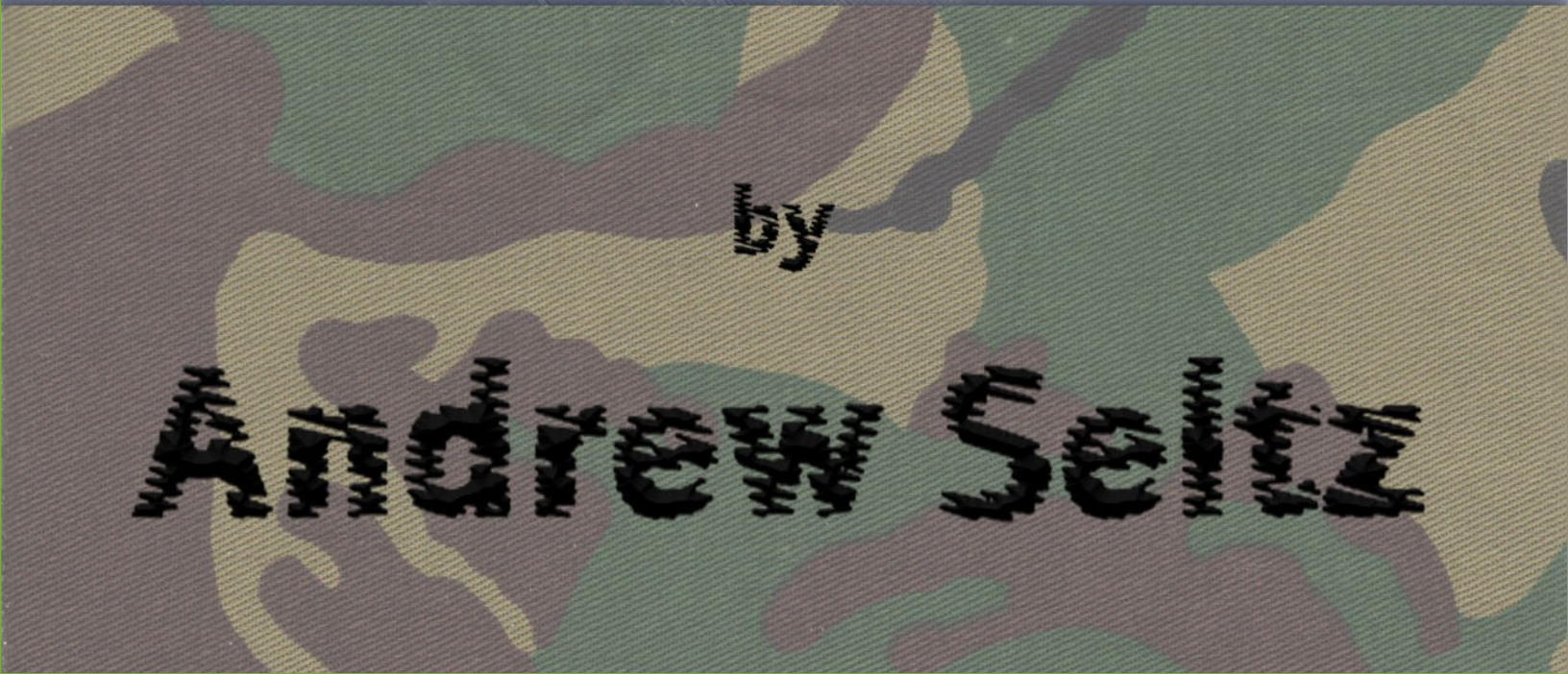




5 Battlefield Tactics for Persuasive Salesletter Copy



THE
SECRET
TO
WINNING

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5 BATTLEFIELD TACTICS FOR PERSUASIVE SALESLETTER COPY

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INTRODUCTION

Writing persuasive copy is a critical skill for anyone selling online. Your primary tool for convincing people to give you money is a web page full of text. If you can't figure out how to persuade people through words, your business is doomed.

I lucked into writing a very persuasive salesletter for my first product. It sold well and I figured I 'had the gift.' Then I wrote the copy for the next product and...

...it was a complete DUD!

After a few more hit-and-miss attempts, I decided to get serious about learning how to write persuasively and sell online. I went back to that first product to try and discover why it worked and the others didn't. I studied copywriting and paid for some big name courses.

After many hours of study and thousands of dollars paid for courses and ebooks, I learned a few things. I built what I call a Persuasive Sales Letter Framework that uses the psychology behind how people make decisions to organize my sales copy into an effective sequence. I can

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use this framework over and over with any product I'm promoting, so it saves me a lot of time.

Then, I use all the other copywriting techniques I learned to create the text that fills in the framework and really sells my product.

Now, I'm still no copywriting genius, but my little "Meatball Copywriting" system gets the job done pretty fast and reliably.

The 5 Battlefield Tactics for writing persuasive sales copy I'm about to share with you are some of the core components to the system I developed. They are highly effective tools for persuading others to buy what you are selling.

THE 5 BATTLEFIELD TACTICS

Once you've started the journey to becoming a copywriter, there's no doubt that you will come across many tricks and gimmicks for making sales. Using quotation marks around your headlines or adding interactive AJAX components to your sales letter might help for a while. But, these five tactics have stood the test of time. They work because they are built on the foundation of human psychology.

The 5 tactics are:

- (1) Get Emotional
- (2) Always Tell a Story
- (3) Create a Club
- (4) Push for Immediate Action
- (5) Reverse the Risk

(1) GET EMOTIONAL

People make decisions based on emotion and then justify the choice they've made with logic. This becomes even more significant when you are selling something that

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isn't a primary need like food, water, clothing, and shelter.

The reason people buy Rolex watches and BMW cars isn't because of quality of the craftsmanship or the artistry of the design. They buy them because it impresses others and makes them feel rich or successful. The logical stuff comes when they try to convince themselves that it really is worth the extra money to buy what they want.

Focus your sales message on how your product will make your customer feel. What results will they get from your product and how will that change their lives?

(2) ALWAYS TELL A STORY

It is absolutely true that emotion is what motivates most decisions that people make and the most effective way to tap into someone's emotions is by telling them a story.

Storytelling is one of the oldest forms of communication. We all automatically respond to stories and see ourselves in the central character of the story.

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Tell your audience a story about a character they can identify with who experiences results they want to achieve. Play on the emotional journey of the character, from the lowest lows to the highest highs. Get your audience rooting for the main character and then celebrating when victory is finally achieved.

In the Meatball Copywriting course we discuss a specific formula that helps to quickly develop a story for any salesletter. But, just learning and practicing the art of good storytelling will increase your power to persuade others.

Early in my marketing career I bought an ebook from a marketer named Dennis Becker. It was called '5 Bucks a Day' and a few paragraphs into the sales letter, Dennis starts telling his story:

"My journey to Internet marketing success started in early November, 2005. Up until then I had dabbled in Internet marketing for years..."

Part of the reason I bought that ebook was because

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I could see myself in Dennis' story and felt like he understood where I was coming from. I've gotten to know Dennis a little better over the years (when he moved into his current office, I stopped in to help him hang his giant whiteboard on the wall.) In person he's the same as what you'd expect from that story.

That story attracted Dennis a large following which lead to a profitable membership website, a live seminar, and so many projects and products I've lost count. All coming from people reading his story, feeling connected to him, and wanting to learn how he broke through the barriers in his business.

Now, that's a perfect example of the power of a story in action.

(3) CREATE A CLUB

People are social by nature. We all like to feel like we belong somewhere - that we are part of something. You can create a feeling of community with your prospects by using inclusive language that bonds you together. Focus on using 'we' instead of 'I' whenever possible. Use phrases like 'people like us' that subtly builds the sense that you and your reader are on the same team.

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Another thing that creates a strong sense of being an 'insider' to an exclusive group is to develop your own secret language that outsiders don't understand. Think of the last time you listened to a group of teenagers talking. Did you have any idea what they were talking about? Developing a 'secret' insider's language that keeps out older folks is a rite of passage with young people.

So, develop your own jargon and introduce it to your audience. Every time they hear you speak or get a message from you, their position as an insider will be re-enforced. Then, your position as the leader of their new peer group will give you massive influence.

To see how this works in action, let me give you an excellent example. Matt Levenhagen teaches a process called 'Campaign Blasting' that shows marketers how to use Pay-Per-Click advertising to quickly find profitable niches to promote and sell products in. Eight paragraphs into the sales letter he says this:

"...Those who learn and practice this method are called "Blasters"."

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BAM! In one sentence Matt defines a new term for followers of his methods: "Blasters." Now everyone who follows his course will be walking around talking about how 'blasters like us' are 'blasting some new niches', etc. As they talk to other marketers on their blogs and in forums they'll use this new word which will cause people to ask the question, "what's blasting?" (This will naturally lead to a customer generated 'sales pitch' for Campaign Blasting.)

Even folks who just want to be on the 'inside' will start using the lingo to blend in with the group.

The rest of the sales letter goes on to paint a very clear picture of what being a 'blaster' is all about and the success people achieve as a result of becoming 'blasters.' It's a group most people would be happy to be a part of.

I highly recommend checking out the Campaign Blasts sales letter to see an example of highly persuasive sales copy in action.

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(4) PUSH FOR IMMEDIATE ACTION

You can't afford to let people wander off to 'think about' your product offer. The cold hard fact is:

NOBODY EVER COMES BACK!

It's nothing personal. The world is a busy noisy place filled with masses of people trying to get your attention all the time. If you let someone get away without taking some kind of action, life will get in the way. They'll put it on their to-do list and in a week, there will be 150 other things on top of your entry.

Your longterm success in business depends on your ability to persuade people to take action immediately.

The most obvious method of pushing people to 'act now' is to use scarcity. Limited quantities of a product push people to order before they're all gone. Another approach is to raise prices so people need to order now to lock-in the low price.

A different way to create urgency to act now is to create a low cost 'entry level product' that requires very little investment and then 'upsell' this new customer to

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more expensive products and services. The upsell can happen immediately, or there can be a promotion within the low cost product for the next product in the product line.

Taking action doesn't have to mean placing an order. In fact, when selling very high priced products, you might need to 'step people up' to the point where they are ready to make a large financial decision.

Getting people to sign-up for a mailing list is one very popular low intensity action to get people to take. Once they're on a list, you gain the ability to initiate future contact. You can use an email autoresponder service like [Aweber](#) to begin sending an automated series of follow-up emails to lead the prospect to the buying decision.

Whatever you do, make sure that you get visitors to take some kind of action immediately. Don't let them wander off to think it over, because they just won't come back.

In my [Meatball Copywriting](#) system there are 2 very specific components in the sales letter blueprint designed to compel visitors to take action immediately. It shouldn't come as much of a surprise to learn that they appear right near the order button.

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(5) REVERSE THE RISK

Deep down, people are afraid of screwing up. It's one of the fears that keeps most people from taking action on their dreams (present company excluded.)

None of us want to look foolish - like all of those very smart people who bought into Bernie Madoff's ponzie scheme. You can ease those fears easily with a simple guarantee.

Offering a guarantee allows you to turn the risk of a business transaction back onto yourself. In the world of digital products, it costs very little to fulfill an order, so providing a 100% money-back guarantee is not a huge risk to you. Truth is, if you provide high value products, you won't get many returns and reversing the risk will bring a lot more sales.

Another approach is to provide a free trial or \$1 introductory offer. In this case, the customer can sample the product itself to see what they are getting before they pay.

CONCLUSION

When you are out there on the business battlefield fighting for the survival of your enterprise, you need the best tactics available to make sales. Without sales, you have no business.

The 5 battlefield tactics laid out in this report work. They work well, and they've proven themselves over time. Use them as the foundation for every piece of communication you create for your business.

Whether it's a script for a video, a presentation at a seminar, a salesletter on your website, or an email sent to your mailing list: get emotional, tell a story, invite people into your club, push them to take action, and remove the risks that block them from moving forward.



Andrew Seltz is known online and off as 'The Go-To Guy!' - a name given to him by his lovely wife who understands him better than anyone else on the planet. He is an award winning media producer, information publisher, and website producer in addition to being a husband and father.

PRODUCTS CREATED BY THE GO-TO GUY! INCLUDE:

- [WP-SalesPage](#)
- [Meatball Copywriting](#)
- [Selling Digital Goods with E-Junkie](#)

A complete list of the products that Andrew sells is available at:

[The IM Products Store](#)

To learn more valuable insights into the world of Internet Marketing at Andrew's blog:

[WWW . IMINSIGHTS . COM](http://www.IMINSIGHTS.COM)

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