognize effective direct response advertising. It's a skill that will reward you handsomely for the rest of your life!

Sincerely,

William Echols

1

How To Master The Art-And-Science Of Writing “Killer” Ads & Sales Letters

2

**You Can Use This Easy, Step-By-Step System
To Make Serious Money As Often As You Like --
100% Guaranteed**

3

Dear Friend,

You're about to discover a proven, sure-fire way to increase the sales and profits of every ad you place, and every letter you mail!

4

Even if your ads and sales letters are doing okay, you can now double, triple, or even quadruple the results you're getting!

And it's easy once you know the...

Step-By-Step System For Writing Powerful Ads And Sales Letters That Sell!

That's what this letter is about... showing you where to turn to find simple, yet detailed information guaranteed to make your advertising work.

That's where my friend Brian Keith Voiles comes in.

You may have never heard of Brian, but he happens to be one of the nation's most talented copywriters. He's one of the few people I know that understands the true meaning of "salesmanship in print". (Advertising that sells is "salesmanship in print" and Brian literally wrote the book on it!)

Brian's fee for writing an advertising campaign is \$7,500.00. His clients eagerly line-up to pay him this fee because the ads and sales letters he writes for them are real money-makers!

Good news for you:

Brian recently released a new home study course that makes writing ads and sales letters a breeze! And now you can get this comprehensive course for a fraction of what you'd have to pay Brian (or any copywriter) to write an ad or sales letter for you.

It's called:

**"Advertising Magic: The Complete Guide To Creating
Hot Ads & Sales Letters That Work!"**

(next page please)

Advertising Magic is by far, the best thing I've ever seen on the subject of writing advertising and sales letters that sell.

The bottom line is this: If you want your ads and sales letters to stop being money-wasters and start being money-makers, you must get this course!

Look, knowing how to put together an ad that brings in orders like crazy is one of your most powerful assets. It's an asset that you can leverage and use to make yourself serious money every single time you run an ad or mail a letter.

Advertising Magic will show you how to master the "art-and-science" of writing powerful sales letters, postcards, brochures, order forms, display ads, classified ads, and yellow page ads that sell, sell, sell!

Owning the Advertising Magic home study course is like having your own in-house copywriter on call 24 hours a day, 7 days a week. Because once you apply the step-by-step formulas laid-out in Advertising Magic your ads and sales letters will practically write themselves -- like magic!

By the way, pay special attention, in a few minutes I'm going to tell you about a \$1,125.00 FREE GIFT that Brian has agreed to give you.

Like I mentioned earlier, Brian is one of the top advertising writers in the business. He's written blockbuster ads and sales letters for:

- **Ted Nicholas**, (author of "How To Form Your Own Corporation For Under \$75")
- **Gary Halbert**, (author of "How To Make Maximum Money In Minimum Time")
- **Jay Abraham**, (marketing consultant and author)
- **Dr. Stephen R. Covey**, (N.Y. Time's best-selling author of "The Seven Habits Of Highly Effective People")
- **Dr. Jeffrey Lant**, (author of "Cash Copy") and,
- **Robert Allen**, (Best-selling author of "No Money Down Real Estate")

5

...and the step-by-step system you learn in his course is the exact same system he uses to make these clients and others millions of dollars!!

As a matter of fact, take a look at what some of these top experts and clients of Brian have to say about him and his copywriting skills:

"Brian Keith Voiles is a fantastic, rising young copywriter. He's one of a rare breed in America who shows real talent!"

-- **Ted Nicholas, Marketing Expert • Nicholas Direct**

6

"Brian Voiles is an exceptional copywriter. When I'm talking about business, exceptional means only one thing -- he's exceptional at making you money. If you have a chance to get Brian to write copy for you, book him now before someone else grabs your spot."

-- **Bob Serling, Marketer, Consultant • Stratford Marketing Group**

"Brian Keith Voiles... writes some of the best sales copy I've ever read. He's one of the best copywriters there is and, he's not only

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good, Brian has my highest recommendation."

-- Gary Halbert, Marketer, Author • The Gary Halbert Letter

These guys have all worked with Brian or made money off Brian's irresistible ads; and once you grab hold of Brian's new course, you'll be cranking out money-making ads that are irresistible to your prospects, too!

I'm telling you, if you've ever wanted to step-up your bank account BIG-TIME, Brian's Advertising Magic is the place to start!

**Advertising Magic Is A Complete System
For Making Advertising That Works.
And It's So Simple, Anyone Can Do It!**

With this proven system, you'll be putting out ads and sales letters that'll suck-in the cash like crazy!!

Understand, this isn't information you'll find in all the other ad writing books that are out there -- you'll be learning Brian's deepest secrets about how to put out advertising that pulls in the profits.

Here's just a small sample of what you'll discover and learn from Advertising Magic:

7

- **The very first thing you must do before writing one word of copy!**
- 62 fail-safe tests that every ad must pass before you use it!
- **Exact word-for-word samples of sales letters that brought in millions... and how to adapt those same letters for your own business!**
- How to guarantee that your letter gets opened, read, and responded to.
- **Time tested words and phrases that sell and how to use them.**
- The real reasons people choose to buy anything -- the secret truth long known by master salesmen, sociologists, and "con men" finally revealed!
- **How to write benefit packed bullets that generate sales!**
- The tips, tricks, and techniques that make space ads work like a dream!
- **The most important part of every letter and ad you write.**
- 21 simple steps for creating order forms that get prospects to act fast!
- **How to get "in the mood" to crank out hot ads whenever you want. (...like a hot thoroughbred race horse entering the starting gate.)**
- 11 steps to writing a "million dollar" sales letter.
- **6 ways to improve your ad... after you've done all you could to make it your best.**
- Why people don't respond to a good ad or sales letter, and how to change it!
- **The 3 most basic and over-looked questions you must ask yourself to make sure your ad or sales letter is focused!**

(next page please)

- The inside secrets of how to create a guarantee that encourages your customers to buy now!

With **Advertising Magic** you'll be writing advertising copy just like the direct marketing pros. Here's what else you'll get out of your course:

- **13 tips and tricks for creating powerful openings to your ads!**
- The essential elements of every great sales letter and how you can use them.
- **The 9-step formula that anyone can use to write advertising copy 100 times more potent than the best Madison Avenue ad agency!**
- The best way to create the "first draft" of your ad. (This technique will surprise you!)
- **The 12 mistakes most advertisers make and how you can avoid them!**
- How to get all the testimonials you'd ever want!
- **20 guaranteed ways to increase readership and response to your sales letters and ads... without touching your current copy!**
- The 6 steps you must follow to make sure your advertising sells!
- **How to lay out your sales letter for increased readership.**
- Amazingly simple outlines to follow that make putting out ads and sales letters even easier.
- **How to create powerful headlines that guarantee your prospects will read your ad!**
- Why you've got to forget everything your English teacher ever taught you to make your ads and sales letters pull in the cash sales you deserve!!

And, believe me.... this is just the beginning of all you get from **Advertising Magic!**

"Advertising Magic Is Like Nothing You've Ever Seen Before On Creating Ads And Sales Letters That Bring In The Orders You Want!!"

Brian's approach to coming up with hot ads is completely different than anything you've ever seen, read, or heard before -- and he's convinced anybody can do what he's doing, once they understand it!

Let's take a look at what people have to say about **Advertising Magic:**

"Your book is AWESOME!! I always thought you were a genius... now I know you are a genius! 'Advertising Magic' is not only the best thing ever written on how to write 'Killer' copy, but it virtually stands alone! It's awesome! Serling, Halbert, Kennedy, Nicholas, none of them have even scratched the surface compared to your 'Advertising Magic'. I can't put it down. There's more hard-hitting, profit-generating information in one chapter of your book than in the rest of my library."

-- Kenn Kerr, Former Walt Disney Creative Director • Reno, NV

"As a direct marketer for some 20 years and as Editor of a newsletter for home-based businesses, I have reviewed and used hundreds of books and courses on advertising and direct marketing. Your 'Advertising Magic' is in a class by itself. The course is power-packed with tested ideas worth hundreds of times more than the meager price you are asking. I was flabbergasted by the sheer amount of heavy duty knowledge your course contains and the ease with which you convey it."

-- Ed Durham, Home Income Report • Willingboro, NJ

"Your 'Advertising Magic' course is absolutely the best course on copywriting in the world... and I have bought two previous courses before yours. You are without a doubt the hands down winner in giving detailed and understandable copywriting information. You poured your heart, soul and guts into this product and you have given me a wealth of knowledge and I think your course was well worth every dime that I paid!"

-- Al Robinson, Successful Business Associates • Chicago, IL

Advertising Magic is a complete "encyclopedia" to creating advertising that sells! The information in this comprehensive, one-of-a-kind course is laid out for you in precise, step-by-step detail.

Of all the books and courses I own on copywriting, Advertising Magic is the only one I refer to when writing a sales letter or any kind of ad. Once you own your Advertising Magic home study course, you'll refer to yours over and over again too!

Here's what you get with your course:

- 4 The Advertising Magic 3-ring binder manual -- 388 type-set pages of power-packed information that reveal Brian's proven step-by-step system for writing powerful ads over and over again... including samples of money-making letters and ads that Brian has written for himself and others.
- 4 You get Brian's **easy-to-follow "secret creation system"** that makes writing ads and sales letters effortless.
- 4 **Six audio cassettes** revealing how you can implement this system, and how you can get the most out of it -- starting today! Plus more details on headlines, bullets, offers, guarantees, and more!
- 4 PLUS, Brian will be going over several of the **sample letters** in line-by-line detail **on cassette #6!** He'll tell you the thinking behind each of these money-making sales letters and ads so you can learn to do it yourself!
- 4 You get a **brand-new video cassette** of a powerful and entertaining presentation Brian did at a Robert Allen Wealth Retreat revealing his simple (yet potent) formula for advertising success!

9

And, if you are one of the **first 35** Group M Insiders to order Advertising Magic, Brian has agreed to give you this HUGE FREE BONUS worth more than triple the value of the entire course:

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12

**You Get Five, 30 Minute Advertising
Critiques On The Phone -- Direct With Brian
Absolutely FREE! (Valued at \$1,125.00!)**

That means, for the next **5 ads or sales letters** of your choice, you'll be able to run them past Brian to make sure your ad is positioned to sell! Brian usually charges \$225.00 for each critique... but you get ALL FIVE OF THEM FREE -- if you're one of the first 35 to order! (I twisted Brian's arm and he generously agreed to allow me to offer this valuable FREE BONUS to an additional 35 Group M Insiders.)

But, that's not where it stops!

Brian wants to make sure you get the very most out of each of your critiques, thus helping you to learn to put together ads that sell even better. So, not only do you get his advice over the phone...

**You Immediately Get A FREE Cassette
Recording Of Each Critique!!**

This will give you a permanent record of your learning experience with Brian. Anytime you need a refresher course, you can simply pop that cassette into your player, and hear the money-making ideas flow again!

These critiques give you immediate insight on how you can improve your sales pitch before it goes out the door!

For you, it's a no-lose proposition. You'll be getting everything you need to make your ads and sales letters work.

And, you get a No-Risk, 12 Month Money-Back Guarantee that simply says:

Try "**Advertising Magic: The Complete Guide To Creating Hot Ads and Sales Letters That Work!**" for the next 12 months. If, after you put Brian's techniques to the test and try them for one full year, you find that **Advertising Magic** hasn't more than paid for itself, simply return it for a complete no-hassle refund. And the FREE bonus consultations and cassettes are yours to keep even if you do get your money back!

11

Plus, all six audio cassettes and the video come with a life-time warranty... if they ever break or wear-out for any reason, Group M will replace them FREE of charge.

Think about it:

The worst that can happen is you'll come out \$1,125.00 ahead! (The five consultations are worth \$1,125.00) There's simply no way you can lose!

Here's how to get going:

You get Brian's complete "**secret-system**" for creating your own ads, sales letters, and promotional pieces. You get the 388 page manual, the six audio cassettes, and the video. PLUS, if you're one of the first 35 to

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order, you get the five, 30-minute advertising critiques for FREE! You get it all for the low, low investment of **\$327**.

You can use your VISA, MasterCard, American Express, or we can even take your check over the phone.

13

And if you like, you can make **two easy payments** of \$163.50 spread 30 days apart. (Credit card orders only.)

14

Now you may be thinking that \$327 is a lot of money to spend for a book and a set of tapes. But, this isn't just a book with a set of tapes.

This is Brian's proven, easy-to-use system for writing advertising that gets you results. It's the exact system he uses to write advertising for his clients at \$7,500.00 a pop!

And now you can get it for a fraction of \$7,500.00!

The **Advertising Magic** course will show you the quickest and easiest way to increase the sales and profits of all your advertising!

We're talking a real-life, nuts-and-bolts, down-to-earth, step-by-step system for pumping out ads and sales letters that make you money... time and time again... he's done it for the "big boys", now let him do it for you!!

And what's the best part about this whole thing?

Well, in my opinion the best part is this:

You'll gain a brand new skill -- the skill of creating powerful ads and sales letters that'll put money in your pocket time after time! A skill you can use to multiply yourself 1,000, 10,000, 100,000 times -- every time you place an ad, or mail a letter!

Sure, you can go ahead and throw your same old ads and sales letters out to the marketplace again. And you can hope and pray that your next promotion works out.

15

But why put yourself through it all?

Why not invest in your ability to take control of your profits, increase your lifestyle, and make more money by getting yourself **Advertising Magic**. With it, you'll discover the real secrets of creating ads and sales letters that work like magic!

Let me tell you. If you go ahead and mail your next sizable batch of sales letters without putting them through Brian's simple, step-by-step system; the money you lose sending out a poor sales letter or ad could've bought you and all your friends a copy of **Advertising Magic!**

It's true. Think about this:

\$327 is really a painless drop-in-the-bucket compared to the money you're going to lose over your lifetime without this advertising know-how. Looking at it that way...

You Really Can't Afford NOT To Invest In This Course!

Advertising Magic will give you the powerful cash-generating skills you need to rocket your sales and profits through the roof -- forever!

16 So take action right now, while it's fresh on your mind.

Order by calling WTDECFC's 24-Hour Order Line at: 1-(888) 302-4907. (24 hours a day.) And remember, if you use VISA, MasterCard, American Express, you can make two easy payments of just \$163.50. CALL NOW!

If you prefer, simply complete the No-Risk Order Coupon and **fax** it to us at: (888) 302-4907. Or, mail it with your check or money order to: WTDECFC, 3729 Geese Route, Suite 200, Round Rock, TX 78665.

Go ahead, try **Advertising Magic** at my risk for one full year. If it doesn't pay for itself many times over, I want you to send it back so I can give you a complete, no-questions-asked refund!

Sincerely,

William Echols

P.S. If you want to discover how to quickly and easily create ads and sales letters that will have people lining up and practically begging you to take their money, you need to jump on this right now!

17 **Advertising Magic** gives you everything you need to create powerful, money-making, profit-generating ads and sales letters right from the get-go. Pick-up your phone right this minute and call WTDECFC's **24-Hour Order Line at: 1-(888) 302-4907.** (24 hours a day.)