



How To Grow Your Business by 40% This Year!

Here is your chance to use a time tested, proven tool and benefit from it right away. Last week the results came in. Permaboss.com had a 40% increase in sales over the previous year without an increase in staff. That's 15% higher gain than the previous year. Who cares right?

Well, understand we are not magicians, gurus or experts. Rather we are ordinary hard working folks just like you. Now maybe you could use these tools too can reap the benefits we did.

The secret is that it came from using the newsletters and from practicing what we preach, nothing more, nothing less. Hopefully this information will motivate you to take action this week and write a sales letter to your client base. I will do my best to give you basic proven guidelines so that you can make a letter that works for you.

Three Reasons Some Sales Letters Succeed When Others Fail

Succeed in this case means "sales results." A letter must motivate your prospect or client to act. If you can write a letter that does not violate these three little elements you are home free:

- The letter should be a single clear coherent statement.
- The letter should get to the point.
- The letter should tell the reader what to do.

By "single clear coherent statement" I don't mean to repeat your idea over and over on the page. It means you should ask yourself, "What am I trying to convince the reader to do?" Write this down as a note on the side of your paper then build your sales argument around that idea. *Don't RUSH*, stay logical. When you think in this way you will force yourself to be specific. Specific details in a letter out perform generalizations.

A sales letter can't claim success if the reader just remembers it, it can only claim success if it provoked that reader to take action! Specifics Sell – Generalities Don't. So, if you want the phone to ring, if you want people to mail in orders, if you want

people to walk in through the door and say “I want that!” then...

Get To the Point

Don't waste time, don't try to be subtle because it will cost you responses. Cleverness, cuteness or in-jokes also suppress response. *GET TO THE POINT!*
For example...

1. *For Example...*

When you say “For example” after making a statement, you force yourself to give an example and get to the point no matter how loose and non specific your argument was before that. Why? Because...

2. *Why? Because...*

This technique has the advantage of dismantling the skepticism in your prospect. The reader might be asking themselves “Why?” and by asking this question on their behalf you put yourself in their shoes and begin to establish rapport. Rapport has power to move people to act. The reason is...

3. *The Reason Is...*

Once again you force yourself to cut to the chase and make your point. This forces you to offer evidence and back up what you are saying. Notice how these three phrases even make the flow easy to follow. With writing, you have to compete with outside distractions the reader has, plus you only have a moment to capture their attention before they throw your offer out, put it away for safe keeping or act on it. Only one of those actions pays your bills!

4. *I have something you want.*

This is the easiest of all. If I say to you “I have something you want,” what is your reaction? Normally its “What is it?” This is a way to grab someone's interest instantly and again it forces you to get to the point.

Since we are dealing with Force-communication we are essentially taking the reader by the hand and leading them through the maze. A reader who resists – who abandons ship – well they deserve to be left behind while the smarter readers are enjoying the benefits of whatever it is we have convinced them to have or do.

Tell the Reader What to Do

You can see how easy the three elements are. Use them. So many writers ignore them and then give up when their one and only mailing fails and falls flat. The function of a sales letter is that of a sales person. When a sales person sells they

need to ask for the order. You need to do the same in your sales letter. Its no different then the waiter asking you about desert or coffee. You need to ask for the order at the end of you letter.

Who Are You?

A letter is your projected image. Your reader has a psychological reaction to the image presented in your offer. This means you really do need to establish rapport, you do need to make your letter simple, straight forward and uncomplicated. Your honesty and integrity should show through and your style should reflect who and what you are, or in some cases what you want to be in your prospects eyes. So get rid of your ego, work on your rapport, get to the point and see the response to your letters skyrocket.

10 Easy Tips All Successful Letters Contain

1. **Keep Your Sentences Short.** The first sentence is an early warning to the reader and forms a quick impression about what is coming next. It tells them if your letter is going to be easy to read or hard and boring. We know which one of these will end up in the trash can. An opener that will jar the reader awake often works...

"I want 1 ½ minutes of your time." Or

"If you give me 1 ½ minutes of your time, in turn I'll give you information about an opportunity you probably never thought would be available to you in today's marketplace."

2. **No Paragraphs Longer Than 7 Lines.** More than 7 lines and it will look like too much to for the reader to tackle at that moment, if they throw it out or put it down for reading later your letter was wasted. If you can't do it in seven sentences then find a way to start a new paragraph after a period. Break up the text. One paragraph becomes two, three or 4 and the reader fatigue disappears.
3. **Single Space the Letter Double Space between Paragraphs.** This is easier to implement than the first two. Manuscripts are traditionally written this way for easy reading & editing purposes. Double spacing everything has two negative sides. A one page letter suddenly becomes two or a 4 page letter becomes 8. The whole thing becomes a chore to read because of the bulk, its actually harder to read if its all double spaced.
4. **In Letters Longer Than One Page, Don't End A Paragraph At The Bottom of Any Page Except The Last.** Adjust it to break mid sentence. Newspapers have followed this rule since the beginning of printing. We are used to it and the reader will not have the satisfaction of completeness so

they automatically continue with the flow. The end of a paragraph is the end of a flow; your reader may have no reason to read on to the next page if the thought is completed.

5. **Don't Sneak Up On the Reader.** Another way to describe this is "Fire the big gun at the beginning of the battle" Don't put your impacting info in the middle of a paragraph, do it right at the start. By doing this your letter has the best chance, you're at point blank range and you may never have this advantage, opportunity or attention from your prospect again.
6. **Never Again Start a Letter With "Dear Sir" or "Dear Madam."** Why not? Because its last centuries technique! They suggest a stiff necked, old fashioned, pompous writer with this opening. We talked about establishing rapport, you will cement bag your chances at getting there with that opening. In this unisex age this is how a bill collector sends his letters. If you can't personalize the letter (the best) then use "Dear Friend" instead. Depending who you are writing to you can also use things like: Dear Fellow Member, Executive, Colleague, World Traveler, Fellow Embroiderer, Collector, Golf Nut. Or use intros like "Good Morning!" or "To one of a handful of sophisticated screen printers who demand high quality" or "Information For Business Owners Only" or "I think you'll be interested in this, Mr. Green" or "This should interest you, Mr. Green" get the idea?
7. **Never Again End with "Yours Truly."** The ending is not as critical as the opening but don't be so stiff, use things like "Regards" "Warmly" "Yours for more success" "From your Friends at Permboss.com". It Sounds tough to do but if you want to improve your sales letter success consider this as a tip to get there.
8. **Use an Overline, if it isn't stupid.** An overline is a statement with headline impact in the top right of your letter in a font that looks like handwriting. Preferably, use a handwritten overline; it tends to pull more than a typewritten one. Keep your overline less than 15 words at all costs.
9. **Always Use a P.S. in every letter you write.** A P.S. at the end of the letter should reinforce the key selling motivator or mention an extra benefit that doesn't require explanation. Make one that has impact & power like: *"If you want this special private discount, be sure to fax the attached form back or call my personal toll-free phone number within the next 10 days. I would hate you to loose out."*
10. **Use Letters to Test.** Don't be afraid to write a 4 page letter or more so long as it follows the above rules. Testing is cheap, it costs next to nothing to print two versions of on letter instead of just one. You can amaze yourself and see how a long letter out pulls a short letter by 2 or 10 times. In testing,

remember the golden rules.

- Only change one thing at a time in order to determine what is making the difference.
- Test headlines
- Test Payment terms
- Test Envelope Copy

Following this set of rules can result in a quick spurt of results and effectiveness in your mailings. These rules apply to email messages and faxes as well. If you are not communicating with your clients and prospects frequently then you are missing out on the low hanging & profitable fruit that is yours for the picking.

Did you enjoy this issue? If so I would really appreciate if you would pass this along to your friends and acquaintances.

You are also welcome to post this issue to your website on the condition that the contact info and information stays in tact as it is.

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