



THIS MONTH'S FEATURED ARTICLES:

Page 2: The Sales Letter Model Template.

Anyone can use this, even if they've never written a sales letter before.

Page 5: The Power of Personalisation.

How you can use personalisation to grow your business.

Pages 7: How to use LinkedIn to increase sales.

Unlock this vital marketing tool and learn how to make it work for you.



HOW TO WRITE SALES LETTERS THAT SELL – PART 2

Last month we discussed the first part of 'How To Write Sales Letters That Sell'. This month, we bring you part 2.

Here's a recap of what we covered last month...

The Critical Preparation Elements:

- The most important thing in marketing is the target market.
- Laser-beam focus – don't try and achieve more than one thing with your marketing.
- Length is not an issue – a shorter letter does not necessarily perform better than a longer letter.
- Getting your letter opened is fundamental to your success

NOW WE'RE GOING
TO SHARE THE
SECOND INSTALMENT
OF **HOW TO WRITE
A SALES LETTER
THAT SELLS...**



The Sales Letter Model Template

In part 1 we covered the following three components:

1. **The Offer** – every media piece must have an offer.
1. **The Headline** – The ‘ad for the ad’.
1. **The First Few Words** – Your purpose is to get the reader to read on. Make the first sentence and paragraph short and do not waffle.

Now, let’s move on to this month’s input and the final key components...

4. Generating Interest

We’ve found there are three key ways to generate interest...

1. **By expanding on the offer:** All your offers should be irresistible so it goes without saying that expanding on your offer will generate huge interest.
2. **By highlighting the biggest problem or challenge and providing the solution:** No matter what you sell, your product or service will solve a problem for your customers. Therefore, by explaining and emphasising the problem you automatically generate interest.

3. **By using comparisons:** Comparisons are a fantastic way to generate interest. What you want to do is paint a bad picture (i.e. likely problems that can occur when people buy your type of product or service). Then compare the bad picture against the good result that your product or service provides.

Last month we gave you the world’s highest grossing sales letter of all time (Wall Street Journal letter). This letter used the comparison opening...

On a beautiful spring afternoon, twenty-five years ago, two young men graduated from the same college. They were very much

alike. Both had been better than average students, they were personable and both filled with ambitious dreams for the future.

Recently these men returned to their college for their 25th reunion.

They were still very much alike. Both were happily married. Both had three children. And both, it turned out, had gone to work for the same manufacturing company after graduation and were still there.

But there was a difference. One of the men was a manager of a small department in that company. The other was its president.

**What made the difference?
Do you see why this is so powerful?
You can use this approach with any product or service.**

5. Creating Desire

You then need to create desire. This is done by using benefits. Remember, a feature is a description of what the product or service does (it’s the logical trigger). The benefit is the result of the feature (‘the emotional trigger’).

We know that people buy on emotion and justify with logic – that’s why it’s often necessary to include features as well.

Make sure you convert all your features into benefits and then put them in order of importance.

Most people think they need to build to a crescendo – but this is not right!

Then list your benefits as a set of bullet points – this helps them to stand out.

“You always want to hit people with your biggest band first, second biggest band, third and so on...”



6. Adding Social Proof

Next, you must add testimonials. Ideally your testimonials should be listed using the following format...

“Headline of an Important Part of the Testimonial in Bold and Centred Like This”

“Testimonials go here. Make sure customers are conveying your biggest benefits in the testimonial. Always put speech marks around each testimonial and use a different font.”

It's always good to include:

- full name
- company name (if relevant)
- town
- and any other contact info (the more the better).

7. Call To Action

Finally, you must summarise the offer, tell people what to do and then explain what will happen when they respond or order. We call this the 'call to action' and it's a vital part of your letter – and often missed out.

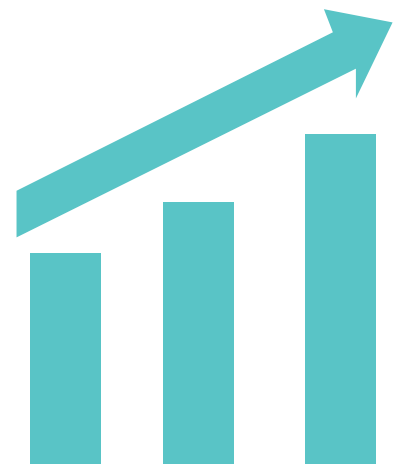
8. The PS

Every letter must have a PS. Tests have proven that the PS is the second most-read part of any letter after the headline. Therefore, it's a great place to reinforce the offer (worded slightly differently), repeat deadlines, and to restate the key benefits. You can have up to 3 PSs.

MARKETING STRATEGIES THAT DELIVER DIRECTION AND RESULTS



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9. Making Your Letter Easy To Read

Once you've written your letter, there are some clever 'tricks' you can use to make it look interesting and easy to read.

If your letter looks boring or challenging to read, then the reader will give up even before they start. So here are the 7 best ways to make your letter look interesting and easy to read...

- **Use A 'Serif' Font**

You can spot a serif font from the tiny little 'feet' on the bottom of the letters.

These feet actually help guide your eye across the page, making passages of text very easy to read.

- **Use Formatting Techniques To Break Up The Monotony Of The Ad/Letter**

You should always make your printed material or ad look interesting. Use these simple techniques...

1. Different types of bullet points
2. Numbering
3. Sub-heads
4. Indent the start of each paragraph

- **Draw Attention To Certain Words And Paragraphs**

To emphasise words, phrases and paragraphs, use the following techniques sparingly. If you use them too frequently, you'll end up emphasising nothing and your letter or ad won't look inviting or interesting...

1. Underlines
2. Capital letters
3. Indented paragraphs
4. Boldface type
5. Italics
6. Simulated handwriting in the margin and in the PS.

- **Vary The Length Of Your Sentences And Paragraphs**

Make sure your sentences and paragraphs vary in length. Your sentences should never be longer than a couple of lines, and your paragraphs should never be longer than seven lines.

- **Use A Conversational Approach**

Your letter should read like someone is talking to you. That means you should literally write how you talk. This goes against everything you've probably been taught, but it makes a huge difference!

**WANT TO
SHARE YOUR
EVENT?**

We will add your event to our webpage promoting upcoming events being held by clients, contacts and friends!

WWW.VIEWPOINTBUSINESS.CO.UK/NEWS

viewpoint



www.viewpointbusiness.co.uk

The Power of 'Personalisation' and How You Can Use it to Grow your Business

If you've been exposed to any of our own marketing pieces (ads, letters etc), you'll have noticed a high level of 'personalisation' in all of them. There's a big reason for this...

Adding any kind of 'personalisation' increases response significantly.

Why? Because the recipient of your marketing piece gets the impression that you sent it to them – personally, rather than to 5,000 other people as well.

Plus, it helps your marketing piece stand out from the crowd, automatically giving it more attention.

You only have to look at your incoming mail each day – how many pieces jump out at you and scream: THIS IS FOR ME? I'd be surprised if you received any!

The good news is that you can create the impression of personalisation without it taking you hours to do. In fact, if you follow our advice, being personal won't impact on your time at all.

So let's expand on personalisation and give you a list of things you can do that creates a sense of personalisation (real or not).

1. Use the Prospect or Client's Name

The most basic form of personalisation is to use the recipient's name. We all like to see our name, and addressing your material to a named person will always lift response. Make sure you get the correct spelling – as nothing else infuriates us more than someone spelling our name incorrectly.

2. Use 'Handwriting'

You already know that handwriting the envelope almost certainly puts your mailing into Pile A (stuff that doesn't go in the bin). But there are many other ways you can use handwriting to give a more personal look...

- In Margin Notes

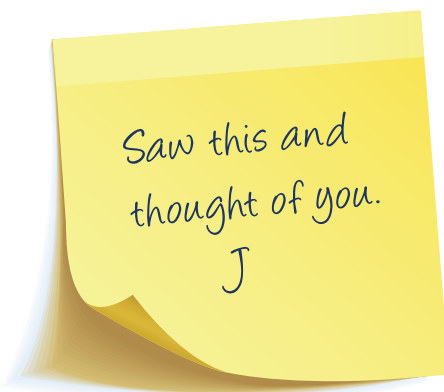
You don't have to handwrite each margin note for each letter. Simply write it once and scan it in.

- As Your Main 'Font' in Your Marketing Pieces

Don't be frightened to write your entire marketing piece in your own handwriting.

- Use Handwritten Notes

Sticking a post-it note on the front of any of your marketing communications will make it seem more personal. Saying something like:



3. Lift Letter

A lift letter is simply another letter you include in your mailing pack that is written to 'lift' the response. Typically it is signed by another person and the words 'Only open this if you have decided not to respond' are included on the front. Again, you can handwrite the lift letter to give it a more personal feel.

4. Written Just For Me

Perhaps the most important method of personalisation is to write your marketing piece focused entirely on the target market. Something that shouts out 'this is for me' will always get a greater response and success rate.

One copywriter I admire, John Carlton, says: "Your letter should be written like a love letter to your partner". Of course, he doesn't mean entirely like that, but he's referring to the fact that, whenever you write, you are only ever writing to one person (the reader); even if you've sent your media piece to 5,000,000 people, it still has to read like you are writing it to one person.

So remember – it takes more time and effort (and sometimes more cost) to create personalised marketing pieces (that's why so few people do it, of course!) but this extra attention to detail will increase the returns for you and your business.



Okay, okay, I hear you. You're a BUSINESS OWNER – you couldn't possibly send a comic!

Well, as you know, if your marketing doesn't stand out, it doesn't get opened or read.

We use a 'Super Accountant Comic' example as a truly unique lead generation marketing piece. Surprisingly, this approach dates back to the early 1920s and was often used by advertising great, John Caples.

You rarely see this 'comic strip' approach these days, so because it is so different, it increases readership and, ultimately enquiries.

Hopefully, as you read each issue of this newsletter, you're starting to think differently, because if you do what everyone else does, you'll get the same mediocre results as everyone else.

Here's how to do it...

- You only need a 4 page comic (front, page 2, page 3 and back).
- You could create a series of comics – say 3 or 6 or 12 issues.
- Decide on the theme
- Send the comic to your target customers, existing customers, suppliers and other people who recommend your products or services.
- Write the script (remember the objective is to move the prospect or customer to the next stage of the sales cycle, so that should be the focus of the copy).
- Once you've created your theme, you'll be able to create many other types of marketing pieces.
- Make sure the back page has the call to action and a summary of why they should respond.
- Go to somewhere like Elance (www.elance.com) and find a cartoonist you like.

I promise you'll really enjoy the whole experience. Have fun!



Creating and Using your LinkedIn Account to Target and Acquire More Customers

Whether you like it or not, having a social media presence is very important. One of the big players that we haven't discussed at length is LinkedIn and its importance for many business owners across the globe. For many, LinkedIn is the social media equivalent of an awkward networking event.

Many people say "I'm on there but I have no idea what to use it for" or "I don't see the point in joining, my colleagues know me so I don't need to connect with them on LinkedIn".

But if you fall into this trap, remember this old saying "It's not what you know, it's who you know!"

Let's go through some reasons why you should bother with LinkedIn...

- It has over 300 million users from over 200 countries.
- It's great for online visibility (Google ranks LinkedIn profiles very high).
- It's a great way to showcase your expertise.
- It has an outstanding ad programme (more on this in later issues).
- LinkedIn is a great way to connect with former employees, colleagues and your clients, customers or patients. The chances are they are already there waiting for you to connect with them! LinkedIn offers both free and paid accounts. A paid account allows you to send InMails (e-mail messages within LinkedIn); this is a good way to reach people who may not currently be in your

network. But in order to make the most of LinkedIn, a paid account is not essential.

- **LinkedIn allows you to give and receive professional recommendations and you can choose to feature these on your profile, which we highly recommend.**

As we mentioned previously, it's a great way to showcase your expertise and talents. If you weren't already sure, here is a quote that should kickstart your LinkedIn profile:

"LinkedIn is your CV on steroids. It has advanced applications that allow you to promote your products, services, events and brand. If you want to bring your business to the next level, it's critical to take action and start optimising LinkedIn".
– Lewis Howes, LinkedInWorking.

Everything that you need to do to set up your LinkedIn profile is divided into four segments: your profile, managing contacts, LinkedIn groups and LinkedIn events.

Your LinkedIn Profile

Think of this as your interactive online CV. Your colleagues and customers can see all of your professional life in a nutshell. Here are some tips on how to create the best LinkedIn profile...

Use a good headshot – ideally one that shows you looking happy. A good profile

image makes it eleven times more likely to be viewed.

When you receive recommendations, showcase them on your profile.

The summary is key – make it pack a punch! Use keywords that make it easy for other people to search for you. Include industry terms.

The specialities area underneath your summary allows you to tag yourself. Think about how others will search for you.

Make sure your profile is set to public (this allows search engines to find you as well).

Managing Contacts

The next question that you're probably thinking of is: Who should I connect with? Here's a definitive list that will help you to make those choices:

- **Past and current bosses. If you have a good relationship with them, then these are great people to get recommendations from.**
- **Your clients, customers or patients – this is fairly self-explanatory. However we don't advise that you add prospective clients as these will not know who you are just yet.**
- **Industry contacts. These can be all your business contacts.**
- **Bloggers – add people that cover your industry. Not all of them will be open to connecting with you but it's definitely worth a try.**



Creating and Using your LinkedIn Account to Target and Acquire More Customers

LinkedIn Groups

LinkedIn groups are a great way to find people with similar interests to you, just like Facebook groups. Once you have joined a group, it will appear on your left-hand navigation bar. Benefits include...

- They let you send InMail to members without having to upgrade. If you try to message someone who isn't connected to you, LinkedIn will ask you to upgrade. Join a group that they person is a member of and you can send a message without upgrading.
- The groups are a great way to communicate online. Look under the discussions tab on the group page and start your own once in a while. Post questions that might get some interaction.
- If you are a member of a group, anyone searching for you can find you more easily.



LinkedIn Events

To gain access to the LinkedIn events feature, all you need to do is click the 'more' tab on the home page navigation bar. The events feature lets you know about upcoming events and industry conferences that are especially important to SMEs. It's a great way to see what is going on and to connect with others.

Dos and Don'ts

As always, there are a few mistakes that you need to avoid on LinkedIn.

DO:

- Give a great deal of thought to your personal profile.
- Participate in LinkedIn answers.
- Join groups.
- Treat your LinkedIn profile like a website. Make sure it's clean, well formatted and of interest to others.
- Populate your profile with keywords to reflect your background and industry.

DON'T:

- Spam your contacts with emails every week. It's about nurturing your relationships, not annoying everyone.
- Forget who might see your profile. Remember your target audience.
- Preach. Don't let people think you're a know-it-all business owner. Be personal with people.
- Follow people you don't know.
- Treat LinkedIn like Twitter and Facebook. It's a completely different platform that requires significant attention.



THE BUSINESS GROWTH SYSTEM

A tool for all your marketing needs.

OVERVIEW:

The "Business Growth System" has been developed in the UK and has helped thousands of businesses in over 250 different industries to get more customers and increase sales.

KEY FEATURES:

1. Quick to implement
2. Most of the strategies are low cost or free to apply
3. Each strategy comes in a format with video tutorials, step-by-step instructions, examples and templates.
4. The system, when applied properly, WILL generate more customers, sales & profits



CONTACT US TODAY TO START YOUR FREE TRIAL