

## -- Special Report --

# The 17 Parts of Every Money-Making Ad, Salesletter, and Website

By Mark Hendricks

[WriteSalesLettersThatSell.com](http://WriteSalesLettersThatSell.com)

In this Special Report you'll learn the exact steps to take in every sales letter you write. If you follow this guide, your letters will contain the proper psychological pacing required for you to make a successful sales presentation and get orders.

For details on my complete program to teach you how to quickly and easily write ads, salesletters, and website copy that gets people to pull out their credit cards and order now, visit this address today – [WriteSalesLettersThatSell.com](http://WriteSalesLettersThatSell.com)

Let's get started...

### **Part #1 - Use A Headline To Get Their Attention**

The absolutely most important part of any ad, sales letter, or website is what is called the headline.

The headline flags down your perfect prospect and draws them into the rest of your ad.

You can think of it as "an ad for your ad".

If you don't get their attention and intrigue them at this point, they will leave without ever reading your offer.

Nowadays, you and I, and everyone else are pressed for time.

We tend to bounce around from one thing to another, and only if something really catches our attention do we spend the time to really take a closer look.

Here's a few classic headline formats that have worked for profit-producing ads and letters over the last one hundred years. And I assure you, the one thing that does not change is human nature, so these tested and proven formats will work for you too.

How To \_\_\_\_\_

People want to know "how to", don't you?

The Quick and Easy Way to \_\_\_\_\_

People want a 'magic bullet', don't they? They want the easy way to do or have something and they want it fast.

\_\_\_\_\_ Secrets Revealed

People always believe there are hidden secrets that will make their lives easier, and more prosperous. This headline format plays into this basic human emotion.

In "The World's Best-Selling Internet Sales Letters" package you'll see exactly how headlines, and pre-headlines and sub-headlines, are used to grab people's attention and get them to read on.

I've even included a software toolkit for making great headlines, it's called "The World's 100 Greatest Headlines" and it helps you come up with headlines based on 100 of the best headlines of all time.

You can get a copy of the complete package at: [WriteSalesLettersThatSell.com](http://WriteSalesLettersThatSell.com)

## **Part #2 - Your Opening Paragraph – Draw Them Into Your Letter**

In Part #1 you gave your a headline to get them to stop long enough to give your letter a closer look.

Now you need to draw them into your letter.

Your opening paragraph must hold their interest and make them want to continue to read.

You could tell them the two or three major benefits they receive from reading the letter... you could state a little known fact that creates curiosity as to what is about to be revealed, etc.

## **Part #3 - Tell Them Why They Should Listen To You: Establish You Are An Expert Authority**

In Part #2 you gave your reader the reasons they should be interested in reading your letter.

But they're not ready to buy... not yet.

You've got to answer their unspoken questions:

Who are you, and why should I trust you?

So you need to build your credibility and get them to trust what you say is true. You can do this in a few ways.

- You can provide success stories about people who have bought from you before
- You can provide a client list of recognizable people or businesses you've worked with
- You can let them know how long you've been providing this solution to customers or clients
- You can let them know you are a respected and well-known expert in your field
- You can cite awards that you've received

In "The World's Best-Selling Internet Sales Letters" package you'll see exactly how some of the world's top-selling salesletters use this technique to show your readers that you are the obvious choice in solving their problem because you are the expert authority who knows what you're talking about.

In the complete package, I've dissected salesletters for you so you can see for yourself exactly how to do this.

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## **Part #4 - State Their Problem, and/or The Goal To Achieve**

After getting their attention with your headline, getting them interested and establishing yourself as an expert authority, you now have to let them know you know their problem and how it feels to have that problem, or to want to achieve that specific goal. And you build empathy with them by relating exactly how it feels to have that problem, or want that goal. And how their problem could get a lot worse, or how much frustration they will continue to feel if they don't solve their problem or attain that goal.

Not only do rub a little salt into their wounds, but you take a sharp stick and poke at it a little too. Many times, people need to feel their own pain before they will take action. And it's your job to make sure they know how empathetic you are to their situation.

Use this technique to grab your readers' attention and gets them worked up to become emotionally involved to continue reading to find the solution to their problem.

## **Part #5 - Provide Them Solutions, Compare Them and Present Yours As The Best Solution**

In Part #4 you built empathy with your reader and helped bring the pain of their problem to the surface of their emotional consciousness.

Now it's time to provide them solutions.

You can either provide them just one solution (yours), or another technique is to provide them a few solutions and then do a comparison and show why these are not the best solution, and then present your solution and give them the reasons why yours is the best solution.

Such as, you provide the best solution, and a quick and easy way to end the pain and frustration they are currently having.

Use this technique to show your readers' that your solution to their problem is the best choice, and they should take action now to get it.

## **Part #6 - Give Them A Little Sample or Tell Them A Story**

In Part #5 you provided them solutions, compared them and presented yours as the best solution.

Now it's time to give them a little sample of your product or service, or tell them a little success story... or both.

How can you do this?

Let them "play" with your product, give one example of one of the techniques you reveal in your offer.

Or tell them a story about one person who didn't choose your solution and all the negative things that continued to happen, and compare that with a success story of one of your customers who followed your advice and purchased your product or service.

In "The World's Best-Selling Internet Sales Letters" package you'll see exactly how some of the world's top-selling salesletters use this technique to let your readers demonstrate to

themselves through their own experience, or experience of others why they should believe you and buy from you.

In the complete package, I've dissected salesletters for you so you can see for yourself exactly how to do this.

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## **Part #7 - Tell Them How They Will Benefit With Benefit Bullets**

In Part #6 you gave your reader they chance to demonstrate to themselves your product, or you told them a comparative success story, or maybe even both.

Now you want to pile on all the benefits your reader receives.

This is not the time to make a list of the features of your product or service. No, you need to tell them the end result they get from those features... the benefits.

Benefits are the positive results your customer gets.

Features are the characteristics and specifications of your product or service.

Start off by listing all the features of your product.

Then come up with the resulting positive benefit that your customer gets from that feature.

The best way to see how to do this is to look at successful salesletters.

Once you have your benefit list, make a list of them in your salesletter using headlines as Benefit Bullets. It's kind of like a rapid fire presentation of the major benefits your customer gets when they buy your product.

Use Benefit Bullets to increase the desire of their products, and get people to buy now.

## **Part #8 - Let Them Know Other People Have Bought and Benefited Already**

In Part #7 you gave your customer a list of benefits they get when they buy from you.

Interestingly, once humans begin to desire and want your product, they have a tendency to stall before taking final purchasing action... just so they can try and review the 'facts' and make a 'wise purchasing decision'.

At this point, they want to believe what you say is true, but they would like some reassurance.

But not from you.

They want to hear from other people who have already bought and benefited from your product.

They want some... Social Proof.

In other words, testimonials from satisfied customers.

When your product is new, you may need to have some people 'review' it for you and ask them for their comments.

After you have a few customers, contact them and ask them for their comments, and permission to use them in your promotional materials.

And it's always good to use their full name, city and state, and even phone number if you can get them to agree.

The more details provided, the more credibility your testimonials will have.

Use Social Proof Testimonials to increase the credibility of your offer, and get people to buy now.

## **Part #9 - Make Them An Offer They Can't Refuse... An Irresistible Offer**

In Part #8 you gave your customer social proof by way of comments from satisfied customers.

Now they're primed and ready to hear your offer.

And if you're good, you'll make them an irresistible offer.

An offer that provides more resulting value than the money you are asking them to spend with you.

In other words, a terrific deal for the customer.

In addition to your product, you may build more resulting value to your offer by including special bonuses, a longer guarantee, after the sale services for free, special package pricing, etc.

And make sure to tell your customer all the reasons why these extras are valuable to them. Just like in telling them the benefits of your main product, you must also tell them the resulting benefits they receive from the added bonuses you're offering them.

In "The World's Best-Selling Internet Sales Letters" package you'll see exactly how some of the world's top-selling salesletters structure their offers, and how they use bonuses to add resulting value far above the asking price.

In the complete package, I've dissected salesletters for you so you can see for yourself exactly how to do this.

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## **Part #10 - The Question That's On Their Mind, Give Them A Reason Why You Can Make Them Such A Great Offer**

In Part #9 you made an irresistible offer to your customer. And offer so good, only a fool would pass it up.

But there is now a question running in their mind.

Why are you offering me such a great deal?... how can you do this?... What's the catch?

Always, if your offer is so good that people are afraid it's too good to be true, give them the reasons why you can bring them such a great deal.

You're over-stocked, you're supplier gave you a great price and you can pass on the savings, you don't have high printing costs because your info package is delivered as a digital download... whatever the reason, tell them why.

Tell them exactly why you're able to make this offer available to them.

## **Part #11 - Sweeten The Pot: Add Value With Bonuses That Relate To Your Main Offer**

In Part #10 you gave your customer the reasons why you are able to make them such a great offer.

Now let's pour a little fuel on the flame and create even more desire.

Let's add some bonuses for ordering now.

In addition to your product, you may build more resulting value to your offer by including special bonuses, a longer guarantee, after the sale services for free, special package pricing, etc.

And make sure to tell your customer all the reasons why these extras are valuable to them. Just like in telling them the benefits of your main product, you must also tell them the resulting benefits they receive from the added bonuses you're offering them.

## **Part #12 - Take Away Their Risk... Give Them Your Guarantee**

In Part #11 you built desire by adding bonuses to your offer.

Now let's overcome their last fear of purchasing.

You've got to reverse the risk.

You, the seller, must take the risk in this transaction.

You give them your 100% money-back guarantee, and for the longest period possible.

Think about, isn't that what you want when you make a purchase?

You want to be assured that if this doesn't work, or if it's not what the seller has promised, that you can get your money back without a big fight.

Most likely you already will refund money to someone who is not satisfied with your product or service, life's too short to have unhappy customers, isn't it?

So all I'm saying is promote your guarantee, make it an integral part of your offer.

In "The World's Best-Selling Internet Sales Letters" package you'll see exactly how some of the world's top-selling salesletters present their guarantees and how they provide that extra assurance to get those customers to buy now.

In the complete package, I've dissected salesletters for you so you can see for yourself exactly how to do this.

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Now it's time to use another one of the six power persuaders and let people know that your offer is in demand, and it is scarce.

## **Part #13 - If It's In Limited Supply... Tell Them, They'll Want It Even More (The Scarcity Persuader)**

In Part #12 you took all the risk and made it clear that you stand confidently behind your product by offering your customer a money-back guarantee.

Now it's time to poke and prod just a little.

You've answered the reasons why and helped justify their buying decision, but still they need another emotional stir to get them to take action.

Enter... Scarcity.

People will buy now, if they believe what you're offering them is scarce.

Now it may be the number of these you have available for sale, it may be a time limitation, it may be that your pricing is going up... whatever it is, you must tell them they need to take action now, or miss out on this offer.

Use the power persuader of scarcity to get people to take buying action and order now.

## **Part #14 - Tell Them Exactly How To Order Now**

In Part #13 you gave your buyer the extra emotional reason to order now, your product is in demand and it's scarce.

Now it's time to tell your reader exactly what to do.

Buy.

And how to do it.

You must give them precisely the how, what and when of ordering... and do so in a very clear manner.

Don't confuse them now, they've already decided to buy, and now it's your job to make it easy for them to do so.

Let them pay you.

Take their cash, check, credit card... by internet, phone, fax, in your store or office, or by mail.

Let them order whatever way they want, but let them order.

And tell them exactly how to do it.

## **Part #15 - Tell Them Exactly What Happens If They Don't Order and To Order Now**

In Part #14 you told your buyer exactly how to order.

Now it's time to tell your reader what's going to happen if they don't order right now.

Tell them how they will miss out on getting all the resulting benefits you're offering, how they will still have their same problem to solve, and how their problem will only get worse.

Remind them of their pain, and how it will continue, and get worse without take buying action.

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## **Part #16 - Your Signoff and Signature**

In Part #15 you told your buyer what happens if they don't order.

Now it's time to tell your reader to take action now and order, and signoff with a friendly close and your signature.

## **Part #17 - Use A P.S. To Summarize and Remind Them Of Your Offer, How To Order, and What Happens If They Don't Order**

In Part #16 you told your buyer to order now, and signed off with your signature.

Now it's time to give them a short reminder... it's called your P.S.

If your headline is "your ad for your ad", then your P.S. is a quick summary of your salesletter all in rapid fire sequence.

And it's probably the second most read part of your ad or salesletter.

You can restate your offer of everything they get, the scarcity factors, what happens if they don't order, your ultimate benefits, how to order, etc.

You may want to do this using 2, or even 3 PS's.

In "The World's Best-Selling Internet Sales Letters" package you'll see exactly how some of the world's top-selling salesletters use the P.S. (or multiples) to remind people of the offer in a nutshell, and the reasons why they should buy from you right now.

In the complete package, I've dissected salesletters for you so you can see for yourself exactly how to do this.

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## Summary

This 17-part series is just a quick overview of everything you get when you order the complete package.

### Here's everything you get:

- **The World's Best-Selling Internet Salesletters Analyses and Recorded Seminars**
- **The World's Best-Selling Salesletters Search Engine**
- **My "Don't Write A Word Of Sales Copy Until You Come Up With Answers To These 25 Questions" Questionnaire**
- **My proprietary 17-Part Salesletter Generator Software**
- **The World's 100 Greatest Headlines Toolkit**
- **The Overture Keyword Search Toolkit**
- **Plus "Section Seven" Extra Bonuses With A Total Value Of... Priceless!**

Get your copy today, and learn the secrets to writing copy that gets people to buy now.

You deserve it, don't you?

Get yours today: [WriteSalesLettersThatSell.com](http://WriteSalesLettersThatSell.com)

As always, my best to you -- Mark Hendricks