

Sue Hershkowitz-Coore, CSP



Helping organizations drive revenue and generate profits through stronger business communications

12 Quick Tips for Writing Knock Out Sales Letters

- 1. Focus on the absolutely most important benefit to your reader.** Even if your prospects might enjoy many different facets of what you have to offer, focus on what you know is most important to them. It's very difficult to be all things to all people. Use your strongest benefit for that reader.
- 2. End your letter with a comment about their success.** Which letter would you respond to: I'll call you next week to see if you've received these materials, or I'll call you next week to talk about how we can make this your most memorable meeting ever.
- 3. Use emotion laden words, but don't go over the top.** Think of the reviews you read and other advertisements that catch your attention. They use words that are visual, auditory and kinesthetic — good descriptive words that appeal to a variety of emotions and types of people. Help people to see, hear and feel your message.
- 4. Make your offer irresistible.** Offer them a kit by packaging together items. Do you have a report about your product that will help them make better buying decisions (even if they don't choose you)? Offer it to them just for emailing you back. Title your report: "How to" do whatever better. People want to know how to.
- 5. Do not use the word FREE in any headline — email or snail mail.** While you're at it, eliminate exclamation points from your opening sentences too.
- 6. Be clear about the next step in the process.** When you want to influence someone, you need to tell them exactly what you want them to do. Give them an either or choice if you want, and not more than that. Three choices paralyze the reader.
- 7. Add interest to your letter.** Use bullet points, mixed with narrative, to keep your reader's eyes moving down the page or screen. Use the bold or underline feature but don't use both. Avoid all capital letters in email because they think you're screaming.
- 8. Punctuate correctly.** Show respect for your reader and attention to detail by using appropriate grammar and punctuation. In email, you have a bit more leeway and keep in mind that it is still a business document and you want to be thought of as professional. Make sure your writing looks it.
- 9. Always, always include a personal letter with a brochure.** Brochures don't sell. Your letter adds the personal touch that shows your prospect that you care about him and that your product, service or idea will help him create greater happiness or avoid major destruction.
- 10. Write conversationally.** Impress them with what you know, not the fancy words you know. Ask yourself: Would I phrase this message this way if we were talking over lunch? Better yet, would I phrase it this way if we were talking over a beer? (Don't ask yourself what you'd say after a couple of beers!) Your intention is to sound like a friend who is talking to a friend. Be friendly not familiar.
- 11. Limit the use of the word "I."** Choose "I," however, in place of "we". Never talk about "we" will. Who is we? Limit the use of your company name, too.
- 12. Know what you want your letter to achieve.** Is it to close the deal or motivate them to phone you? Is it to set up an appointment or visit your website? Know exactly what you want to accomplish before you begin drafting your letter. If you know what you want, you just may get it!

For more tips, or to schedule Sue Hershkowitz-Coore, CSP to speak at your next meeting, please send an email to Sue@SpeakerSue.com.

You have full permission to reprint this article only if you give us full credit (©High Impact Presentations 2004; Sue Hershkowitz-Coore, phone (480) 575-9711, Sue@SpeakerSue.com) We'd appreciate it if you'd send us a copy of what you use, too.