



PRACTICE
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POWER STRATEGIES

Essential Marketing Strategies
for Extraordinary Practice Success



YOUR MARKETING ALCHEMY **SALES LETTERS** MANUAL

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What can be said but not practiced...
is better not said.

What can be practiced but not spoken of...
is better not done.

[So] ultimately [you] will be able to speak without
trouble and act without disgrace.

– *Thomas Cleary*

Keep it with faith.

Practice it with keenness.

Perfect it with faithfulness...

then, though the task be great, you shall surely succeed.

— Thomas Cleary

POWER STRATEGIES



Essential Marketing Strategies
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POWER STRATEGIES



SALES LETTERS

POWER STRATEGIES: SALES LETTERS

Sales letters have more commonly been associated with direct mail companies or corporate business than with health care and wellness practices. The implication... sales letters are an incredibly overlooked power strategy for marketing alchemy.

Why is this? Because every communication you make to your clients is, in part, a sales letter. And if every communication is a sales letter... don't you think it would pay to know how to craft, write and benefit from sales letters?

That is why sales letters are a power strategy and in this section, we are going to cover them in detail!

WHAT IS A SALES LETTER?

A sales letter is a written communication that enables you to present an offer, proposal or plan to your reader. It allows you to express and communicate ideas and information and represents a powerful opportunity to influence, persuade or direct your clients to an action or outcome that is in your mutual best interest.

For example:

- You can write a letter to motivate your clients to attend a workshop or a seminar by defining the benefits and advantages in attending.
- You can write a letter to clients making enquires about the services in your practice that compel them into an appointment because of an irresistible offer for a consultation detailed within the letter.
- You can even write a letter to a potential strategic joint venture partner to demonstrate the benefits of combining your marketing activities to rapidly and profitably build your businesses.

All of this takes place in the written form of a letter... a *sales* letter.

Sales letters are also used to welcome new clients. They are used in your ongoing support and education programs, as well as in your communications that create opportunities for additional product and service purchases throughout the client's care.

Sales letters also influence other marketing endeavours. The sales letter is part of your public relations activities, networking programs and as a response to your display advertising. It has

also been shown that sending a sales letter prior to telemarketing (phone call) communication increases effectiveness by up to 1,000%.

In this part of the program you are going to see just how powerful and exciting sales letters can be as part of your marketing tool kit.

THE FACTS PHENOMENON

One of the key elements of a successful sales letter is the way in which you present the information, the way that you provide facts to the reader and how those facts influence the reader.

Irrespective of the content of your letter, it is important to begin the letter with an indisputable and undeniable fact, a basic statement of truth, something the reader understands, agrees with and accepts.

By starting in this way, you gain immediate agreement with the reader, you demonstrate your credibility and you become believable at the beginning of the letter, which then carries throughout the entire letter.

The key reasoning behind doing this is not only gaining credibility and believability and therefore acceptance by the reader, it is because the mind follows a logical sequence. If you begin with a truth, and there is agreement with that truth, as you present additional information, and the client agrees with this information, the client nods. They may nod as they read it, internally, or with an overt nodding of the head. Irrespective, the agreement creates a cascade of additional agreements whereby if they agree with one point, assuming it is not too great a leap, they will then agree with the next point.

HOW TO PRESENT FACTS

So, if you are going to present facts, how do you present them to have the greatest effect and impact?

Firstly, let me begin by saying that you cannot make statements of facts about you and be credible. Facts about you need to be provided objectively by a third party.

Equally, when you provide facts about results or information you are presenting, they need to be specific, detailed and evidence based.

It is also important to explain, through use of facts, the benefits, advantages and results the reader (or, at a later time, the person receiving care) will receive. The facts have to support why what you are recommending is in the highest and best interests of the potential client.

SALES LETTER FORMULA

John Jantsch in his book, *Duct Tape Marketing*, provides the following sales letter formula:

1. Headline... screams, "This letter is worth your time!"
2. State the problem... let the reader know up front that you realise that they have a problem and you understand the frustrations they are going through.
3. Stir up the problem... draw a picture of what the problem is likely costing them in terms of money, time, frustration or status.
4. Paint a hopeful future... begin to reveal what life could be like or what it is like for some others like them.
5. Outline a solution... show them that you have an idea how they can get relief. Layer on the benefits of your solution.
6. Answer objections... address the objections that you know your [clients] have posed in the past.
7. Make an offer... offer your free report, workshop, CD, or other free or low-cost information product.
8. Create a call-to-action... tell them why and how they should contact you to get this offer.
9. P.S.... restate your offer or chief benefit in a P.S.

Jantsch goes on to provide the following key considerations for bringing that formula into written form:

- Use point form.
- Outline your letter using the formula.
- Write a rough draft in one sitting.
- Leave your letter alone for a day.
- Edit your letter for impact.
- Let a professional proof your letter for errors.
- Edit one final time for passion.

Jantsch reinforces other sales letter experts by reminding us to tell the reader why the offer presented in the sales letter is so important. He asks us to give the reader details that are compelling and give reason for them to make a purchasing decision.

To do this, it helps to write as if we are talking to someone about the idea we are presenting, with passion and enthusiasm and to convey that in the written word.

Remember to break up the copy by using regular sub-heads to maintain interest and flow.

Most importantly, Jantsch tells us to tell stories. People love stories. Stories allow us to talk more easily about the care that we provide, the hopes that we have for them and the solutions that are available.

THE ALL-POWER SALES LETTER

The *Marketing Alchemy* sales letter formula is your template for creating powerful and profitable outcomes from your marketing communications.

What is the purpose for the sales letter?

What are the outcomes that you want as a result of delivering a sales letter?

Who are you sending it to and why and what results will you experience?

These strategic questions clarify the basis for your sales letters.

Part A — Preparation

To write an effective sales letter it is not enough to just sit down at your desk and begin writing (although you will, in fact, have to do that). The formula for a successful sales letter requires preparation, requires that you know what it is that you are endeavouring to do and why.

1. Get familiar with sales letters... part of your preparation is knowing and understanding the medium of sales letters. Many practitioners are not familiar with sales letters. Many have received sales letters but do not recognise them specifically as a sales letter. It is important that you become familiar with the medium before you begin applying the medium.

Get hold of as many sales letters as you possibly can. An example of a sales letter is included in the appendix. A sales letter is any document, one or more pages, designed to talk to you about an offer, about an opportunity, whether to increase your business (such as the one in the appendix), to buy something, to improve your health or otherwise.

Get as many sales letters as you possibly can and read them, looking at the structure and formula they have.

If you are unable to find many sales letters, use the internet to find some. Simply Google an interesting topic area, like marketing or wealth creation... and you'll see a wide array of sales letters, some ineffective and many that are very powerful.

2. Create a sales letter swipe file... now that you are familiar with sales letters, know and understand their purpose, create a sample file of good examples that communicate a marketing message to promote an action to either contact the seller or make a direct purchase.

It is valuable that you have a collection of such letters to act as inspiration, idea stimulation, modelling and a reminder and representation of the structure and formula of successful sales letters.

These samples may also provide you with a reminder of what doesn't work. As you read these sales letters, work out which ones stimulate you, motivate you and engage you. And which ones don't. If there is something that is not working in one particular sales letter, consider why it is not working, why it has had a less than desirable effect, and avoid those elements in your own sales letter. Equally, if you find a sales letter particularly engaging, work out what it is that is producing that effect for you, and incorporate that in your own sales letters.

Now that you are familiar with the sales letter and you have some examples to look at, you are ready to begin writing your own.

Part B — Strategy

3. Mindset... getting mentally prepared to write powerful and compelling sales letters.

It is now time to start thinking like a writer of sales letters. Don't worry, it is not as hard as you think. You have read the sales letter in this appendix and you have read other letters that are now in your swipe file.

People just like you have written these letters.

I am a practitioner, just like you and I have written sales letters. My support staff has written sales letters just as your support staff will.

You too can write a sales letter.

The mindset to get into is one of a caring friend. You see, a sales letter is not so much a sales tool as a communication between two people who have a common interest.

Your common interest is with your client, who wants to receive the tremendous benefits, advantages and results that your care provides.

Your client has a problem, some pain or discomfort, or does not recognise that their health is deteriorating as a result of their absence from your practice... and you have the solution.

The sales letter is a communication between you and them, empathically delivered from one genuine, caring person (you) to a person who is looking for a solution, who needs help (the client).

You need to get into the mindset of service-orientation.

Your sales letter is a true service and a solution to the problems and needs that your client has.

Keep this in mind throughout the whole writing process.

4. Writing style... the 'how' of writing a sales letter.

"But I am not a writer," you say. You don't need to be a *writer*.

You do need to write, but you do not need to be a writer.

Have you ever written a letter or an email to a friend, a partner or a family member?

Then you can write.

This is the type of writing that takes place in a sales letter. Person to person. Direct communication. Genuine, empathic communication.

You see, a sales letter is written as you would speak.

If you are able to express what it is that you would like to say to your client in person, face to face... then you can write a sales letter. Because there is no difference between the spoken words that you would use to speak to this client in need and the words that you would use to write to them.

Your writing style is conversational, personal and directed to the individual.

Your writing style is like a conversation you would have with the client if they were there before you... except you are putting those words on paper.

5. Understanding why... the next strategic element of sales letter writing is understanding why you will be using the sales letter as your medium of marketing to your clients.

In this section of the program, you have already seen the benefits and reasons for sales letters. Now, as part of your strategic preparation for writing your sales letters, you have to more clearly examine this, and confirm in your own mind the purpose and value of sales letters as the preferred marketing medium.

Why are you going to write a sales letter in this particular circumstance?

- Because I can access a large number of my clients through either email or mail, saving significant time as compared to a personal phone call or contact.
- Because I want people to respond to a special offer that I have available for them.

- Because I have run an ad for a special report and there are hundreds of people asking for this report. I want to give them reason to act on the information in that report and a sales letter is a wonderful format for that.
- Because I have an amazing offer for clients who haven't been in for some time (lapsed clients) and by sending them a letter I am establishing contact and instituting a response.

Once you have the, "Why" of why it is you are going to use a sales letter, you can then define who it is that you are specifically going to contact.

The "why" comes before the "who."

When you know why you are going to use the sales letter as a marketing medium, you then have the direction for who you will contact with that message.

For example, if you are only activating lapsed clients, you do not need to send the sales letter to the entire database. You have defined your target market by the "why" you are advertising, streamlining your marketing activities and saving significant dollars by not producing unnecessary sales letters.

6. Who you are marketing to... as we have just discussed, the "why" you are advertising precedes the "who" you are advertising to.

Now it is time to define the market for your sales letter. Get clear on who it is you are marketing to, find out as much about the general characteristic of that population group as is possible.

For example, if the "who" is your lapsed clients... find out why it is these clients have lapsed.

The *Power Strategies Manual* has an entire section on lapsed clients. You will find that there are a number of reasons why the clients have lapsed, including that they have merely forgotten, gotten too busy or have lost direction with their care. Some may be dissatisfied, others have left town.

Your goal here is to research and to understand why these clients have lapsed. Once you understand why they have lapsed, adapt your sales letter to address this specific target market.

The same is true for any other target audience for your sales letter. Research the reasons why you will market to them.

When you understand who you are going to market to, ensure that it ties in with a reason “why” you are going to market.

Now, you are ready to start writing your sales letter.

Part C — Methodology...

We are now going to discuss the specific methodology for writing a successful sales letter. Follow this formula, step-by-step and you will consistently produce meaningful results from your marketing communications.

7. Understanding needs... once you know “why” and “who” you are going to market to, you need to uncover the needs of this specific market.

To influence someone, you need to understand them. To understand them, you need to get into their mind, walk a mile in their shoes and feel what they feel.

To get this deep sense of understanding, Dan Kennedy in his book, *The Ultimate Sales Letters*, provides the following 10 Smart Marketing Diagnosis and Profiling Questions:

- i. What keeps them awake at night, indigestion boiling up their oesophagus, eyes open, staring at the ceiling?
- ii. What are they afraid of?
- iii. What are they angry about?
- iv. Who are they angry at?
- v. What are their top three daily frustrations?
- vi. What trends are occurring and will occur in their business, lives or [health]?
- vii. What do they secretly, ardently, desire most?
- viii. Is there a built-in bias to the way they make decisions?
(Example: Engineers = exceptionally analytical). Do they have their own language?
- ix. Who else is selling something similar to them, and how?
- x. Who else has tried selling them something similar, and how has that effort failed?

When you understand the problems, concerns and frustrations of your client, when you see what they see through their eyes, when you feel what they feel... you not only have deeper empathy for them and a greater connection and bond to them, you can more easily communicate to them.

8. Serving the clients needs... now that you know the client, understand them and have felt what it is they are feeling, how can you serve them?

What solution do you have for these problems, frustrations or difficulties they are experiencing?

In what way can you take away their pain or reduce the extent of their problems?

How is it that you are the solution they are looking for?

To answer these questions, think about what it is that you do as a practitioner. What products or services do you provide? What skills or abilities do you possess that will enable you to work with your client to overcome their pain, the problems or obstacles of their life?

This is the service that you offer. This is the role that you are able to apply in their life.

You need to know the answers to these questions. You need to understand what value you provide to the client. When you understand this, you can begin to formulate in your own mind the significant value you provide to your client and then communicate that.

Exercise:

What products and services do you provide that significantly minimise the challenges, problems or pains that clients have?

How do you reduce the pain, frustrations or problems in clients with these products or services?

How do you know that it has this effect?

How will clients know that you have had this effect upon their life?

Answering these questions helps you know and understand how you serve your clients.

9. What do you want to say to your client? Start with the headline. Now that you know and understand who your client is, what you are going to say to them? You need to telegraph that into a powerful, compelling headline that draws the reader in, compels them to read the next line and dramatically maximises the likelihood of them wanting to read the entire sales letter.

The key idea to recognise here is that the headline is not merely the attention-grabbing title of the sales letter (or any marketing material)... it is the telegraphing of what it is that you want to say to them.

If you are wanting to tell a client that you have missed them, that you are concerned for their health because of the absence of their care (continuing the lapsed client example), then you need to use the headline to telegraph and explain that concern.

For example:

“We have missed you... and I have a real concern because clients who fall out of care after they have received wonderful benefits are taking two steps backwards after their one step forward...”

That headline shows care and it telegraphs what it is that you want to say to the client. It is letting them know that you are concerned and that there are disadvantages to the choice they are making. And it is speaking directly to the existing relationship you have.

It also leads you in to the sub-headline.

Note:

Copywriting strategies, such as creating headlines and sub-headlines are discussed in detail in the *Marketing Alchemy Copywriting Manual*.

10. The sub-headline — drawing the reader further in to the sales letter. If the headline telegraphs what it is that you want to say to them, the sub-headline draws the reader from the headline further into the body copy. It needs to be an extension of the headline, dramatising your message, generating even more deep interest and compelling the reader to begin reading the first paragraph of the copy.

In essence, the headline demands you read the sub-headline.

The sub-headline demands you read the first paragraph of the sales letter.

And the first paragraph of the sales letter, as we will see, should compel you to read the second paragraph of the sales letter. And so on and so forth.

The sub-headline, then, could be:

“And because we are concerned, we have this amazing gift for you... but only if you call this week!”

You're maintaining a theme, you are bringing the reader into the document to find out what that gift is, and you are creating a sense of urgency...the client is compelled to read on!

However, before writing the next paragraph, before producing the copy that is your sales letter, you need to build the content that is going to be the foundation for the sales letter which is the benefits of the care that you provide.

11. The salutation...the salutation refers to how you address the letter, who you are addressing the letter to and how you direct your communication to them.

Obviously, if you know the person's name, it is important that you use the appropriate salutation of Mr, Mrs or Dr with their full name. If, however, you do not know their name, “Dear Friend” is the most common and appropriate salutation.

12. Detail the results, benefits and outcomes of the products or services you provide... now it is time to take the wonderful products and services you provide, the powerful changes that your care delivers, and define them in “benefit” terms, in language that the client understands.

You see, many practitioners do not communicate in a language that clients understand.

Clients are focused purely on benefits. Specifically, the results, advantages, positive and beneficial outcomes that they experience as a result of direct interaction with you.

Most practitioners focus on qualifications, skills, knowledge and the features of care that they deliver. Unfortunately this means little or nothing to the client.

For example, most advertising (just look in the Yellow Pages or your local directory) focuses upon the practitioner themselves, not the client.

Most advertisements say the name of the practice, the name of the practitioner and their qualifications.

If the client does not know you, this means absolutely nothing.

If the client knows you, then they already know your name and these factors are irrelevant.

You do not need to focus on these elements, you need to focus on the client.

Ads talk about the specific modalities, techniques or skills the practitioner has. The ads focus on the practitioner knowing and using kinesiology, diets and supplements, homeopathy or new laser therapy.

Many clients do not understand what these techniques are. All of this information confuses them. The practitioner is focused upon who they are and what they can do, to the exclusion of the client. You need to focus upon the client!

These ads focus on the features of the care they provide...gentle, safe and effective.

This is great, but what does it mean to the client? These words are now clichéd and do not offer a defining benefit to the client. You need to tell the client that gentle, safe and effective means that *they*, the client, won't hurt as a result of or during the care. In fact, they will feel better. You need to tell them that your results are so great that the client can feel absolutely confident that they *will* feel better as a result of the care. Those are the benefits to the client. Remember, you need to talk to the client!!

These ads tell you about the operating hours of the practice, these are features also. What do these features mean to the client? Convenience, accessibility, you are open when they need you to be open. You are open at a time convenient to the client that makes their access of your care easier for them. Remember, you need to talk directly to your client!!!

Are you beginning to gain an understanding of the difference between features and benefits?

Features detail specifics about the products or services that you provide. Benefits define the outcomes, results or advantages the client experiences, in terms that are personal and relevant to them, making your message more understandable in client-based terms.

Briefly, a feature is what the product or service is. What it does. A benefit is the problem it solves, the advantages it provides and the results it delivers. This is covered in more detail in the *Practice Mastery Pre-eminent Positioning Program*.

Now you need to define the benefits of the care that you provide.

Now that you know what it is that you truly do for your client, build your letter around these benefits.

13. The offer... specify the offer that is going to be contained in the mailing. You knew the purpose of this sales letter from the outset, that was what we discussed right at the beginning of this section. You knew who you were going to send it to and what you wanted to say to them... now, you need to specify exactly what the offer is.

During the offer you have to distil the core essence of the purpose of the letter and create tremendous desire for what it is that you're offering.

The benefits may be better health, energy and vitality as a result of reactivating their care... but that is not the offer.

The offer is the incentive or inducement that draws them back into care in order to receive the benefits.

The offer may be...

- A free consultation... but only if you act now!
- 50% discount for those booking before the end of the week.
- Get the Health and Fitness Program valued at \$147.00 for FREE... when you book your next consultation.

The offer is what you are giving them in exchange for their taking action in booking their next appointment.

The offer needs to be irresistible, giving no reason for the client to say "no" and every reason for them to say "yes."

14. Premiums, gifts and bonuses... you have got a wonderful offer for your clients now. A significant inducement enriched by the tremendous benefits that you provide.

But that may not be enough.

How can you enrich your offer? How can you add significantly more value, benefits and excitement? How can you make it so irresistible that the client will feel as though they are robbing themselves if they do not take action?

The answer to this question is found in the premiums, bonuses and gifts that you offer your clients as further inducement to making a purchasing decision.

These are the value-added items that increase the desirability and appeal for an offer.

For example, when a client books a new consultation, for them to receive a Health and Fitness Program valued at \$147.00 is a significant premium.

If a client books an initial consultation and receives a gift voucher for a family member, that is a bonus.

If a client receives Epsom salts and an essential oil mix with their rescheduled consultation, that is a gift.

The key thing with premiums, bonuses and gifts is that they must be valuable in their own right and would be worthy of being purchased... and that is where you find the value-added element in the inducement.

One word of warning about premiums, bonuses and gifts... as I stated, the value comes in the desirability of these items and the real value that they hold.

If there is something that you cannot sell or can't even give it away... it is not a premium. Just by saying that it is worth \$30 and adding it to the list of items the client receives when they make a purchase does not make it a premium.

In order for it to be a truly valuable premium, bonus or gift... the person would quite happily pay that, independent of the offer you are making them. This is why premiums, bonuses and gifts are true incentives and make offers truly irresistible.

They want what it is you are offering.

For example, in the process of reactivating a client, by offering them a free consultation plus the Health and Fitness Program plus a gift voucher for a massage... it is impossible for them to say no because you have made it so irresistible.

One of the keys with your premiums, bonuses and gifts is to ensure that there is high perceived value and low actual cost whenever possible.

For example, eBooks that you publish, or booklets that you print out (that are truly valuable and useful to the client), herbs or homeopathics, essential oil kits, and CD programs, such as a Health and Fitness Program... all have very limited cost, however, have significant value to the clients and are perceived as such.

Now, take some time to think about what additional incentives you can offer your client to dramatically enhance the likelihood of them accepting your offer.

Part D — Bringing the Sales Letter Together

You now have the core content for your sales letter. You have telegraphed the message to your client through the headline. You have powerful sub-headlines using the same principles, drawing them further into the letter. You know the benefits that you are going to be communicating within the letter. And you have defined a specific and compelling offer that you have added significant value to through premiums, bonuses or gifts.

Now, you actually need to structure a letter around these elements and begin the process of writing.

15. Style of writing revisited... this is the time and place to remind you that the style of writing should be conversational and a person-to-person communication.

The easiest (and most powerful) way to do this is to grab a tape deck or MP3 recorder, and with all of the information you have recorded already, sit down and tell the client exactly what it is that you want to tell them.

Imagine them sitting before you, having told you all about their needs and frustrations; having opened up to you that they need help. And, as they sit there despairingly, ready for you to share with them your sage advice... open your mouth and speak directly to them... and record every word.

Once you have finished speaking, once you have said all that you need to say, answered every question and concern and given a solution for all of the pain they are experiencing...

... Now listen to the recording and type it out on your computer, word for word!

You will note the conversational style of your speaking. This is how to write.

You will notice the empathy and genuine care with which you speak. This is how to write.

Now, get into that same frame of mind and write what you want to say to your client as though they were there before you.

16. Embellish with a story... now that you have the written letter before you, you have spoken directly to them in a personal conversation and the writing reflects that. Read what you have written, review and reflect on it, and then find a way to embellish it as a story.

Stories are a very powerful communication tool.

In fact, you use stories all the time. Stories encompass and embody analogy, metaphors and personal examples.

Stories are the interesting and captivating elements of the dialogues that take place between individuals when they are sharing their "stories."

People love to hear stories and if you can weave a story-telling style of sales letter writing into this document, its appeal will be dramatically enhanced.

For example:

"I know people are busy, their lives have become hectic and there are so many demands placed upon them... and that may be one of the reasons that you fail to make your next appointment. I understand. However, let me tell you a story about a client whose circumstances still upset me. They upset me not because I did anything wrong, but because I didn't do what I knew was right.

You see, I was seeing a plasterer, you know, the people who put the gyprock on the walls and ceilings of houses. He had some severe headaches and neck pain at the time he came in and after a few consultations he was feeling better.

However, he said that life had gotten really busy for him, that the industry was booming and that he had to keep working his 16 hours a day, and so he couldn't continue on with the treatments.

I foolishly accepted this. While I did tell him that it was important for him to maintain his care, he said thanks, that he was feeling good now and he would come back later.

I never followed up.

I knew that he needed more care. I knew that he would benefit from that care and I knew that he would get worse without care based on what he was saying that he was going to do. Based on the fact that his life was busy and that he was working long hours. Even though he told me that you make "hay while the sun shines," I had my reservations and I ignored those feelings.

Two years later, he presented back to my office.

Not only did he have neck pain and headaches now, his neck was so bad that he couldn't move. His headaches were so piercing that he couldn't think, let alone function in his day-to-day operations at work.

He had indeed worked his 16 hours a day for the past two years and all the money he had made during that time was now going to be spent on his health care.

You see, when we looked at his x-rays, the severe deterioration in his neck had created bone spurs that were pressing on his nerves and it was going to take some significant time to resolve this.

Now, I don't want to appear alarmist, and I know your case is not like this. However, what I am telling you here is that I have made a mistake in the past of letting clients who should be continuing care, or at the very least an ongoing maintenance program, get away with not doing what was right for them.

I don't want to make that mistake again and that is why I am writing this letter to you.

I truly care about you, about your health and well-being. I want the absolute best for you and that is why I am contacting you again to remind you that your health is important, both to me, to you, and to your family.

And because I understand the importance of your health so much, and I believe so much in the value of the health care we provide, I am making this one time offer to you to begin care once again."

Do you see how the words are speaking personally to the client? Do you understand that there are benefits to the client inherent in them beginning care and they will understand those benefits but also that there are inherent problems with them not taking action? All of this can be imbedded in a story and all of this can be told in a conversational, person-to-person style.

These are exactly the same words that I have said to clients who have considered discontinuing care and these are the words that I have placed in this letter, spoken personally in the form of writing.

This is personalisation of your letter and story-telling embodied within a sales letter.

This is the attitude of true and genuine care, compassion and empathy for the client that we spoke about in the mindset and preparation for writing a letter.

This is what you need to do to create powerful and compelling sales letters... now go do it!

17. Answering objections... so you now have a letter with some wonderful story-telling. It is very compelling and you should feel very satisfied with how far you have come.

However, I am going to let you in on a little secret, many clients will still have their doubts and uncertainties. People are generally sceptical and, as a result, they will have many questions about your offer and about your reasoning. These questions will often surface as objections.

- I don't have time!
- I don't have the money!
- It is too far to travel!
- But I am not in pain anymore!

All of these objections come as a direct result of questions in the mind of the client that have not been answered. It is your job to answer these questions and overcome objections.

For example, the objection that, "But I don't have symptoms now!" arrives from a series of questions that the client may be asking themselves when they receive the letter.

Why is my practitioner sending me this letter?

Oh, they want me to have another appointment.

Why do they want me to have another appointment... I'm doing fine.

Oh, I see; just because I am doing fine, doesn't mean that I'll be fine in the future.

But can't I just deal with it then?

I see, I could deal with it later, but it is likely that when I deal with it later it is going to cost more and take more time to correct.

I guess he's right, an ounce of prevention is worth a pound of cure.

And this offer is pretty good. I think I'll make the appointment!

You see, they have questions in their mind. You need to find a way to answer those questions in order to overcome their objections.

The next stage of writing your sales letter asks you to think about all of the questions that the client has, all the objections that may materialise from those questions and provide compelling and powerful answers to them, overcoming them or at least resolving them.

What are the questions your clients may have upon receipt of this sales letter?

What are the objections they may have to taking your offer?

How can you overcome each of those?

Now, create a dialogue or story to address each of those and place it in your letter.

Note:

Use the same process for writing your responses to the questions and objections your client has as you did with writing the letter. Imagine them before you, raising these objections. Think about how would you answer them, record your answers on a tape or MP3 recorder and transcribe those into your sales letter.

One special hint in regards to price... elsewhere in the *Marketing Alchemy* Program, you will find the description of Cost vs. Price vs. Value... review this and ensure that the story you are telling your client emphasises the value of the offer and removes focus away from the price.

You can also use scripts and dialogues from the *Pre-eminent Positioning* Program and imbed them within your sales letter.

18. Be honest with limitations... in addition to dealing with questions and objections, you may also need to deal with any limitations of your offer.

For example, you may have a very busy practice already, and the client may be wondering, "Why are they contacting me? I always have to wait for an appointment anyway."

While this is also an objection, it is a limitation in the scope of the offer that you make that needs to be addressed.

In this case, you need to address it within the context of the letter, such as:

"... and because I am sending you this letter and you already know that the practice is a busy practice, you may be frustrated by the fact that you may be kept waiting on some of your consultations.

I am not going to deny this. It is true that I have run late on occasions and I do apologise for this.

However, the reason that I run late is because I truly care for my clients. I do what I need to do with the time that I visit with them and at times, this results in unplanned things being surfaced and attention to those matters being addressed.

You know that I would give you exactly the same attention in any visit that I have with you and I am only going to get busier as a result of reactivating clients with this letter. And so, you may expect that there could be a little wait for your appointment.

To avoid this, I will do all that I can to keep on time. However, I would also like to recommend that you call before your appointment to make sure that I am running on time so that you are not disadvantaged or inconvenienced in any way.

This in no way takes away from the importance and necessity of this appointment.

What it does do is recognise and respect your time around making this appointment, and ensures that you get the care and results that you need!"

In essence, if they are going to be disadvantaged in any way, address that up-front and in advance, honestly and with integrity. And then demonstrate how the disadvantage is insignificant as compared to the value and benefits they will derive.

19. Embellish with copywriting techniques... now, you have a nearly complete sales letter before you. You should be feeling very proud of your achievement.

The next step is to get out the *Marketing Alchemy* Copywriting Manual that is part of this program and use the techniques and strategies detailed in there to embellish the sales letter, to maximise its effectiveness and enhance its influence upon the client.

For example:

- i. Look for ways to create a sense of urgency within the document:

Limited time only.

You only qualify if...

Available only to select clients...

- ii. Use pain and pleasure... talk about the pain they will have if they don't respond and the pleasure they will have if they do.

For example, the accumulated costs of deferred treatment equals the pain; feeling incredible health, energy and vitality as a result of acting now (plus the premiums, gifts and bonuses) equals the pleasure they will feel for acting.

Go through the checklist and find ways to embellish the existing copy.

One of the key considerations for compelling copywriting is ensuring that there is a flow of writing that not only draws the attention of the reader, but draws the reader in to the next section of the sales letter.

At the beginning, we cited the fact that the headline is designed to grab the attention of the reader and telegraph the reader in to the sales letter. The sub-head expands upon the headline, drawing the reader into the first paragraph, and the first paragraph causes the reader to want to read on into the second paragraph.

It does not stop there. The second paragraph should be equally engaging, expanding on the first paragraph, drawing the reader further into the document, leading them into the third paragraph.

The third paragraph, or interspersed sub-header, should continue to expand the interest of the reader, entertain and educate them, maintain their interest and desire for reading on, into the fourth paragraph and the fifth paragraph, and so on and so forth.

To achieve this, you are going to need to ruthlessly edit this document later. But, for now, make sure there is continuity and flow, interest and read-worthiness in every aspect of your sales letter.

20. Testimonials... now, we add significant credibility to the letter itself.

The client may still have in mind, “How can I know that this will work for me? What evidence or proof do I have to validate the claims that you are making?”

The answers to these questions are found in testimonials.

You should by now understand the importance of testimonials within all of your marketing materials.

You should by now have a series of testimonials from your clients to use in your marketing materials.

Now is the time to insert them strategically within this sales letter, evidencing your claims and supporting the decision-making process.

Just imagine the power and effect of the following testimonial upon a client who had not continued with their care and then received this sales letter:

“After going to see Marcus, I felt so good that I thought that I didn’t need to go back. It wasn’t that I didn’t want to go back, I really enjoyed my time there, it was just that life got busy and I was feeling good.

However, two years later when I went back to see Marcus, even though I had been feeling good, we found a significant decrease in the function of my body, spine and nervous system. The reality was, I was so busy that I wasn’t feeling what was actually happening in my body. But by the time Marcus had a look at me, I could actually really see what was happening.

We began immediate treatment, and as a result I started feeling better than I had. I didn’t realise that I wasn’t feeling good because I was so preoccupied, but I could tell once I began care, because I immediately felt better, a lot better.

I got straight back into a wellness program, and as a result I have continued to improve, getting better and better with each visit. In fact, I don’t think I have ever felt this good!

Getting back into care was one of the smartest things I ever did... and clearly the best thing for my health and quality of life.

Thanks Marcus, thanks for not giving up on me and reminding me about the importance of my health and keeping me accountable.

Mary Smith, Holder.”

Put that way, from the words of a client, why wouldn't a client understand the purpose and meaning behind the sales letter and be responsive to it?

21. Interspersed sub-headlines...there is a lot of text now within your sales letter. It can be difficult for a reader to maintain their focus and interest if there is an over-emphasis on text. In fact, people can get bored if they look at a sales letter and think that there are several pages of reading.

So, to break this up and to increase the readability of your sales letter, intersperse sub-headlines throughout your document.

The sub-headline is a bolded headline that tells what the next paragraph is going to be about. It is also a compelling reference that continues to draw the reader further into the document.

For example, you may have several sub-headlines on one page, bolded, breaking up the text.

When you choose a sub-headline, use the same principles applied to creating headlines and sub-headlines and then intersperse them periodically throughout your document.

22. Guarantees...of course, some clients will still feel as though you are asking too much. Maybe there is price resistance, maybe there are doubts and uncertainties that remain within their mind that have not been addressed. But of course, you can take those away too. You can indemnify their risks, you can give them the confidence and certainty that they need. You can guarantee the performance of your care or the satisfaction they need.

Let me ask you a question before we go any further.

If a client was completely dissatisfied, unhappy or frustrated with the care that you had provided or if they felt as though you did something wrong, and if in the back of your mind you knew that you didn't do the best job that you absolutely could...

Would you really want their money?

I, for one, certainly wouldn't. If I felt as though the client didn't receive the benefits of the care that I would have liked for them, if it was in no way their fault and if somehow I had failed them, I wouldn't want their money.

This is just the way I am. I truly believe in the value and benefits of the care that I provide and I do the absolute best that I can in every situation. And as a result, I invariably get tremendous and powerful results for my clients.

However, there have been times when clients haven't been able to get the results they wanted, the results I thought they could achieve. I knew that they had done the best they could, and, as such, perhaps there was something that I had missed, that I had not thought about. Or, maybe I was just not the right practitioner for them at that time. So why should they be disadvantaged? Why should they pay when they haven't received a result?

If a painter came in to paint my house and the house did not look painted at the end of it, I would question whether or not they would be deserving of the full fee.

If a carpenter came in to build some new bookshelves for me and the bookshelves weren't able to hold the books for some reason, I would wonder why I should pay.

Yet, in the service industry, in health care, even when the practitioner does not get the results, the client still pays.

And yes, I understand that they are paying us for our expertise and time, I know and understand this.

However, there is a part of me that is willing to accept the responsibility for this and therefore, without hesitation, feels comfortable not to ask for the fee.

Quite frankly, it happens so infrequently that I would do this with complete abandon.

Equally, I have run late with clients, and when they are disadvantaged or inconvenienced as a result I have not charged them for my time. Their time is valuable. Their time is as valuable as my time, and I have no reservations waiving the fee because of the inconvenience I have caused them if I have run late.

I am sure that many practitioners hold this type of philosophy.

It is this type of philosophy that is the basis and reasoning behind the guarantee. The guarantee allows the client to feel confident that if they do not receive what it is they are expecting, they shouldn't have to pay.

When a client hears that your performance is guaranteed, not only are the risks they have indemnified, but the confidence they have increases.

If you would be willing to give your time away for free in the event that they do not receive the results, why not tell them? Why not let them know that they don't carry the risk of the consultation? Why not let them know that if they are not satisfied, they don't have to pay? Why not let them know that you believe so much in your service, the care that you provide and the results that you will achieve, that if they are unable to arrive at the outcomes, benefits or advantages that they desire, there is no risk for them and that there will be no fee?

This is powerful communication.

This removes any risks, doubt or uncertainty in the mind of the client and compels them into unwavering action.

And what types of guarantees can you offer?

The type of guarantee will differ depending on the nature of the sales letter or the offer that you are providing:

- Money back guarantee.
- Service guarantee.
- Satisfaction guarantee.
- Keep the premium, bonus or gift irrespective of whether they make a purchase guarantee.
- Guarantee of a free consultation.

Or, you can guarantee multiple things, as with Integrated Natural Therapies' 3-step Guarantee.

The INT 3-Step Guarantee

We would like to improve the wellbeing and quality of your life and the lives of your family, loved ones, friends and associates.

We owe you this, not just because you are a client and we care, but because we ourselves are striving to be the best we can be, and be living examples of the benefits of an extraordinary life.

And to hold us to this standard we provide the following guarantee.

1. We guarantee to provide comprehensive assessment and diagnostic procedures at the time of your pre-consultation. If you are not convinced that the information is a powerful insight into what is happening in your body, we don't want you to pay, and what's more...
2. We guarantee that the insight from your initial consultation will clearly outline a path that allows you to achieve the powerful health benefits you deserve, and furthermore...
3. We guarantee to support your treatment and health care with powerful education that assists and maximises your lifestyle change.

The one thing you cannot guarantee, both legally and ethically, is results.

You cannot guarantee that a client can reverse arthritis. You cannot guarantee that you can heal cancer. You cannot guarantee resolution of a client's headache.

Even though you may be able to achieve these things, you cannot guarantee them.

You cannot guarantee them for several factors:

- i. It is illegal under many of the registration board policies of practice.
- ii. It is considered unethical by many governing bodies as marketing inducements.
- iii. It is often unachievable due to the complexity of a client's presentation or habits or behaviours. (You don't know what they're doing when they leave the office, so how can you guarantee the performance of your care against their actions?)

As such, be careful what you guarantee and ensure that it is acceptable within the scope of the registering body of your modality as well as meeting legal, moral and ethical guidelines.

Also, make sure you are willing to back up the guarantee and that you feel comfortable with it.

Having said that, guarantees are an essential element of any marketing program.

Find the perfect place to insert your guarantee and give them every confidence and reason to move forward with your offer.

23. The call-to-action... now, you need to tell them what to do.

This is the call-to-action. The information that directs their next specific and detailed action.

It is rather simple, but often not addressed.

Let the client know:

- Call 6299 2260 within the next 24 hours to secure your free appointment and bonus gift!
- If you don't call within the next 24 hours, we reserve the right to pass this benefit on to another client.

There are two elements of the call-to-action:

- i. You detail precisely what needs to be done.
- ii. You emphasise the cost of not taking action... the loss of the benefit that they would have received by not taking action.

Also, you use language that is simple, clear and specific.

It is also emotive language.

You haven't just put your phone number there, expecting them to know that the phone number means to call. You have told them to call that number, immediately, and the benefits they will receive for calling that number.

Do not leave the call-to-action to the imagination of the client, tell them exactly what you want them to do and by when, and what they will get as a result.

24. Payment information... tell the reader how they are expected to pay.

If payment is required as part of the actioning of the sales letter, how are financial arrangements going to take place? Up-front payment, instalment payments or risk-free delayed payment? How you position your payment method can dramatically affect response rate.

The key is to provide payment structures that are more accessible and attractive to readers.

Also, how you demonstrate the value of your fees has a dramatic impact. One very effective way is the comparing 'apples' to 'oranges' methodology.

For example, to be more attractive you can compare the price of a CD program you promote to consulting with you for the same length of time.

"Purchase the Health and Fitness Program for \$147.00.

This program is 10 CDs and over 10 hours of powerful health and lifestyle information presented by renowned wellness expert Dr Marcus Chacos.

If you were to consult with Dr Chacos for 1 hour, you could expect to pay \$600.00. This program is like Dr Chacos talking with you, one-on-one, for 10 hours. To get that in consultation you'd pay \$6,000.00.

But with the Health and Fitness Program all you'll pay is \$147.00."

Now, the client is ready. You have overcome every doubt and uncertainty in their mind, you have provided them with a guarantee, you have given them evidence in the form of a testimonial and you have written a powerful and compelling letter that describes an offer that is completely irresistible.

25. Warnings... at times, it may be appropriate to give a warning in your sales letter.

Warning the reader what they will miss out on if they do not act... what will happen if they choose not to acquire your product or service.

Warnings such as, "You will continue to experience the back pain, neck pain or headache and things may get worse over time."

These warnings give the reader the opportunity to reconsider whether or not procrastinating is actually in their best interest.

Warnings also provide the opportunity for you to emphasise that this program is not for every person.

For example, in my Wellness Care programs I deliberately communicate and express that:

"Wellness Care is not for every client. We are going to ask more of you than most of your doctors and previous practitioners would ever have asked of you... in fact, we are going to ask more of you than your teachers have asked of you in the past, in fact, what you may have asked of yourself.

For this reason, while we get the most powerful and profound results amongst any practitioners... it is not the right care for everybody. It is not the right care for those who are not willing to do work, who are not committed about the change process and who are not really committed to getting the results that they say they desire."

This warning, despite the fact that it is a challenge, makes the offer even more attractive. People do want their practitioners to work hard for them. They do want to feel like they are part of an exclusive group who is being stretched and achieving greater results than other people.

The warning is a profound and powerful way not to scare people away, as you might think, but to attract people who really need to be challenged and tested!

26. Damaging admission... in addition to a warning, you can use a damaging admission to enhance your credibility.

For example, you may state:

“Local chiropractor admits he doesn’t know nearly enough to cure his clients... and that is exactly why he works harder than almost every other practitioner on the planet to make sure that he knows enough to be able to help you and achieve the outcomes, results and benefits you desire.

The fact is, nobody can cure another person.

Dr Chacos knows and recognises this. Because of this Dr Chacos has worked harder than any other practitioner he knows to create a philosophy and specific treatment protocol that enables and allows the clients to understand their own healing processes, to provide the support, coaching and education as well as the specific, powerful therapeutic interventions that ensure that clients can and do get remarkable results... results that border on miraculous... all because he knew that he didn’t know all there was to know!”

27. The powerful P.S.... what you say at the end can be the start of a new beginning.

Your sales letter is now complete... or is it?

Don’t you always put a P.S. on the end of your letters, isn’t there always some little bit extra that you want to tell your family, friend or loved one? Don’t you want to remind them, just one more time, how much you miss and love them? Don’t you want to remind them that there is something more that they need to do?

The sales letter is no different from a personal letter.

In the context of a sales letter, the P.S. is considered second only to the headline in the effectiveness and influence upon the letter being actioned.

In fact, research shows that, after the headline, the P.S. is the second most read thing.

People often jump straight from the headline to the P.S. That is why you need a powerful P.S. at the end of your sales letter.

Again, review the *Marketing Alchemy Copywriting Manual* for more details on creating a powerful P.S. However, by way of summary here, the P.S. gives you the opportunity to summarise the key elements of the letter, to recap the offer, premiums or the benefits they’ll receive and to restate any important information that compels the reader into action.

Because the P.S. is often read second and then, again last, it is designed to enhance the readership of the letter and any actions that are taken.

Part E — Graphic Design

Wow, your letter is written. It's a masterpiece!

It is impossible to imagine that any client reading that will not be compelled into immediate action, while holding a sense of deep gratitude for the contact that you have made with them and the impassioned and personal communication that you have made.

However, we are not done yet. We still need to work on the presentation of the sales letter to enhance its visual aesthetics.

Here, we will look at the following elements:

28. Photos, diagrams and images... to enhance the visual aesthetics of the sales letter and to create an attention-grabbing component, use visuals. To enhance the story you are telling within the document, use the photos, images and diagrams as are appropriate to produce this effect and outcome.

Key consideration here is that all of the photos, images or diagrams you use have to be consistent with the message within the sales letter. They are there to gain attention and increase readership. They are also there to reinforce the written word and message inherent within the sales letter.

One key note:

Make sure that there is a caption under any photo that you add to the letter.

The key benefit of visuals within a sales letter (or any marketing document, for that matter) is that it draws attention to the document, it creates the appearance of space within a letter and breaks up the written word.

Not only that, it is visually more appealing and pleasing to look at a page that has some photos or images interspersed with the words, so that the page is not filled only with words.

29. Font, style and graphic devices... now we have to tidy up the appearance of the written word of the letter. You need to choose a font that is readable; a sans serif font is preferred for readability (this is covered in detail in the *Marketing Alchemy Copywriting Manual*).

Depending on the font you use, a 10pt or 12pt is the preferred font size to ensure that it is comfortable for the reader to read the document itself.

Also, graphic devices such as bullets, numbering, underlining, bold face, italic, text boxes and highlighting all enhance the readability of the document and will also focus attention on specific areas of the letter as desired.

- Bullet points are easy to read, focus the attention of the reader and also provide you the opportunity to effectively and powerfully list benefits.
- Key words are able to be emphasised by using an underline, a boldface or italic.
- People like the sequential process of numbering, finding it more readable and directing the thinking process and order of their mind.
- Text boxes emphasise a point that you want to raise and draw the attention more easily and readily than the flow of text.

Now, your sales letter is nearly complete... but there are a few more things to do.

Part F — Ruthless Editing of Your Sales Letter

You have now written your sales letter. It is time to make sure the sales letter meets all of the standards necessary to be called compelling and powerful. It is time to ensure that the results that you are going to get from your sales letter are effective and productive.

It is editing time.

30.Editing... now it is time to edit out all of your spelling and typographical errors.

Read your sales letter with an attention to detail or have somebody else edit for these errors. However, do not edit syntax or grammar, unless it is completely erroneous or inappropriate.

For example, your English teacher will have told you not to start a sentence with "And" and not to use slang. This is how we speak, and we have already discussed that to personalise this letter we write as we speak.

In the context of a sales letter, some of the syntax and grammatical errors your English teacher would have frowned upon are completely acceptable and, in fact, enhance the readability and effectiveness of the letter.

Do not edit those out, only edit out erroneous errors or true spelling or syntax errors.

31. Edit for passion... now, read it again.

Does it convey passion? Does it tell the message that you want to send in an enthusiastic, exciting and emotional way?

Does it capture you as a reader... and will it capture the client it is intended for, evoking emotional responsiveness, dramatising feelings and getting them fully involved in the letter itself?

If not, look for key words that evoke emotional responsiveness. Find the words and language to communicate what it is that you want to say that creates passion, enthusiasm and emotional interest.

This is the time to edit in such a way as to put real feeling into your letter and to make sure that feeling is experienced by your client, the reader.

32. Edit for readability... you want to be able to be confident that the letter can be read. Here, read the letter aloud.

You might find that you trip over words, that some words don't make sense when you hear them spoken out loud. This is the time to edit these out, find other ways of saying what it is that you want to say that sounds more effective when you read them aloud.

This is an important point because it allows you to determine the clarity of the message within the sales letter and that it is easily understood and comfortable for a person to read.

You may need to look at some of the jargon, or big words, that you have put in there.

You may need to simplify the letter because you are tripping over the words.

Whatever it is that you need to do, make sure the letter is easy to read, easily understood and clearly expresses the sales message of the sales letter.

Be aggressive in all of these editing elements and eliminate any unnecessary words that take away from the meaning or build confusion or complexity into the letter itself.

This part of the program is defined as *Ruthless Editing* because that is exactly what you need to do!

33. Sales letter comparison... now you are close to the end. You have a sales letter that has been ruthlessly edited, a completed letter that you feel comfortable and confident in.

Check it against your swipe file and against the checklists in the *Marketing Alchemy Copywriting Manual*.

- Does it stack up?
- Does it have the same level of readability and clarity?
- Does it answer the questions or objections the client is going to have, overcoming them with compelling reasons and a powerful offer?
- Does your letter inspire in the same way as other successful sales letters?
- Are themes consistent between those successful sales letters and your own?

Once you have done this cross-comparison, you are ready for the next stage.

34. Leave it alone... leave your sales letter alone for at least 24 hours.

Do nothing more. Put it out of sight and out of mind!

35. Your second ruthless editing... now that you have left it for a day or two, reread it with fresh eyes.

Rereading it now will give you the opportunity to see things that you hadn't seen before, to pick up other errors or say things that you had inadvertently left out.

By giving yourself time between readings, you give yourself the opportunity to create some distance. This distance provides objectivity and that objectivity allows you to view the sales letter more clearly than you otherwise would have if you had sent it out immediately after completing it.

In this editing phase, you may want to change any of the elements that don't appear right in the sales letter, including your offer, your guarantee, your testimonials or your graphic design. You are allowed to play with and refine your headlines, sub-headlines and any element of the copy.

36. Third-party review and editing... now it is time to give your sales letter to somebody else to review and edit.

Ask them to edit it for any errors that may be in it and to review it for the purpose of giving feedback.

- How did they respond to the sales letter?
- Was it compelling?
- Did it move them emotionally?
- Did it make them want to take up the offer?

- Were the testimonials convincing and compelling?
- Did the guarantee make them feel confident and certain about taking up the offer?

Ask them to answer these types of questions and get a sense of the effectiveness of the sales letter before you send it out.

You may also want to have it reviewed by a professional copywriter or at least by some clients who you have a comfortable relationship with that you can ask the same types of questions to that will tell you the effectiveness that it will have on people on their circumstance or situation... that being, other clients that the offer is relevant to.

Part G — Production

With all the editing, reviewing and proofing that has been done... you now have a completed, compelling, powerful and effective sales letter.

It is now time to go to production and print it out.

37. Test printing... do a print of a small number of these sales letters and then go through a further editing and review process.

The first printing should give you the opportunity to see the document in a written form and, once again, view it objectively to uncover any errors that may be present within the letter itself.

Again, read it out and then give it to other people to review in its final written form.

It is not uncommon to find a few additional errors at this point in time, so please, be patient. It will be well worth your time and effort.

38. Test run... now, print out a small, but reasonable number of the sales letters that are going to go to your test market.

Here we are focusing on the fact that we are not going to send an untested sales letter to your complete database.

You may have 1,000 lapsed clients. You are not going to send out 1,000 sales letters.

You are going to send out a smaller number of sales letters than the entire database that you are mailing to. In this case, 5% will be sufficient. Meaning, 50 sales letters will be sent out. The reasoning for this is that you want to be sure that you get the response rate that you desire from your marketing endeavour before you go to the lengths of spending your hard-earned dollars on marketing that may or may not be effective.

You are going to use the results from this test run to either confirm that the marketing campaign will be a success, or, if the response rate is poor, review, adapt and modify the sales letter for increased efficiency on the next mailing.

Part H — Getting Your Sales Letter Ready

Now that you have printed your sales letter, there are a few things that you need to do to be able to get your sales letter read.

39. Packaging your sales letter to get it opened... how you package your sales letter, the envelope or casing for it, has a significant effect on whether or not the letter will be read, which, in turn, determines whether or not your marketing campaign will be successful.

The *Marketing Alchemy Copywriting Manual* details information about envelopes and how to maximise the efficiency of your mailing through the use of your envelopes. I provide a summary of that content here.

The envelope needs to be personalised with the recipient's name, in handwriting if possible (and preferentially). The envelope needs to be oversized, coloured in a way to attract attention or considered bulk mail such as a cardboard tube. Equally, teaser copy on the outside informing the recipient that it is a letter from you personally prevents it from being thrown into the junk bin.

By putting time, energy and emphasis on the envelope, you increase the likelihood of the sales letter being opened and then read.

Making your sales letter unusual

Dan Kennedy suggests there are five ways to grab attention with your sales letter other than the headline, copy and your offer:

1. Unusual artwork.
2. Unusual containers.
3. Unusual insert.
4. Unusual mailing pieces.
5. Unusual paper stock.

1. Unusual Artwork

Unusual artwork can increase the attention your sales letter receives and enhance readership. Unusual artwork elements include:

- Enlarged section of a photograph.
- A child's drawing.
- An illustration of a famous person.
- A cartoon.

2. Unusual containers

How your sales letter is packaged can also grab attention more easily and readily. Unusual containers or what is termed bulky mail may include:

- Paper bags.
- Plastic bags or sealed plastic envelopes/clear envelopes.
- Bottles.
- Bright, odd-coloured envelopes.
- Odd-sized envelopes.
- A photograph on the outside of the envelope.
- Couriered mail.
- Cardboard cylinders.

3. Unusual inserts

What you insert into the letter can also grab attention. For example:

- Keys.
- Coins.
- Tokens.
- Foreign currency.
- Simulated money.
- Simulated cheques.

Each of these grabs the attention of the reader, in particular when they relate to the offer, and can create tremendous interest.

4. Unusual pieces

The unusual nature of the mail-out can also create interest and increase readability. For example:

- Fake telegrams.
- Oversized telegrams.
- Giant hand-written memos.
- Extra letter from your wife, husband, child.
- Audio tape or CDs.

5. Unusual paper stock

Also, the stock you present the letter on can enhance its appeal and increase readership. For example:

- Parchment.
- Certificates.
- Cheque paper.
- Graph paper.
- Paper imprinted to look like fabric.
- Yellow legal pad.

Again, all of these strategies may be used to increase and enhance the responsiveness to your sales letter.

40. Getting the sales letter mailed... now, you have your sales letter in an envelope and you are ready to mail it. The next thing you have to do is mail it so that it is received.

Once again, this is discussed in detail in the *Marketing Alchemy Copywriting Manual*, but it is essential that you have the name of the recipient correctly spelled, their address correctly spelled and detailed, as well as a return post address on the back of the envelope.

If it is an oversized mail, bulk mail, you need to ensure that the stamp price is appropriate, and if it is a standard envelope that you use a real stamp, not an ink-based stamp.

Doing all this ensures that the recipient receives the mail, and that is very important in order for them to be able open it!

Also, if the offer is of significant value, i.e, a high value offer, you may want to consider postal delivery services such as courier or, in the very least, express post packages.

41. Get your sales letter read... we have now come full circle. The purpose of the material of this program was to get your sales letter read. That is why we started with the head-line, sub-headline, compelling copy, offer, etcetera.

If you have done your sales letter well, not only will you have had it successfully mailed and opened... now you will have it successfully read and acted upon.

Well, maybe...

The last section, getting it acted upon, may still require some work.

Here are a couple of additional tips to improve your response rate:

1. Use margin notes. Use handwriting in the margin of your sales letter. This will draw the attention of the client and increase the readership of the handwritten notes. However, do not overuse margin notes.
2. Use handwritten symbols, such as brackets, ticks, smiley faces, strike-throughs and then writing a new price in handwriting above the old struck price, etcetera.
3. Personally sign the letter or scan your signature and insert a scanned signature in blue (if possible) into the document.
4. Add a lift letter. A lift letter is a separate letter that provides more information or directs the reader differently.

For example, a lift letter may be sealed and have on the outside, "Do not open this unless you have decided not to purchase."

Alternatively, a lift letter may state, "In case you are still undecided."

The key element of a lift letter is that it is most effective when it is from another person other than the person sending the main letter.

Here are a few additional lessons in order to maximise the likelihood of getting it acted upon.

- i. Repeat mailings... you may need to send more than one letter. In fact, it has been shown that sending a second and third letter increases responsiveness by up to 100%. As such, you may need to go through the same process of creating copy for second and third letters.
- ii. You may also want to follow up with a scripted phone call, to maximise the response rate.

42. Timing... finally, one other consideration is making sure the timing of your mailing is right. You want to get the right mailing piece with the right offer for the right recipient... at the right time.

For example, unless you have a Christmas-based mailing, you do not want to be sending offers to re-establish care with lapsed clients just before Christmas or during the holiday period.

The goal is to be as strategic in your planning as is possible and practical. You need to think about every aspect of your mailing, of your sales letter and of the goals, needs and desires of the clients and align all of these to assure the efficiency and effectiveness of your marketing campaign.

Part I — Bench-marking For Success

Now you have sent out your mail, the calls are coming in and people are grateful for the communication they have received but you want to know exactly how good your effort was.

43. Measure your marketing results... now it is time to measure your marketing results. In measuring the effectiveness of your marketing, there are two elements you are looking at:

- i. Response rate.
- ii. Return on investment.

Your response rate is the percentage of people that responded to the marketing communication.

For example, if you sent out 50 letters, and 25 of those people responded by booking appointments... your response rate, or conversion rate, is 50%. This is a tremendous result.

You now have a benchmark for the effectiveness of future campaigns, or a factor determining whether or not you need second or third letters, or telephone follow up call processes to maximise your conversion rates.

Your return on investment lets you know how profitable the campaign was. For example, if it cost you \$1,000.00 to produce and send the letter, and you made \$2,000.00 profit from the letter, then your net profit was \$1,000.00 and your return on investment was 100%.

Again, you need to calculate these numbers to determine whether or not this is the highest and best use of your marketing efforts and endeavours.

Response Rate Calculation Methodology

Here is a special calculation methodology for direct mail:

% delivered x % opened x % read x % acted upon = your response rate

% Delivered: Not all mail is delivered. Perhaps the postman lost some along the way, there were wrong addresses or people no longer lived at the address you sent it to. In either case, not all mail will always be delivered.

% Opened: Some people simply throw letters in the bin, don't open them or think that it is junk mail and throw it away.

% Read: People opened the mail, saw what it was, thought it was a sales letter, and now having read the title, thought it was junk mail or perhaps were completely disinterested.

% Acted Upon: People can read the sales letter but don't necessarily take action. They may not think it's for them, it may be the wrong timing or they perceive that they don't have a need.

The Response Rate: Is the number of those acting upon it.

For Example:

1,000 mail items were sent... but only 900 were delivered. (90%)

Of the 900 that were delivered, 50% were opened.

That leaves 450 people actually reading your sales letter. (50%)

Of the 450 people that read it, only 225 acted upon it. (50%)

That is a response rate of 22.5%.

Make sure that you understand your response rate and that you put in place steps and strategies at every point of the communication line to maximise benefits.

How can you increase the delivery rate from 90% to 100%?

How can you increase the rate that people open the letter from 50% to 100%?

How can you increase the rate at which people read the letter once opened?

How can you compel people to take action who otherwise would not have?

Answers to these questions factor into the response rate and the profitability of your marketing endeavours.

Master these principles and you have taken the first step to financial freedom.

There you have it. You now have a complete system and template for the creation of powerful sales letters and a powerful marketing tool to go with it.

13 WAYS YOU CAN USE SALES LETTERS

I wanted to complete this manual by giving you thirteen ways that you can use sales letters.

You can use sales letters as a marketing power strategy to...

1. Generate new clients.
2. Reactivate lapsed clients.
3. Increase sales to existing clients.
4. Support any telemarketing activities, either pre-empting a sales call or following a sales call to maximise responsiveness.
5. Generate enquiries, and interest (leads) that give you the opportunity to contact them again with a sales offer.
6. Generate a cascade of new clients via referrals.
7. Request the completion of a survey, testimonial or for research purposes.
8. Introduce a new product or service to existing or lapsed clients.
9. Promote a workshop or seminar.
10. Introduce new technology to the practice that may be beneficial to clients that you would like them to try.
11. Sell a product directly from the marketing piece.
12. Reinforce the benefits of care for clients who have made a commitment to our wellness program (thus decreasing the likelihood of any uncertainty or anxiety they may have).
13. As a structure or formula for any communication that you use in the future to enhance the effectiveness of your dialogue.

This manual would not be complete without the realisation that the beauty of the sales letter is its flexibility. It can be adapted to everyone and their circumstances.

The formula applies to every sales opportunity. It can be used in many different forms, for example:

- As a printed mailing piece.
- As an email.
- As a sales page attached to your website.
- As part of a fax broadcast to a mailing list.

- As the compelling copy of a sales script.
- As a message on a sale-based message bank/answering machine.
- As part of an auto-responder email marketing campaign.
- As a method of communicating with your staff.
- To dialogue with strategic joint venture partners.

Ultimately, it is a way to increase sales, income and profit for your practice.

It is a powerful tool and I strongly suggest you master it as one of your power strategies.

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*Transforming **your** health care practice **your way***

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