



How you can write a very persuasive sales letter.

By Robert Hayes-McCoy

A sales letter can be a make or break reason a potential agrees to meet with you or not. IT is often the first point of contact you will have so it needs to make an impact.

It's important that it's direct, to the point and also persuasive.

I have put together a 10-point checklist for writing a very persuasive sales letter which I have listed below. These hidden persuaders will hopefully help you in your quest at a later date.

10 rules for writing successful sales letters

1. Write the way you talk... in a helpful, personal tone. To achieve this, keep your sentences and your paragraphs short and use the word 'you' as often as you can. Avoid if you can, using the word 'we' at the start of your sales letter. It's a somewhat cold and formal word.

2. Make your opening paragraph interesting to your readers – promise them a benefit up front! Be lively and friendly. You'd be surprised at how many utterly boring sales letters are sent out in the mail in Ireland. So before you send out your sales letter it's best to read it aloud to yourself and listen carefully to your own words. If you find yourself getting a bit tired and bored with what you are reading ... believe me, your letter is a bit tired and boring. Liven it up before you send it out.

3. Preferably, use a Times Roman type font of 11pts in size or larger in your sales letters. Keep in mind that the larger the text you use in your letter the more user-friendly it is for people over 40 to read. Avoid using anything smaller than 10pts in size.

4. If your letter runs to two pages, always end the first page in the middle of a sentence so that your reader will automatically turn to the second page of your letter to finish reading the sentence. And, chances are, they will then read the rest of the page.

5. Use plain English - avoid jargon & don't use uncommonly used words which your reader may not understand.

6. Be charming and persuasive. Talk about the benefits rather than the features of your products or service. Remember benefits sell – features explain. Take care if you are using lists in your sales letters. Generally speaking, bullet pointed lists are not charming and persuasive to look at, so if you absolutely must use them in your sales letter, use them sparingly. It's best to restrict the use of lists of features to impersonal documents like: brochures, operational manuals, technical information leaflets or printed articles like this one.

7. Clearly tell your readers what you want them to do when they finish reading your sales letter. Be as specific as you can! A sales letter which ends on a vague



note like: 'Contact us if you ever need us' is unlikely to have any great degree of success.

8. Do not – definitely not – use a 'dear Sir/Madam' salutation to existing customers or when you are responding to a query from a named person. In fact, my advice to you is never use this salutation in any sales letter – ever! A simple 'Hello!' at the top of a letter is far more acceptable.

9. Leave the door open for a follow-up reminder letter, don't let yourself fall into the trap of saying something in your sales letter along the lines of, "unless I hear from you I won't contact you again."

10. And finally... the platinum rule is 'Always put yourself in your reader's place – ask yourself, would I like to receive a letter like this? If your honest answer to this question is 'no', then you should think twice before you send out your sales letter. Next time you draft yourself a sales letter ask yourself... is it charming, persuasive and will the recipient be delighted to receive it? If your answer is 'yes' to all three of these questions, please do me a personal favour. Put my name on your mailing list immediately. Because I'd love to receive that wonderful sales letter yours.