



## 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 4: Get Dormant Customers Buying From You Again.**

The avoidable mistakes.

### **Pages 5-7: How to use Twitter 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 1

Most sales letters don't work. They miss a number of vital 'success ingredients'. Follow our 'Sales Letter Template' and watch you enquiries and sales multiply!

Have you ever sent a letter to your prospects or customers to get more business?

The chances are you have and if you haven't you're wasting a huge opportunity. However, as frequently as 'sales letters' are used, they rarely get fantastic results. In fact, many business owners conclude that 'sales letters don't work'! Why? Because with a UK average response of less than 0.5% most simply flop. But like everything we discuss in No-Nonsense Marketing – it's not what you do; it's how you do it that makes the difference.

NOW WE'RE GOING  
TO SPILL THE BEANS  
ON **HOW TO WRITE  
A SALES LETTER  
THAT SELLS...**



# The Sales Letter Model Template

We've studied the things that work – really work – and cross-referenced these elements across hundreds of best-selling sales letters. The result is a powerful Sales Letter Model Template that anyone can use – even if they've never written a sales letter before. Before we begin, there are four preparation elements that are fundamentally important...

- 1. The most important thing in marketing is the 'target market'**  
When it comes to writing your letter, you need to ask yourself the question 'Who are you going to send the letter to?' and then write your letter focussed on the target market.
- 2. Length is not an issue** The letter being too long or too short is not a problem; It needs to contain as much information as possible to attain your primary objective; nothing more, nothing less.
- 3. Laser-beam focus** Don't try to achieve more than one thing with the sales letter. Remember what the purpose of the letter is and write with that goal in mind.
- 4. Getting your letter opened is fundamental to your success**  
From the outside, the letter must look interesting and personal. If the letter looks like junk mail, it will be thrown away or remain unread which means no matter how good your sales letter is, your response will be a big fat zero.

Once the preparation work is done, you're ready to create your letter. Here are the key components that will help you either generate more enquiries or sell more of your products or services...

## 1. The offer

Every media piece you send must have some kind of offer. Sales letters are no different.

The offer is what the recipient will receive when they respond and what they have to do to get it.

There are two main types of 'offer categories': soft offers and hard offers.

Soft offers are ones which don't require any personal interaction between the buyer and seller. Typically, soft offers involve some form of printed media – a request for the company brochure, a special report, a free booklet etc.

Here is a list of some proven soft offers...

- Free special report
- Free brochure
- Free catalogue
- Free newsletter
- Free information pack
- Free coupon
- Free DVD/CD

Hard offers require a sale to occur or some kind of personal interaction (phone call, meeting, etc.) between the prospect and the seller. Here's a list of proven hard offers...

- Free trial
- Free no-obligation appointment
- Free explanatory meeting
- Free evaluation of your requirements
- Free initial planning session
- Free executive briefing
- Invitation to a free talk or seminar
- Free consultation
- Free survey
- Offer on the anniversary of the customer placing their first order





## 2. The Headline

Once you've clearly defined your offer, you can now start to construct your letter. It starts with the headline. The headline is absolutely critical to your success. Its purpose is to attract attention and draw the reader into your letter.

Here are seven of the most successful headline types below:

### #1 Benefit headlines

(all your headlines should contain a benefit of some sort)

### #2 Use a two or three word headline:

Burn Fat Faster  
Get June Free  
Double Bonus Sale

### #3 Headlines that focus on quick and easy solutions

Fast and Simple...  
Ridiculously Easy and Fast...  
The Lazy Person's Way To...  
Instant, Automatic Results...

### #4 Warning Headlines

Read This Before You...  
Don't Buy...Until You've Read These Facts

### #5 Testimonial Headlines

A specific benefit written testimonial from one of your customers

### #6 Reasons why headlines

7 Reasons Why You Should...  
37 Invigorating Reasons...  
6 Ways To...

### #7 Offer headlines

(put your offer in the headline) Try Before You Buy Carpet Cleaning

## 3. The First Few Words...

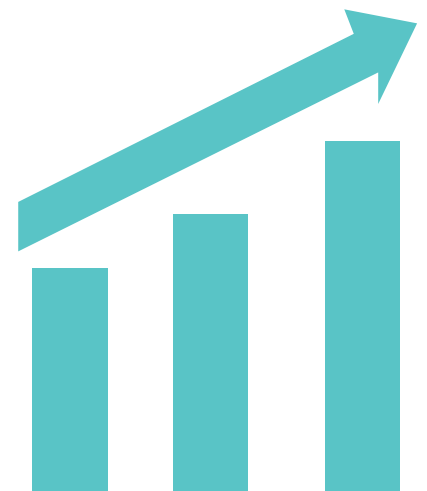
Sometimes the hardest part of any copywriting is putting down the first few words. However, the first few words are critical. Your reader will quickly determine whether they should keep reading or not.

**There are three simple rules to follow when starting your letter:**

1. Understand that the purpose of your first sentence is to get the reader to read the second sentence and so on.
2. Make your first sentence and first paragraph short. Long sentences are harder to read and the reader will lose interest.
3. Don't waffle. Get straight to the point.

## End of Part 1:

That concludes Part 1. By adopting the preparation elements and the first three components of the sales letter template, you'll see a significant jump in the results you achieve with your sales letters. We'll conclude with Part 2 next month.





# Get Dormant Customers Buying From You Again

**On average, most businesses lose about 20% of their existing customers each and every year for a variety of reasons. This is business.**

Some businesses in the same industry or profession will experience a higher turnover of customers than their competitors.

Some of the reasons for customer losses are avoidable and others are in the complete control of the business.

According to a survey by Sales and Marketing Executives International, customers stop buying for the following reasons:



- **1% die**
- **3% move away**
- **5% develop other friendships**
- **9% leave for competitive reasons**
- **14% are dissatisfied with the product or service**
- **68% leave because they were treated with indifference, disrespect, apathy or neglectful behaviour on the part of the employees of that organisation with whom they interacted.**

**82% of a business' customers leaving because they are unhappy is not good news in anyone's book.**

But what is good news is that because 68% of people leave through indifference, with a bit of 'hand-holding', some of those customers can be 'won' back.

Furthermore, if something cost, say £100,000 in marketing expense just to obtain it, would it make sense to just ignore it and never use it after you paid for it? Of course not, but that's what a lot of business owners do all the time.

We're talking about the list of past and lapsed customers. Each name on that list represents every pound ever spent on advertising, direct mail and any other media piece and all the hours of time creating those ads, or networking, or writing the sales letters and everything else done to capture customers and get them into the database.

**Plus, according to the US Office of Consumer Affairs, it costs six times more to acquire a customer than it does to keep an existing one.**

Therefore, the past-customer list becomes even more valuable not only because the business should already 'have' them, but also because those past customers already know the business, which makes them far more likely to buy again.

Don't think of them as 'past' customers. Think of them as 'inactive' or 'dormant' customers with the potential to come back again and many more times in the future. But they will rarely do it on their own.

You have to get proactive and start working that customer list with a solid plan for creating more sales using those valuable names.

First, if you haven't contacted the names on the customer list for at least a couple of months, or if a lot of those customers have not come back on their own for a while, you need to institute a 'dormant-customer reactivation strategy'.

**One of the best ways to get inactive customers back is with a letter – a 'Customer Reactivation Letter' to be precise.**

**STEP 1 – Check to make sure the contact details and the spelling are correct**

**STEP 2 – Personalise the letter**

**STEP 3 – Use a headline that immediately acknowledges the customer hasn't bought for a while**

**STEP 4 – Make an offer**

**STEP 5 – Put a deadline on the offer**

**STEP 6 – Always sign the letter in blue ink.**

We've given you a proven example of a Customer Reactivation Letter\*. You can easily adapt this letter for your own business.

As you can see, the letter is a very simple one to write. The key is to use it as part of your overall marketing or business grown system in the same way big-name companies send a discount coupon to customers if they haven't been in their store for a few weeks.

**Try it yourself and see the significant difference it can make!**

\*(See next page)



## We've Missed You – So Here's A Special Offer For You

1

Dear <Customer Name>,

It's been over three months since your last order. We miss you and we really want you back. I appreciate you may not have forgotten about us, but I want to make sure.

2

### 20% Discount Valid For The Next 14 Days

3

In the past, you purchased our Kubek range of furniture and the UK sales of this are still exceptionally strong. Therefore what I'd like to do is offer you any item in the entire range (see attached brochure) for 20% less. In other words I'll gift you a 20% discount.

That's my way of saying 'thank you' for your previous custom and hopefully it shows you how important I believe you are as a valued customer.

4

All I ask is you place the order within the next 14 days. Simply phone us on <Number>. Of course any purchase you make still comes with our 10 year guarantee.

5

Thank you.

Kind regards,

Jason Leech  
Director

P.S. Remember to place your order within the next 14 days to receive your 20% discount on the Kubek range.

A proven 'Customer Reactivation Letter'.

You too can use this as a guide to creating your own successful letter.





# Small Businesses Benefit Most From Social Media

This month, we're taking a close look at Twitter and how you can grow and increase your brand image through this underused platform.

Most business owners that we speak to believe that all social media sites are the same and have the same use; this couldn't be further from the truth. Each platform has its own advantages and disadvantages, as you might expect; however, it's how you exploit these positives which shape your presence on Twitter, Facebook and LinkedIn.



Before we take a look at how we can grow your business on Twitter and bring you up to speed on how to use it, here are a few statistics which will show you why Twitter is so important to have in your armoury.

- On average, people spend 700 minutes on both Twitter and Facebook.
- Over 500 million Twitter users across the world.
- 85% of users say that they feel more connected with a brand once they follow it.
- 89% of SMEs stated that Twitter has improved their brand image and exposure.



## Tweet Us!

**You can't ignore those facts.** No one who owns a business should overlook the importance of Twitter, in particular. Over the years, dealing with many businesses' social media, I've had a soft spot for Twitter. It allows you to interact with your clients and for them to interact with you.

Where do we start with Twitter, then? As always, it's about developing a strategy which you believe will work for your business.

Here's a framework that we think helps to segment our strategy:

1. **Capivate.** As with all our social media, we want to attract and stand out from the rest. We can do this through engaging content and clever branding.
2. **Convert.** If we convert any prospects into clients through social media, this is a bonus and you should never attach much importance to this; not many businesses can sell through social media. However, what you can do is turn a stranger into a consumer. The consumer will read your information and see your branding but nonetheless you have captivated a potential client.

**This methodology works with all social media but as people use Twitter to keep up to date with their favourite brands, it is even more relevant here.**





# Small Businesses Benefit Most From Social Media

The next question is what strategy will you use for Twitter? Think about your overall goals and what you want to achieve. This could be:

1. Brand awareness.
2. Launching a new product or business.
3. Providing customer service.
4. Selling products or services.

As an SME owner reading this, I'd strongly recommend that you begin with brand awareness. We want to charge a premium for our products and services, but **without a strong brand image, this is not achievable.**

Take, for example, Harrods and Selfridges – without their strong brand image, they cannot charge a premium for their products. Your business is the same, you need to portray your expertise and skills over Twitter and when people who follow you begin to realise this, they will happily pay exclusive rates for your products or services.

## How to use Twitter to grow your brand:

Firstly, you need to create your account by logging in to Twitter.com and signing up. It asks all the laborious questions like passwords and e-mail address; however, you are asked to create a Twitter name. It goes without saying that this must be your business name.



You already know the importance of a consistent brand image across your social media. You need to have the same cover image in Twitter as you have used in Facebook. Twitter can be quite confusing to use, so before you begin to 'tweet' have a browse around.

## Here are a few terms that you will have to get used to when using Twitter:

- **Mention** – For you to draw the attention of another follower, you will have to mention their account name in your tweet. To do this, precede their account name with @AccountName. So for example, if you want to tweet Viewpoint Business Services, you would simply type @viewpointbs.
- **Retweet** – Think of this as a forward button. If another business has tweeted something that you like or agree with and you want to share it with your followers, then simply press the retweet icon.
- **Hashtag #** - If you want to participate in a specific conversation or topic, you can use the hashtag symbol followed by the topic name. So if you want your tweet to be contained in the social media discussion, you would simply type #socialmedia. Then anyone who wants to see what other people are saying about social media can simply type in #socialmedia and you tweet will be seen. This is very useful for engaging in global conversations.



# Small Businesses Benefit Most From Social Media

**You've got a brief idea of the terminology used in Twitter; now you need to understand the benefits of followers and following.**

Unlike Facebook, which has grown organically, you can take a proactive approach to gaining followers on Twitter.

**One of the biggest obstacles on Twitter is that anything you post must be 140 characters or less: in other words, a very short sentence.**

We must make sure that anything we post is compelling and informative. Don't just post about your business.

**Another quick DON'T would be: do not use auto-following and automated direct messaging as this looks and feels like spam which is the last thing you want for social media.**

You can also be very proactive on Twitter: ask for market feedback on your products or services, these serve as great testimonials. Let people sample your work via blogs and articles (if done correctly, this can help with your SEO).

Like domain names a few years ago, if you don't take ownership of your social media name on Twitter, someone else will do or already has done. Your local competitors might be trying to do this, or a business with a similar name to yours. Unfortunately, this is part of the business environment.

**We strongly advise you to act upon this sooner rather than later. Whether you adopt social media now, or in a year's time, you will understand the importance that it has to play in your business.**



## Begin by following other people

Firstly, look at your client database and begin to track down all of these people. You can do this by searching for their name in the search bar. Secondly, search with any other businesses that you deal with and follow them. Thirdly, search for anyone in your local area who you believe will be interested in your products and services. You need to spend a great deal of time and effort on this task.

## Post relevant information that your followers will find useful

Such as tips and tricks and potentially useful news articles. The aim is to enrich their day through Twitter and show why you're the expert in your industry. You can use the same information that you post on Facebook; however, make sure that you don't connect the two accounts as this does not portray a strong brand image.

<http://www.viewpointbusiness.co.uk/newsletters/august-2014-tax-newsletter>





# 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