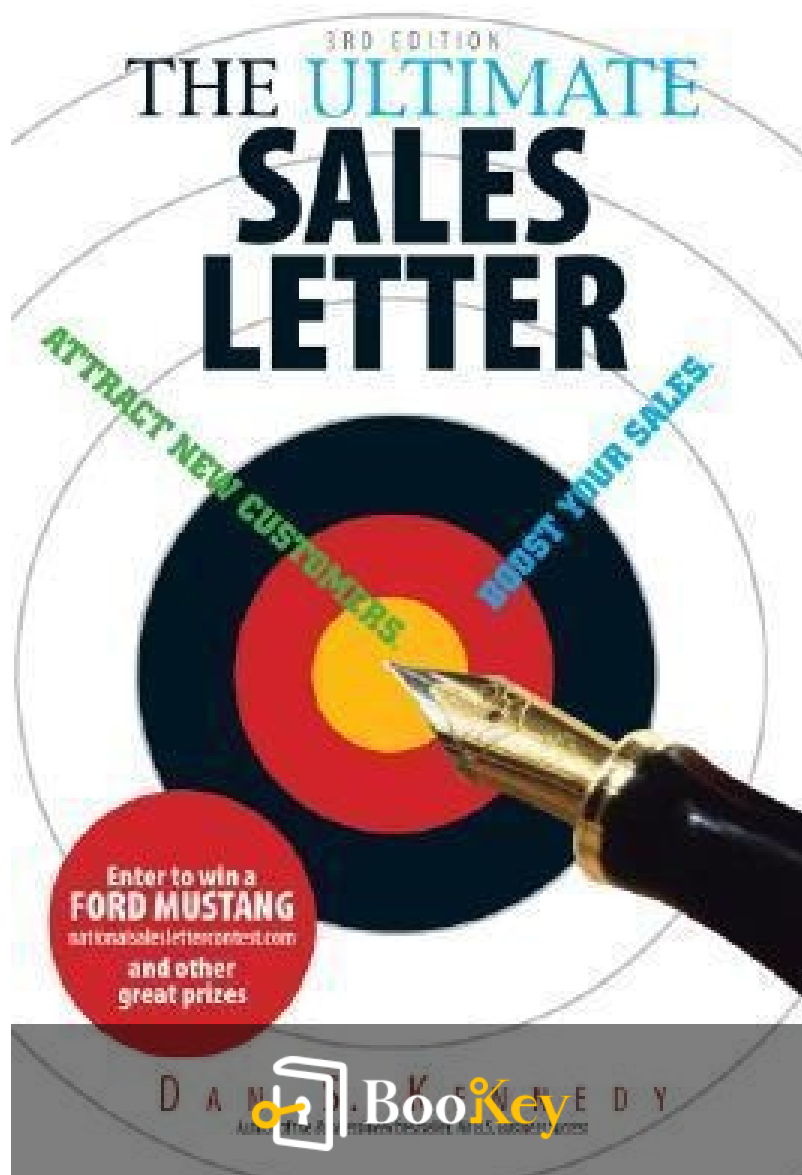


The Ultimate Sales Letter PDF

Dan S. Kennedy



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About the book

Unlock the secrets to persuasive communication with "The Ultimate Sales Letter" by Dan S. Kennedy. In a world saturated with emails and instant messages, compelling sales copy is essential for transforming prospects into clients. Too many sales letters are discarded without a second glance, but Kennedy—one of the nation's highest-paid direct-response copywriters—teaches you what makes some letters stand out while others falter. In this updated edition, he presents a step-by-step guide that equips you with the tools to craft effective copy for any business, ensuring your messages resonate and drive results. Write well and watch your sales soar!

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About the author

Dan S. Kennedy is a renowned author, speaker, and marketing strategist best known for his no-nonsense approach to direct response marketing and sales. With a career spanning over four decades, Kennedy has authored numerous bestselling books and has gained a loyal following among entrepreneurs and business professionals seeking to enhance their marketing tactics and drive revenue. His unique insights, rooted in practical experience and real-world results, have made him a sought-after consultant for businesses of all sizes. Known for his candid style and wealth of knowledge, Kennedy's teachings continue to inspire countless individuals in their quest to master the art of effective selling and persuasive communication.

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Chapter 1 Summary :



Section	Summary
Chapter 1	The chapter emphasizes the importance of understanding both the customer and the product to craft compelling sales letters.
Introduction to Sales Letters	Writing sales letters involves assembling key elements rather than creating from scratch, focusing on gathering essential information.
Step 1: Get “Into” the Customer	Understanding the customer's perspective is vital. Engaging with customers through various means provides insights into their needs and concerns, guided by a checklist of motivating questions.
Understanding Priorities	Identifying what matters most to customers enhances communication effectiveness, as illustrated by aligning sales messages with customers' interests.
Fundraising Facts	Statistics highlight the effectiveness of direct mail in fundraising efforts compared to other channels.
How an Outsider Becomes an Insider	A personal anecdote illustrates the importance of understanding a niche market through active engagement and research.
Step 2: Get “Into” the Offer	Thoroughly understanding the product or service, including listing features and emphasizing both visible and hidden benefits, is crucial.
Step 3: Create a Damaging Admission and Address Flaws Openly	Admitting product flaws builds credibility and allows for addressing customer objections effectively; an example from a restaurant illustrates this approach.
Conclusion	Successful sales letters hinge on understanding the customer’s mindset and the product’s value while openly addressing any drawbacks to foster better connections.

Chapter 1: The Clay with Which to Mold

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Introduction to Sales Letters

The process of writing a sales letter is compared to assembling rather than creating from scratch. The first three steps focus on gathering essential elements to mold an effective sales letter.

Step 1: Get “Into” the Customer

- Understanding the customer's perspective is crucial. Marketers and business owners should immerse themselves in the customer's experience to better grasp their needs and frustrations.
- Engaging directly with customers through letters, calls, and in-person interactions fosters connections and insights.
- A specific checklist of “10 Smart Questions” about customer motivations and concerns is provided to deepen understanding.

Understanding Priorities

- Importance of identifying what matters most to customers



rather than focusing solely on what the business wants to convey.

- Insight into customer priorities can lead to more effective communication and sales, as illustrated by an example involving a fundraising letter that aligned with donors' interests rather than the organization's needs.

Fundraising Facts

- Emphasizes the significance of direct mail in fundraising, providing statistics showcasing its effectiveness compared to other channels.

How an Outsider Becomes an Insider

- Personal anecdote from a marketer entering a new field (dentistry) demonstrates the effort required to understand a niche market.
- Techniques include attending industry events, reading relevant publications, and actively engaging with the target audience.

Step 2: Get “Into” the Offer



- Important to thoroughly understand the product or service being promoted.
- Listing features and emphasizing benefits (particularly hidden benefits) are crucial to appealing to customers' motivations.

Step 3: Create a Damaging Admission and Address Flaws Openly

- Acknowledging product flaws enhances credibility and allows addressing customer objections and concerns upfront.
- Example of a restaurant openly discussing its disadvantages while promoting its strengths emphasizes a unique, relatable approach to sales messaging.

Conclusion

- Successful sales letters are built on a foundation of understanding the customer's mindset and the product's value, including addressing any potential drawbacks candidly. This approach facilitates deeper connections and enhances the persuasiveness of marketing communications.



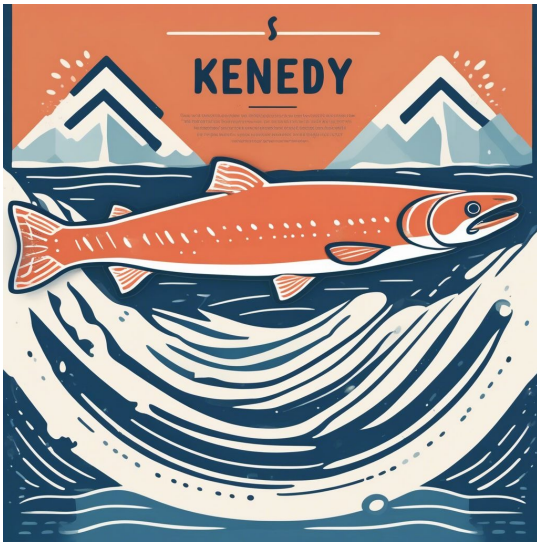
Example

Key Point: Understanding Your Customer is Essential

Example: Imagine you're crafting a persuasive sales letter for a fitness program. Instead of promoting the latest workout trends just because they're popular, you shift your focus to your target audience—busy professionals struggling with weight loss. You envision their daily routines, the frustration of juggling work and personal life, and the exhaustion of sifting through conflicting fitness advice. By engaging in conversations with them, you discover their deepest motivations: they want more energy to spend time with family and a sustainable approach to health. By reflecting these insights in your letter, you resonate with their emotions, addressing their needs directly, and ultimately, making your offer more compelling. This immersive understanding transforms your communication, ensuring that every aspect of your sales letter speaks directly to their concerns and aspirations.



Chapter 2 Summary :



Chapter 2: Salmon Swimming Upstream

In this chapter, Dan S. Kennedy elaborates on the critical components of preparing a sales letter while addressing the various challenges it faces in reaching its intended audience. He emphasizes the importance of thoughtfully designing both the outer and inner aspects of the mailer to ensure successful delivery and engagement.

STEP 4: Get Your Sales Letter Delivered

1.

Understanding Delivery Risks

: Kennedy identifies two major risks in mail delivery: issues



with the U.S. Postal Service, including the likelihood of mail being discarded as "junk," and obstacles posed by gatekeepers in B2B contexts.

2.

Delivery Methods

: The chapter discusses various delivery options such as first-class mail, bulk mail, and packages sent via FedEx or UPS. Kennedy advocates for first-class mail wherever possible.

3.

Effective Strategies

:

- Using live stamps instead of meter imprints to avoid perceptions of mass mail.
- Favoring real hand-addressed envelopes over labels or ink-jet addresses to increase open rates.

4.

Sneak-Up Approach

: A plain envelope that appears personal is recommended to enhance the chances of successful delivery and engagement.

5.

Imprint Strategies

: Utilizing official-looking labels with phrases like "Important Documents Enclosed" can entice recipients to



open the letter.

STEP 5: Get Your Sales Letter Looked At

Kennedy discusses the importance of capturing the recipient's attention quickly after the letter is opened. He highlights that most people sort their mail over a wastebasket, making first impressions crucial.

1.

Unopened Mail Statistics

: He notes that a significant amount of mail is thrown away unopened, particularly in busy settings.

2.

Plain Envelopes

: Using nondescript envelopes without company branding increases the likelihood of engagement, especially when sending to professionals.

3.

Motivating Open Rates

: Strategies that promise personal connections or urgent content enhance the chances of the letter being opened.

The Power of Personalization



Kennedy introduces hybrid envelopes that blend personalization with teaser content, enhancing curiosity and engagement.

Advanced Sales Copy Strategy #2: Magic Words

Lastly, he offers "Magic Words" that can be utilized on envelopes to enhance open rates, such as "PHOTO ENCLOSED" or "YOUR TICKETS ENCLOSED." He explains that these phrases should be customized and visually distinct to attract attention.

Overall, the chapter is a comprehensive guide on navigating the challenges of sales letters, emphasizing careful consideration of details in both design and delivery methods to ensure the materials reach and resonate with their intended audience.



Chapter 3 Summary :

Chapter 3: Eyes Wide Shut

The effectiveness of a sales letter is largely contingent on the recipient's willingness to read it. Many mistakenly believe that sending a sales letter guarantees it will be read, akin to the notion that building something ensures people will come. The challenge is grabbing the recipient's attention and engaging them immediately.

Step 6: Get Your Sales Letter Read

The AIDA formula, which stands for Attention, Interest, Desire, and Action, is fundamental in sales. Once attention is captured, the letter must cultivate interest to convert the reader from an "annoying pest" to a "welcome guest."

Transition from Annoying Pest to Welcomed Guest

The author shares a personal anecdote about an unexpected visitor who became valuable due to conveying urgent information. This illustrates that to earn attention, your letter



must communicate something of urgent importance and benefit right away, ideally through a compelling headline.

Importance of Headlines

A strong headline is crucial. It should mimic the urgency found in door-to-door pitches, where a salesperson quickly generates interest. Successful sales letters incorporate headlines, whether above the salutation or in prominent bold type.

Fill-In-the-Blank Headline Structures

The chapter provides various effective headline structures designed for engagement, such as:

- "They Didn't Think I Could _____, but I Did."
- "Who Else Wants _____?"
- "How _____ Made Me _____."

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Chapter 4 Summary :

Section	Summary
Chapter Title	Chapter 4: I Want It, but Not That Much
Understanding Consumer Dynamics	Price is a critical factor in retail purchasing decisions; sales letters should openly address price, especially if it significantly influences engagement.
STEP 7: Beat the Bugaboo	Strategies to present price effectively include:
Resource Recommendations	Suggest reading relevant books on pricing, like "No B.S. Price Strategy."
Sell Bulk	Highlight the value of bulk purchases to enhance perceived value.
Discuss the Price Paid	Emphasize investments made in product/service development to justify price.
Make the Parts Worth More	Break down offers into valuable components, increasing total perceived worth.
Conceal the Price	Use payment options like monthly installments to obscure the total cost.
Three Letter Formulas	Effective copywriting strategies to shift focus from price:
Problem-Agitation-Solution (PAS)	Identify a problem, stir emotions, and present the offer as the solution.
Fortune-Telling	Predict trends that connect with readers, positioning the offer as essential.
Winners and Losers	Contrast success through your product with the risks of competitors' mediocrity.
Advance Sales Copy Strategy	Utilize PAS in real-world examples to evoke emotions and attract clients effectively.
Conclusion	Understanding price presentation and using emotion-driven strategies can significantly enhance sales effectiveness.

Chapter 4: I Want It, but Not That Much

Understanding Consumer Dynamics

In retail, many encounter the allure of a product until the price tag reveals itself. High-end stores often omit prices to



reinforce exclusivity, but for most, price is a critical factor influencing purchasing decisions. Sales letters should address price openly, particularly if it significantly affects the recipient's willingness to engage.

STEP 7: Beat the Bugaboo

Price, while rarely the sole determinant in buying decisions, can derail sales if mishandled. Writers must strategize how to present prices while minimizing their perceived impact. Key tactics include:

-

Resource Recommendations

: Suggest readers explore comprehensive books on pricing strategies, like "No B.S. Price Strategy," to navigate pricing challenges effectively.

-

Sell Bulk

: Emphasize the value of volume in offers. For example, detailing how a bulk product provides more information or utility can create greater perceived value.

-

Discuss the Price Paid to Develop the Offer



: Highlight the investment in developing a product or service to build perceived value, making the price seem more justifiable.

-

Make the Parts Worth More Than the Whole

: Break down offers into components that individually seem valuable, cumulatively adding to the offer's worth.

-

Conceal the Price

: Present payment options that obscure the total price, like monthly installments, making the cost seem more manageable while keeping total costs hidden.

Three Letter Formulas to Overcome Price Concerns

Effective copywriting can pivot the reader's focus away from price:

1.

Problem-Agitation-Solution (PAS)

: Identify a problem the customer faces, stir emotional responses about it, and then provide your offer as the solution.

2.



Fortune-Telling

: Predict future trends or outcomes that connect emotionally with readers, framing your offering as a must-have for navigating those changes.

3.

Winners and Losers

: Present a dichotomy where your product leads to success and safety, while others face the risks of mediocrity or failure.

Advance Sales Copy Strategy: Problem-Agitate-Solve in Action

Using real-world examples, marketers can deploy PAS effectively. For instance, a financial advisor might highlight government policy changes as a risk to seniors, agitate fears surrounding financial security, and offer a workshop as the solution. This approach has proven to be both emotionally charged and effective in attracting clients without traditional incentives.

In summary, understanding the nuances of price presentation, alongside emotion-driven copy strategies, can vastly increase sales effectiveness in letters and other marketing communications.



Example

Key Point: Presenting price effectively is crucial for closing sales without scaring off potential buyers.

Example: Imagine you're eyeing a beautiful handcrafted watch. Its elegance captivates you, but when you finally see the price, disbelief washes over you. You hesitated at that moment. Now, imagine if the seller first showcased stories of the artisans who poured their hearts into crafting that watch, emphasizing its uniqueness and durability. By the time you got to the price, you were already emotionally invested, viewing it as a justified investment rather than a mere expense. This shift in focus from price to value can fundamentally alter your purchasing decision.



Critical Thinking

Key Point: The Importance of Price Presentation in Sales Strategies

Critical Interpretation: Kennedy asserts that while pricing is a pivotal factor influencing consumer behavior, it should be strategically presented in marketing communications. He suggests various tactics for addressing pricing, yet one might argue that the emphasis on concealment and emotional manipulation raises ethical concerns. Critics like Cialdini in "Influence: The Psychology of Persuasion" (2006) suggest that using psychological strategies can undermine trust, leading consumers to feel deceived rather than valued. This invites a reflection on whether prioritizing sales techniques over transparency is ultimately beneficial or detrimental to long-term customer relationships.



Chapter 5 Summary :

Chapter 5: How to Write Sales Pressure

In sales, concepts like high-pressure, low-pressure, and non-manipulative selling exist, but the reality is that all successful selling entails manipulation and pressure to prompt decisions. The sales letter faces unique challenges by trying to apply pressure from a distance without direct interaction with the prospect. It is essential for sales letter writers to maximize this pressure to motivate the reader to buy immediately.

STEP 8: Motivate Action

One seasoned salesperson recounts learning techniques that ultimately boiled down to a few effective methods in the field. This chapter shares valuable shortcuts and techniques for motivating action in sales letters:

Technique #1: Intimidation

1.



Limited Number Available

: Indicate scarcity in offers to create urgency.

2.

Most Will Buy

: Use social proof to create a bandwagon effect.

3.

You Will Buy Only If...

: Challenge the reader's ego to enhance desirability.

4.

You Can Buy Only If...

: Require qualification for purchase, making the buyer feel special.

5.

Only Some Can Qualify...

: Use exclusivity to tap into desires for elite status.

These intimidation techniques can create a "Takeaway Selling" approach, making potential buyers perceive value by showcasing desirable offers and then withdrawing them.

Technique #2: Demonstrate ROI – Sell Money at a Discount

Demonstrating the return on investment (ROI) is crucial for convincing prospects of the monetary benefits of a purchase.



Use concrete figures to illustrate value and ensure easy purchasing conditions.

Technique #3: Ego Appeals

Marketing strategies that emphasize ego and social status are powerful motivators. Presenting products as status symbols can effectively drive sales, as consumers wish to maintain social standing.

Technique #4: Strong Guarantee

Amid rising consumer skepticism, bolstering guarantees in sales letters can enhance trust and response rates. Various strategies include:

1.

Basic Money-Back Guarantee

: Provide simple return promises.

2.

Refund and Keep the Premium

: Strengthen guarantees with added incentives.

3.

Redundancy

: Repeat guarantee statements for emphasis.



4.

Free Trial Offer

: Present no-risk trials to encourage purchases.

5.

Make the Guarantee the Primary Focus

: Highlight guarantees prominently.

An advanced strategy involves guaranteeing the letter itself, which can enhance response rates dramatically.

Technique #5: Be a Storyteller

Incorporating storytelling into sales letters can create emotional connections and enhance engagement. Stories resonate with readers, making them more inclined to respond positively. Successful storytelling often includes personal anecdotes that resonate with prospects.

By applying these techniques, sales letters can effectively motivate action and generate sales.



Critical Thinking

Key Point: The use of intimidation techniques in sales can be ethically problematic.

Critical Interpretation: While Dan S. Kennedy advocates for high-pressure tactics in sales, notably intimidation through techniques like creating scarcity and exclusivity, it raises important ethical questions about manipulation and consumer autonomy. These tactics can create an environment where buyers are pressured into decisions, potentially leading to buyer's remorse or a lack of trust in sales practices. Critics may argue that while such approaches may increase short-term sales, they undermine long-term customer relationships and brand loyalty, suggesting a more sustainable strategy would be to prioritize transparency and genuine value over pressure tactics. Research by the American Psychological Association and consumer rights organizations emphasizes the importance of ethical selling approaches to maintain consumer trust and satisfaction.



Chapter 6 Summary :

Chapter 6 Summary: Writing Sales Copy

Preparation for Writing

Effective sales copy writing begins with extensive preparation. Many aspiring writers struggle because they bypass essential preliminary steps. If you've completed the earlier preparatory steps, the actual writing process should become smoother and faster.

Step 9: Write the First Draft

The first draft should focus purely on getting ideas down without worrying about editing or length. This method allows for a free flow of ideas, which can later be refined and condensed.

Step 10: Rewrite for Strategy

The rewriting phase is crucial for shortening and sharpening



the message while maintaining clarity. Successful long-form sales letters are effective because they cater to the minority who are genuinely interested, rather than conforming to a general audience.

Secrets of Long Copywriting

Length in copy does not deter interested readers. People who are genuinely potential buyers are engaged by detailed content. It's important to create compelling narratives instead of succumbing to the demand for brevity.

Strategic Rewriting Techniques

- Write in conversational English, embracing non-standard grammar and pacing to keep the reader engaged.
- Use headlines, subheads, and visually distinct segments to guide both impulsive and analytical readers along their

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Chapter 7 Summary :

Chapter 7 Summary: On Every Road, Whether More or Less Traveled, There Are Potholes

Understanding Potholes in Sales Presentations

Sales presentations often encounter obstacles, referred to as "potholes," that may halt the sales process. These potholes manifest as doubts, concerns, or objections that can deter potential customers. It is essential for sales professionals to recognize and address these issues to maintain sales momentum.

Step 12: Answer Questions and Objections

Unresolved questions and objections can sabotage sales letters. It's crucial to anticipate and address potential concerns within the content. Unlike face-to-face selling, where salespeople can directly respond to individual objections, written sales letters must cover all conceivable objections comprehensively.



The Reasons Why Not

Salespeople may feel a mix of dread and motivation regarding customer objections. Nevertheless, objections are a common hurdle that must be effectively countered.

Successful objection management can significantly enhance the sales letter's effectiveness.

Anticipating Objections

Marketers must acknowledge customer skepticism rather than shy away from it. A successful approach includes directly addressing common objections through structured formulas or FAQs, which demonstrate transparency and bolster credibility.

Step 13: Spark Immediate Action

Sales letters face a challenge in achieving immediate responses due to various factors, including distractions and procrastination. To encourage immediate action, marketers can employ several strategies:

- 1.



Limited Availability

: Create urgency by indicating that the offer is time-sensitive or limited in quantity.

2.

Premiums

: Enhance the basic offer with attractive premiums to entice potential buyers, often yielding better responses.

3.

Deadlines

: Incorporate deadlines to motivate customers to act quickly. Handwritten or stamped deadlines can amplify urgency.

4.

Multiple Premiums

: Testing double premium offers can lead to increased average order sizes.

5.

Discounts for Fast Response

: Implement pricing strategies that reward early responders with lower prices, motivating prompt action.



6.

Ease of Responding

: Simplify the response process, such as providing toll-free numbers, fax options, or easy-to-navigate websites, to reduce barriers to action.

By integrating these techniques into sales letters, marketers can significantly improve response rates and overcome potential objections, leading to successful conversions.



Chapter 8 Summary :

Chapter 8: Final Brushstrokes

At this stage, you have a second draft of your sales letter, but several final refinements are essential before it achieves its full potential.

STEP 14: The Creative PS

Every sales letter must include a PS. This section can significantly influence readership as many people tend to read the end of the letter first. A well-crafted PS summarizes the offer and entices readers to engage further with the entire content.

STEP 15: Check the Checklists

After several revisions, use a checklist to ensure you have implemented successful strategies and techniques. Go through steps 1 to 14 and questions related to your prospect to verify all elements have been addressed, including identifying benefits, responding to objections, and optimizing



delivery.

STEP 16: Use Graphic Enhancement

The visual presentation of your letter is crucial.

Implementing "Copy Cosmetics"—like formatting, visual aids, and typography—improves readability and helps capture the reader's attention. People are more likely to read letters that are visually engaging.

STEP 17: Rewrite for Passion, Edit for Clarity

Infuse your letter with enthusiasm. Sales letters must convey passion rather than cold logic, appealing to the reader's emotions. Engage in aggressive editing, focusing on clarity and conciseness, removing unnecessary words and reinforcing your main sales message.

STEP 18: Compare Your Draft to Examples

Finally, compare your draft with exemplary sales letters to assess its effectiveness. Consider aspects such as flow, engagement, structural integrity, and persuasive power. Use this analysis to make necessary revisions and enhancements to your letter.



Chapter 9 Summary :

Chapter 9 Summary: The End Is Near

Final Steps Before Mailing

Before sending out a sales letter, it's crucial to take additional steps to ensure its success.

STEP 19: Pretest No-Cost Pretesting

Conduct no-cost pretests to identify potential issues with the sales letter. Suggested methods include:

-

Reading the Letter Aloud:

Ensure it flows smoothly.

-

Reading to Typical Customers:

Gain insights from potential customers in informal settings.

-

Child Reading Test:

Have a young child read the letter; confusing words should



be addressed.

STEP 20: Bring Your Letter to Life

Prepare the letter for printing, simulating the final product.

STEP 21: Change Graphic Enhancements

Collaborate with designers and printers to finalize graphics, ensuring they appeal to the target audience.

STEP 22: Edit Again

Review the letter meticulously for clarity and readability, making necessary adjustments.

STEP 23: Mail a Mockup

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Finish Your Reading Challenge, Donate Books to African Children.

The Concept



This book donation activity is rolling out together with Books For Africa. We release this project because we share the same belief as BFA: For many children in Africa, the gift of books truly is a gift of hope.

The Rule



Earn 100 points



Redeem a book



Donate to Africa

Your learning not only brings knowledge but also allows you to earn points for charitable causes! For every 100 points you earn, a book will be donated to Africa.

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Chapter 10 Summary :

Chapter 10: Major-League Play

Introduction

- Many sales letter writers succeed in minor leagues, focusing on small lists for local businesses, where competition is often unaware of effective sales letter techniques.

STEP 28: Test

- For significant and ongoing sales letter campaigns, testing multiple versions is crucial for maximizing success.
- A test matrix with different variables like headlines, photos, offers, bonuses, and guarantees should be developed.
- While online testing is easier, results may differ from mail campaigns.
- Simple A/B testing can help build knowledge about what resonates with customers.



STEP 29: Sometimes, Outsourcing

- Understanding when to hire professional copywriters is vital as their expertise can significantly enhance sales efforts.
- Professionals are often hired in high-stakes scenarios or complex environments.
- Client fees for high-level copywriters can range from \$100,000 to millions, while smaller businesses may not afford top talent.
- Businesses may opt for freelance copywriters, who often offer more reasonable rates.

Why Seek Professional Copywriting?

1. Creation of an asset: Quality copy can be used repeatedly, generating long-term revenue.
2. Potential for big paydays: Effective campaigns can lead to substantial returns on investment.
3. Critical circumstances: When survival against competitors is at stake, hiring experts becomes imperative.

Selecting Copywriters

- Look for someone with experience relevant to your



industry.

- Determine whether you need a copywriter just for writing or for consulting and strategy as well.
- Be cautious of those rushing to agree on assignments without thorough preparation.

When to Hire Beginners

- Smaller businesses may find value in working with less experienced copywriters, allowing them to grow together.
- However, hiring experienced copywriters is generally advisable as they tend to provide better results and are often more cost-efficient in the long run.

Empowering Yourself

- Knowledge of direct marketing and copywriting is crucial, even if outsourcing is the chosen route.
- Understanding effective sales copy ensures better collaboration and evaluation of the work produced by hired copywriters.

This chapter emphasizes the importance of both testing and understanding the role of professional copywriters to achieve success in major-league sales letter campaigns.



Chapter 11 Summary :

Chapter 11: Using Sales Letters in Business

In this chapter, Dan S. Kennedy outlines seven strategic uses for sales letters, providing insights on how they can be effectively employed in both individual businesses and for clients.

1. To Create Qualified Leads

- Traditional cold calling is costly and often ineffective. Sales letters provide a controllable means of generating qualified leads with predictable results.

2. To Support Telemarketing

- Mailing a sales letter before a telemarketing call enhances the effectiveness of the call by offering context and reference material for the prospective customer.

3. To Create Store Traffic



- Retail businesses can drive foot traffic by sending regular sales letters announcing special events or promotions. For instance, a deli used a campaign to introduce free sandwiches to nearby offices, successfully increasing customer visits.

4. To Introduce New Products or Services

- Many businesses fail to utilize their customer mailing lists. Sending monthly sales letters promoting new products to existing customers is a way to increase sales through familiarity and trust.

5. To Sell Directly by Mail Order

- Sales letters can be a form of direct sales communication, encouraging repeat purchases from existing customers with timely offers and easy ordering options.

6. To Reduce Refunds via Post-Purchase Reassurance

- A follow-up sales letter sent post-purchase can help reassure customers, thereby reducing buyer's remorse and the likelihood of refunds.



7. For All Types of Business Communication

- The principles of persuasive communication apply to any type of correspondence, as effective selling occurs in numerous forms of communication, whether professional or personal.

Kennedy emphasizes that mastering these techniques can significantly enhance one's communication effectiveness, regardless of the context.



Chapter 12 Summary :

Key Point	Description
Chapter Title	The Million-Dollar Sales Letter Secret: The Power of a Sequence
Main Mistake	Relying on "one-shot mailings" in marketing.
Effective Strategy	A concise, timed sequence of mailings within 45 to 60 days.
Case Study	Analysis of successful sales letters for Italian restaurants reaching millions.
Impact on Brand	Letters generate conversations about the brand within households.
Humorous Style	Humor can be effective even for sophisticated products.
Response Rates	Responses often increase significantly with subsequent letters.
Core Secret	Creating sequences of sales letters is more effective than standalone pieces.
Financial Success	Author credits this strategy for significant financial success.
Common Misconception	Belief that potential customers who leave without purchase are lost.
Follow-Up Strategy	Implementing follow-up sales letter sequences leads to return rates of 10% to 30% from initial decline.

Chapter 12: The Million-Dollar Sales Letter Secret: The Power of a Sequence

One of the biggest mistakes in marketing is relying on "one-shot mailings." Effective marketing requires repetition; however, the slow and costly methods promoted by Madison Avenue are not advisable. Instead, a concise, timed sequence of mailings within a 45 to 60-day period can enhance brand recognition and elicit immediate responses. The chapter includes an analysis of a successful series of



sales letters crafted for Italian restaurants, which have reached millions and provided a model for effective multistep mailings. Readers are encouraged to reflect on the impact these letters have in generating conversations about the brand within households.

While some marketers may believe that a humorous style is unsuitable for their sophisticated products, the author emphasizes that the underlying structure of these sequences is universally applicable. In fact, responses often increase significantly with subsequent letters, doubling or even surpassing initial results.

This "million-dollar secret" involves creating sequences of sales letters rather than standalone pieces. The author credits this strategy as a significant factor in his financial success, noting that he adapted the approach from the collection industry's method of sending dunning letters.

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Chapter 13 Summary :

Chapter 13: “High-Tech” Sales Letters

In this chapter, Dan S. Kennedy discusses the evolution of sales letters, emphasizing the importance of blending online and offline methods while adhering to classic sales principles. The key takeaway is that despite the various media available, the foundational elements of effective selling remain unchanged.

Writing Sales Letters That Can Sell Online by Rebecca Matter

Rebecca Matter highlights that persuasive writing remains essential for both online and offline sales letters. However, understanding the online reader's state of mind is crucial for effective engagement.

1.

Know Your Audience

- Understanding how prospects reach your sales letter informs your writing style and content. Tailor your message



based on whether they're actively searching for solutions or responding to a specific outreach.

2.

Get Those Big Benefits Front and Center

- Focus on emotional benefits instead of just features.

Online readers are easily distracted, so it's critical to convey key advantages early on in the sales letter.

3.

Pay Attention to Layout and Design

- Optimize readability by minimizing distractions, using single-column layouts, and ensuring font readability. Short sentences, subheads, and bullet points help maintain reader engagement.

4.

Give Special Attention to Your Call to Action

- Be specific about what action you want readers to take. Clear calls to action, strategically placed within the content, increase chances of conversion.

5.

Revise, Test, Repeat



- The online environment is dynamic; continually update and test elements of your sales letter. Assess traffic sources and reader needs to improve performance over time.

Closing Thoughts

While both online and offline sales materials target similar audiences, their reading behaviors differ. Your goal with online sales letters is to capture attention quickly and facilitate a clear path to action.

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Best Quotes from The Ultimate Sales Letter by Dan S. Kennedy with Page Numbers

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Chapter 1 | Quotes From Pages 12-34

- 1.To persuade someone, to motivate someone, to sell someone, you really need to understand that person.
- 2.If you don't have enough information and experience to do this, you must get it!
- 3.Get a fix on the prospect/customer/client, and on his or her desires; failing to do so will undermine all your other efforts.
- 4.Always enter the conversation already occurring in the customer's mind.
- 5.People do not buy things for what they are; they buy things for what they do.
- 6.By acknowledging the flaws, you force yourself to address your letter recipient's questions, objections, and concerns.

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You also enhance your credibility.

7.Study your reader first,— your product second...

8.If you want waiters in tuxedos with white linen cloths over their arms... our little restaurant is not the place to come.

Chapter 2 | Quotes From Pages 35-48

1.If it screams 'junk mail', it tempts weary sorters and carriers to chuck it without fear of repercussion.

2.America sorts its mail standing over a wastebasket.

3.The same strategies I just described for fooling postal employees and gatekeepers also serve to motivate recipients to open the envelope.

4.Fulfilled envelope promises work to enhance your credibility.

5.The overwhelming majority of direct mail does clearly identify itself as a salesperson arriving, with business identity, logo, and 'teaser copy.'

Chapter 3 | Quotes From Pages 49-67

1.The best sales letter in the world is worthless in the



hands of the willfully blind.

2. In case you had illusions to the contrary, no one is sitting around hoping and praying that he will receive your sales letter.
3. Saying something of genuine importance and interest to the recipient usually succeeds.
4. You've got to reach out and grab the reader where he or she lives,—immediately,—then do it again and again and again.
5. The headline you say and how it says it are absolutely critical.
6. In many cases, a multidimensional object is used to intentionally make the envelope 'lumpy,' to arouse the curiosity of the recipient.





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Chapter 4 | Quotes From Pages 68-90

1. Price is an issue in most sales letters, and in every sales letter where an actual offer is presented with the intent of making or nearly making the sale, right then and there.
2. Any good sales pro will admit that price is very rarely the determining factor in a buying decision; that same pro will tell you that, mishandled, price can put the brakes on a sale before it even gets going.
3. People do equate value with bulk.
4. When you understand that people are more likely to act to avoid pain than to get gain, you'll understand how incredibly powerful this first formula is.
5. The two keys to unlimited media attention and publicity are being predictive and being provocative.
6. Only 1 will be wealthy; 4 will be financially secure; 5 will continue working, not because they want to, but because they have to... 95% unsuccessful.
7. If you refuse to see it, you are 'the emperor with no



clothes.'

Chapter 5 | Quotes From Pages 91-106

1. All successful selling is by nature and necessity manipulative, and must apply pressure to get decision and action.
2. Even then, toilet paper makers use labels, size variation, and price gimmicks, and plumbers often sell good-better-best options of toilets, pipes, and water heaters. Even their selling is manipulative.
3. The sales letter writer needs to put as much pressure as possible on the reader to buy and buy now, because it is easy for that reader to do otherwise.
4. It's called 'taking a position,' and it applies equally well to selling in print.
5. If you want to experiment, I guess that's fine, but if you simply want to be effective and efficient, then you can stick with these few formulas.
6. Demonstrating ROI puts you in the position of 'selling money at a discount.'



7. When a product, a service, an association with a certain company, or any offer is convincingly portrayed as a status symbol, you've got the basis of a good sales letter.
8. A guarantee boosts response, and the better the guarantee, the better the response.
9. Storytelling is very powerful, because we all love a good story.
10. What excuse do you make when asked for your fax number—and you haven't got one?

Chapter 6 | Quotes From Pages 107-124

1. In writing sales copy, both speed and effectiveness are products of patient preparation.
2. Put what you've learned so far to work!
3. Write for the buyer, not the nonbuyer.
4. My sales letters make lots of English teachers unhappy.
5. Increase readership by improving readability.
6. There's no good reason to imprison your selling to fewer words or pages than you need.
7. At the bottom of each page, tease the reader for more.



8.Let your own personality come into your letters.

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Chapter 7 | Quotes From Pages 125-137

1. Unanswered questions and unresolved concerns sabotage sales letters!
2. Those marketers who think they can 'hide' the objectionable issues are grossly underestimating the skepticism of customers.
3. Your letter's job is to get the reader to respond right now.
4. Engineering a selling environment where these four factors exist and can be carried over to your sales letter, you are virtually guaranteed success.
5. If we can take care of all these concerns to your satisfaction—and I'm not sure that we can—but if we can, you will then want to go ahead with the XYZ tonight, right?
6. You go to the bank with the immediate response.
7. It's rare for the basic offer to be strong enough in and of itself to inspire immediate response from a satisfactory number of people.

Chapter 8 | Quotes From Pages 138-163



- 1.The PS can make or break your letter!
- 2.Checklists are the way to be certain you incorporate as many successful strategies, formulas, and techniques as possible in your sales letter.
- 3.If your copy is easy to read, it's more likely to be read.
- 4.Sales letter writing is no place for pure, cold, hard logic. They buy by emotion and then justify their choice with logic.
- 5.You can find something to get excited about. If you can't romanticize your product or service or its direct benefits, you've got to be able to create excitement out of the feelings of owning it or using it.
- 6.Cut out the parts the reader tends to skip.

Chapter 9 | Quotes From Pages 164-176

- 1.The letter must read easily.
- 2.If some of them start asking how they can get the product or service described in the letter, he knows the basic approach is sound.
- 3.Regardless of who you are addressing your copy to, it is



better to err on the side of simplicity.

4. Take the time to produce a mockup and mail it.

5. You need to win back some objectivity.

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Chapter 10 | Quotes From Pages 177-189

1. There's a difference between being unable to test and being unwilling to test.
2. Think through the potential value of an evergreen sales letter and invest accordingly.
3. You can run simple A or B, single variable split-tests almost every time you mail, and build up a bank of knowledge about what works best with your customers and prospects.
4. There is a good copywriter for every purpose and every budget.
5. Consider three situations... survival in a war with competitors, creation of an asset, and big paydays.
6. Be cautious of anybody too quick to agree on the assignment and race to the keyboard.

Chapter 11 | Quotes From Pages 192-209

1. It is easier to sell more to customers who know you, like you, and trust you than it is to get more new customers.



2. A good sales letter—sent to the customer the day after the purchase—can make the sale stick.
3. You have to sell yourself and your ideas to superiors, subordinates, associates, stockholders, vendors, and countless others every day.
4. To create traffic to the dealership—a sales letter will just about always produce at that level.
5. Sometimes we're a little too 'instant'-oriented these days.
6. The important thing to recognize is that winners are people who sometimes have the desire to quit, but they develop ways of dealing with it.

Chapter 12 | Quotes From Pages 210-213

1. It takes repetition to have impact.
2. I've used it in all my seminars for nearly twenty years and shown it to well over 4 million people.
3. The humorous style helps whether selling million-dollar computer systems to CEOs in the boardroom or carpet cleaning to folks in their living rooms.
4. I call this my 'million-dollar secret', because the creation of



sales letter sequences, rather than just creating sales letters, is as responsible as any other, single idea for my becoming a millionaire.

5.If we let them get away, we can't get them back to buy later. It is an entirely false and very, very costly belief.





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Chapter 13 | Quotes From Pages 214-224

1. For most businesses, the best current strategy is integration of online/offline and offline/online.
2. The same ingredients that make offline sales letters work make online sales letters work, as well as TV infomercials, and every other advertising deliverable.
3. You see, the fundamentals of persuasive writing remain as true online as they do for offline formats like direct mail.
4. People reading online are often more impatient, and easily distracted.
5. If it doesn't help the reader get to the call to action, get rid of it.
6. You're trying to make him bigger, better, and faster. So you tweak the training here, add a supplement there.





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Chapter 1 | Q&A

1.Question

What is the first step to writing a successful sales letter?

Answer: The first step is to truly understand your customer. This involves empathizing with their experiences and needs, allowing you to connect with them on a deeper level.

2.Question

How can one gain insights about their target customers?

Answer: You can gather insights by asking specific questions about their fears, frustrations, desires, and decision-making processes. Additionally, engaging with the community, attending relevant events, or reading industry publications can provide valuable understanding.

3.Question

Why is understanding the customer's perspective important in sales copy?

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Answer: Understanding the customer's perspective helps you create messages that resonate with them. It allows you to identify what they truly care about and tailor your offer accordingly.

4.Question

What is a common mistake marketers make when writing sales letters?

Answer: A common mistake is focusing on what the marketer thinks is important, rather than what actually matters to the customer. This often leads to misalignment and ineffective communication.

5.Question

How did the author suggest to gain a 'feel' for the target audience?

Answer: The author suggests physically visiting the neighborhoods or communities related to your target market to see and experience their environment, which helps in gaining a better understanding and connection.

6.Question

What is the significance of addressing flaws openly in



sales copy?

Answer: Addressing flaws openly in sales copy enhances your credibility and helps to mitigate objections beforehand. It shows honesty and builds trust with your audience.

7.Question

What is the 'Collier Principle' mentioned in the chapter?

Answer: The Collier Principle states to 'always enter the conversation already occurring in the customer's mind.' This means aligning your message with what the customer is currently thinking or discussing.

8.Question

Can you give an example of effectively communicating a hidden benefit in marketing?

Answer: Yes, an example is a marketing campaign that highlighted the time saved by using a service, allowing potential customers to spend more time on recreational activities like golf. This appealed directly to their desires beyond the product itself.

9.Question

What does Dan Kennedy mean by 'theater in your mind'?



in copywriting?

Answer: 'Theater in your mind' involves visualizing the recipient of your letter, imagining their day-to-day experiences and emotions, which helps create a more relatable and impactful message in your writing.

10.Question

What advice is given regarding decision-making biases in customers?

Answer: It's important to recognize that different groups have unique decision-making biases. Understanding these biases can help you tailor your messaging and approach to fit different customer segments better.

11.Question

What should be prioritized when crafting a sales message?

Answer: The priorities of the reader should always take precedence. Knowing what the reader values most and addressing their specific needs and concerns will lead to a more compelling sales letter.



Chapter 2 | Q&A

1.Question

What are the key elements that affect the delivery and opening rates of sales letters?

Answer:The appearance of the outside of the envelope is crucial; it should not scream 'junk mail' to avoid being discarded by postal workers.

Additionally, using first-class mail, proper addressing techniques, and personalizing the envelopes can significantly increase the chances of them being opened.

2.Question

How can one ensure their sales letters make it past gatekeepers and postal workers?

Answer:Using plain envelopes without company branding or identifiers, personal addresses, and actual postage stamps instead of meter imprints can make letters look more personal and less like junk mail. This decreases the likelihood of being thrown out by gatekeepers.



3.Question

What strategies can be used to get recipients to open their sales letters?

Answer:Utilizing the 'Sneak-Up Approach' by making the envelope appear as personal correspondence, alongside fulfilling any promises made by the envelope's exterior (e.g., 'Important Documents Enclosed'), can significantly improve the chances that the letter will be opened. Additionally, incorporating personalized elements and teaser copy can also help entice the reader.

4.Question

Why is it essential to consider the outside of the envelope even before writing the sales letter?

Answer:The exterior design and wording can heavily influence the recipient's perception and decision to open the letter. If the outside does not create intrigue or a sense of importance, even an engaging letter inside may never be read.

5.Question

What role does personalization play in the effectiveness of



sales letters?

Answer: Personalization can greatly increase engagement; addressing the recipient by their name can establish a connection and increase the likelihood they will open the letter. Moreover, customized content and tailoring the message to the individual recipient can also enhance the impact.

6.Question

What are 'Magic Words' and how can they enhance a sales letter's effectiveness?

Answer: 'Magic Words' are phrases that can be placed on the outside of an envelope to attract attention and increase open rates. Examples include 'PHOTO ENCLOSED,' 'HEALTH ALERT,' or 'YOUR TICKETS ENCLOSED,' which evoke curiosity or create urgency, prompting recipients to open the letter.

7.Question

How does understanding the behavior of letter recipients influence marketing strategies?



Answer: Recognizing that recipients often sort mail while standing over wastebaskets and may quickly discard items that do not seem valuable can inform the design and presentation of marketing materials to ensure they stand out and grab attention. This understanding helps in crafting envelopes and messages that appeal to the recipient's preferences.

8.Question

What are some delivery methods to consider besides traditional mail for sales letters?

Answer: In addition to regular mail, using services like FedEx or UPS can improve the chances of delivery and reduce the possibility of being discarded by gatekeepers. Sometimes, the higher cost of expedited services can be justified by the superior outcomes they provide.

9.Question

What is the significance of following up on the promises made on the envelope?

Answer: Fulfilling the expectations set by the envelope's



prompts is critical for maintaining credibility. If a letter claims personal significance or important enclosures, the content must deliver on those promises to retain trust and encourage future engagement.

10.Question

What common mistakes should be avoided when sending sales letters?

Answer: Avoid using obvious junk mail tactics such as bulk mail envelopes, unattractive labels, and generic sender identities. These elements can sabotage the effectiveness of the mail, making it less likely to be opened and acted upon.

Chapter 3 | Q&A

1.Question

Why is it important to command the recipient's attention at the start of a sales letter?

Answer: Commanding attention is crucial because in today's fast-paced world, readers have limited patience. If you don't capture their interest immediately, they are likely to discard your letter



without reading it, just like the annoying pest at the door who became a welcome guest when he bore important news.

2.Question

What is the AIDA formula and how does it relate to sales letters?

Answer:The AIDA formula stands for Attention, Interest, Desire, and Action. It's a classic framework that guides the structure of effective sales letters. First, you grab the reader's attention, then develop their interest, instill desire for your product or service, and finally prompt them to act.

3.Question

How can I make my sales letter stand out to recipients who may see it as just junk mail?

Answer:To stand out, you could use engaging headlines that immediately convey the importance and value of your message. The more compelling your introduction, the more likely recipients will feel the need to read further. Using prestigious and quality materials can also enhance your



letter's appeal.

4.Question

Give examples of effective headlines that can capture attention in a sales letter.

Answer: Examples of effective headlines include: 'They Didn't Think I Could, but I Did,' which taps into the underdog narrative, or 'Who Else Wants a Hollywood Actress' Figure?' that hints at exclusivity. Headlines like 'How to' promise actionable benefits, while 'Warning' creates urgency.

5.Question

What elements should I consider when mailing to executives or business owners?

Answer: When mailing to executives, use high-quality paper and avoid overcrowding the envelope with multiple ads. Keep a professional image, and consider prestige appeals to catch their interest.

6.Question

How can grabbing attention through physical objects enhance the effectiveness of direct mail?



Answer: Using grabbers, such as a lumpy item included with the mail (like a penny or a clever gimmick), stimulates curiosity and prompts the recipient to read the letter. An example could be sending a miniature trash can with a letter about waste reduction, making it memorable and compelling.

7.Question

What are the legal considerations when using testimonials in sales letters?

Answer: When using testimonials, ensure compliance with FTC regulations, which dictate that testimonials must not be misleading and should represent the typical experience of consumers. Always provide realistic expectations and transparency.

8.Question

How can I effectively demonstrate the value of intangible benefits in my sales letter?

Answer: To showcase the value of intangible benefits, use tangible examples such as before-and-after scenarios, real-life case studies, or testimonials that illustrate the



positive transformation experienced by clients.

9.Question

What is the difference between a traditional sales letter and an advertorial, and why might the latter be more effective?

Answer:An advertorial mimics editorial content, making it seem less like an advertisement and more like informative reading. This format often garners more attention since recipients are more inclined to read articles than ads, thus increasing engagement rates.

10.Question

How does flagging with a simple word or phrase strengthen a headline in a sales letter?

Answer:Flagging immediately communicates to the reader who the message is intended for, enhancing its relevance. This targeted approach helps to grab the reader's attention quickly by addressing their specific needs or interests.





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Chapter 4 | Q&A

1.Question

Why do people hesitate to make purchases, especially when price is involved?

Answer: People often hesitate to make purchases due to the psychological weight of price. High prices can trigger fears of financial overcommitment, leading customers to question the value of the product or service. This hesitation is rooted in the fear of loss or making the wrong decision, which is why addressing price concerns directly is crucial in sales letters.

2.Question

What strategies can a sales letter apply to minimize the impact of price on the customer's decision?

Answer: Effective strategies include presenting the price as small monthly payments to reduce the perceived burden, emphasizing the value and benefits beyond the cost, and highlighting any bonuses or savings that come with the purchase, which can help shift focus away from the initial



price tag.

3.Question

How can the concept of bulk enhance perceived value in sales letters?

Answer:The concept of bulk enhances perceived value by associating larger quantities with greater savings and benefits. By showcasing substantial amounts of valuable content or features (like a 13-pound set of books), the reader connects the product with a sense of abundance and better overall value, making them more inclined to buy.

4.Question

What is the Problem-Agitation-Solution formula, and how does it work?

Answer:The Problem-Agitation-Solution formula is a powerful copywriting approach where first, a specific problem is identified to resonate with the reader. Second, agitation stirs emotional responses about that problem to heighten urgency. Finally, the solution—typically the offered product or service—is presented as the best way to resolve



the identified issue, prompting action.

5.Question

Why is it important to discuss the price paid to develop an offer in a sales letter?

Answer:Discussing the price paid to develop an offer adds credibility and perceived value. It reassures customers that significant investment went into ensuring quality and reliability, which can justify a higher selling price, helping customers feel more secure in their purchasing decision.

6.Question

How can the fear of being in the '95% group' motivate potential buyers?

Answer:Creating a stark contrast between the successful '5%' and the struggling '95%' population instills fear and urgency in potential buyers. It motivates them to act by positioning the product or service as the means to join the successful minority, tapping into their desire for security and financial stability.

7.Question

What role does emotional engagement play in sales



letters?

Answer: Emotional engagement is critical in sales letters because it fosters connection and urgency in potential buyers. By appealing to emotions such as fear, hope, or even anger, the message resonates on a deeper level, prompting readers to respond more quickly than logical appeals alone would achieve.

8.Question

How can concealing the total price impact a customer's perception?

Answer: By breaking down the cost into smaller, manageable payments rather than presenting a large total upfront, marketers can reduce resistance to the purchase. This strategy shifts focus from the overall cost, making the decision feel more attainable, which can lead to higher conversion rates.

9.Question

In what way can storytelling enhance the effectiveness of a sales letter?

Answer: Storytelling enhances the effectiveness of a sales



letter by making the content relatable and memorable. It creates a narrative that potential buyers can see themselves in, illustrating how the product or service can resolve their own challenges, thus increasing emotional buy-in.

10.Question

What can businesses do to connect more effectively with their target audience in marketing?

Answer:Businesses can connect more effectively with their target audience by understanding their pain points, desires, and motivations and crafting messages that resonate emotionally. Tailoring content specifically to their concerns and providing clear solutions not only establishes trust but also empowers consumers to take desired actions.

Chapter 5 | Q&A

1.Question

What is the fundamental nature of selling according to Dan S. Kennedy in Chapter 5?

Answer:All successful selling is manipulative and applies pressure to get decision and action. Without



applying pressure, people often do not make the decision to buy.

2.Question

What challenge does a sales letter face that a traditional salesperson does not?

Answer:A sales letter must apply sales pressure from a distance without interaction with the prospect, which makes it easier for the reader to ignore the call to action.

3.Question

How did the author learn to simplify sales techniques?

Answer:Through experience and trial, he started with hundreds of techniques but narrowed it down to a few that consistently worked, emphasizing the importance of learning from practical experience rather than just theory.

4.Question

What is the intimidation technique in sales, and how does it leverage customer psychology?

Answer:The intimidation technique uses scarcity, social proof, exclusivity, or ego appeals to create a sense of urgency and importance, making prospects feel like they must act



quickly or risk losing out.

5.Question

How is ROI important in sales letters?

Answer: Demonstrating ROI effectively persuades potential buyers by showing them not just the cost of a purchase but how it can lead to savings or significant profits, framing the purchase as an investment rather than an expense.

6.Question

What are some effective ego appeals in sales writing?

Answer: Ego appeals can be presented by suggesting that owning a product or service enhances the buyer's status or success, making them feel superior or in tune with the latest trends.

7.Question

Why does the author advocate for strong guarantees in sales letters?

Answer: A strong guarantee reassures skeptical consumers, enhances trust, and encourages purchasing by reducing the perceived risk associated with the buying decision.

8.Question

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What advanced technique does the author suggest for confirming the value of a sales letter?

Answer: The daring strategy of guaranteeing the letter itself, such that if the reader feels their time was wasted, they receive a monetary compensation, enhances response rates and engagement.

9.Question

What role does storytelling play in effective selling?

Answer: Storytelling captivates readers and builds emotional connections, making the sales message more relatable and memorable, thus enhancing the chances of a successful sale.

10.Question

What conclusion can be drawn from the various sales techniques discussed in Chapter 5?

Answer: Successful sales strategies are rooted in understanding human psychology, addressing consumer fears and desires, and effectively communicating value through various techniques.

Chapter 6 | Q&A



1.Question

What is the significance of patient preparation in writing sales copy?

Answer:Patient preparation ensures that the writer has all the necessary knowledge and insights before they start writing, allowing for a smoother and more effective writing process. Without proper preparation, writers may feel overwhelmed and struggle to articulate their ideas, often concluding that they cannot write.

2.Question

What should a writer focus on when writing the first draft?

Answer:A writer should focus on simply getting their ideas onto paper without worrying about editing, grammar, or length at this stage. The goal is to let creativity flow and capture every idea, as the editing can be tackled later.

3.Question

Why is rewriting considered a challenging but crucial step?



Answer:Rewriting is challenging because it involves critically evaluating and condensing the original draft to ensure clarity and conciseness. It's crucial for enhancing the overall effectiveness of the sales message and increasing the chances of reader response.

4.Question

How do you address both impulsive and analytical readers in a sales letter?

Answer:To engage both types of readers, create a 'Double Readership Path' by providing quick, skimmable highlights for impulsive readers, while offering detailed information and facts for analytical readers. This allows both groups to find value in the letter at their own level of engagement.

5.Question

What should a writer avoid when seeking feedback on their sales letters?

Answer:Writers should avoid taking advice from those who lack significant success in direct marketing. Instead, they should focus on insights from proven experts to guide their



writing without getting discouraged by uninformed opinions.

6.Question

What is the purpose of using a teaser copy at the bottom of each page?

Answer:Teaser copy serves to intrigue and encourage the reader to continue to the next page, ensuring they remain engaged with the content and preventing them from stopping mid-journey.

7.Question

How does the personal style of the writer impact the sales letter?

Answer:A personal style adds authenticity and relatability to the writing, allowing it to resonate more with readers. This individuality can make the letter feel more like a conversation, in turn enhancing its persuasive power.

8.Question

What is 'yes momentum' and how can it be applied in sales writing?

Answer:Yes momentum is a persuasive technique that involves leading readers to agree with a series of small, easy



statements to build receptivity for the main offer. This can be incorporated in sales letters through sequential questions or statements that invite affirmation.

9.Question

What role does visual language play in sales copy?

Answer:Using vivid, descriptive language helps to engage the reader's senses and imagination, making the product or service feel more real and desirable. It creates strong mental images that can drive emotional responses and encourage action.

10.Question

How important is readability in a sales letter, and what techniques enhance it?

Answer:Readability is crucial for keeping the reader engaged. Techniques to enhance it include using short sentences, paragraph breaks, conversational language, and clear formatting to make the text inviting and easy to navigate.



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Chapter 7 | Q&A

1.Question

What are 'potholes' in the context of a sales presentation?

Answer:Potholes refer to doubts, concerns, fears, and objections that can halt the progress of a sales presentation and ultimately stop the sale. They are interruptions in the motivation to buy.

2.Question

Why is it important to address questions and objections in a sales letter?

Answer:Addressing questions and objections is crucial because unanswered concerns can sabotage a sales letter. Proactively countering every potential objection creates a more compelling sales presentation.

3.Question

What advantages do live salespeople have when dealing with objections compared to sales letter writers?

Answer:Live salespeople can respond to specific objections raised by the customer, receive immediate feedback to adjust their approach, and 'box in' the customer to secure a sale. In



contrast, sales letter writers must anticipate and address every possible objection without direct interaction.

4.Question

Why do some marketers hesitate to include objections in their sales letters?

Answer:Some marketers believe that mentioning objections can plant negative thoughts in the reader's mind, potentially steering them away from purchasing the product. However, underestimating customer skepticism can lead to missed sales opportunities.

5.Question

What are effective strategies for sparking immediate action in response to a sales letter?

Answer:1. Limited Availability: Create urgency by emphasizing that an offer is limited.

2. Premium Offers: Include valuable bonuses or gifts to entice immediate purchase.

3. Deadlines: Set clear cut-off dates for offers.

4. Multiple Premiums: Offer more than one premium to



increase appeal.

5. Discounts for Fast Response: Provide lower prices for quicker responses.

6. Ease of Responding: Streamline the purchasing process to minimize obstacles.

6.Question

Can you give an example of a successful use of urgency in a sales letter?

Answer:Bob Stupak successfully created urgency in a sales letter by offering a limited number of Hawaiian vacation packages to previous guests, emphasizing that they were available only until a certain date or until supplies ran out. This strategy drove immediate responses.

7.Question

How should a sales letter effectively counter objections?

Answer:A sales letter should include direct answers to objections, supporting testimonials or case histories, and references to guarantees or free trials to reassure potential buyers.



8.Question

What role does customer skepticism play in the sales process?

Answer:Customer skepticism is vital to acknowledge because if left unaddressed, it can result in objections that prevent sales. Acknowledging it and providing clear answers preemptively can build trust and increase the likelihood of a sale.

9.Question

What is meant by the term 'draining the objections'?

Answer:'Draining the objections' is a sales tactic where a salesperson lists potential objections before answering them, ensuring all concerns are heard and addressed to facilitate a smoother path to closing the sale.

Chapter 8 | Q&A

1.Question

What final touches should be added to the sales letter before it's considered complete?

Answer:Before classifying your letter as a masterpiece, incorporate a powerful PS, checklists



for essential elements, graphic enhancements, and ensure clarity and passion throughout the copy.

2.Question

How does the PS impact the effectiveness of a sales letter?

Answer:The PS can significantly influence readership; it serves as a compelling summary that can persuade the reader to fully engage with your letter, compelling them to react.

3.Question

What are some critical checklist questions to ensure your sales letter is strong and effective?

Answer:Key questions include: Did you address all ten Smart Questions about the prospect? Did you translate features into benefits? Have you anticipated objections and addressed them? Is your headline attention-grabbing?

4.Question

What is the significance of graphic enhancement in a sales letter?

Answer:Graphic enhancements, or Copy Cosmetics, improve readability and response rates, making the letter visually appealing and guiding the reader's attention to crucial areas.



5.Question

Why is passion important in a sales letter, and how can it be integrated?

Answer:Passion creates an emotional connection with the reader, which is vital for compelling sales. One way to infuse passion is by writing as if you're addressing someone intimately invested in the outcome, using vivid language and emotional appeals.

6.Question

How can one identify what to cut during aggressive editing of a sales letter?

Answer:You should remove any words or phrases that do not contribute directly to advancing or reinforcing your primary sales message, thereby enhancing clarity and impact.

7.Question

What role does comparison play in refining a sales letter?

Answer:Comparing your draft with well-performing examples helps identify strengths and weaknesses, ensuring that your letter flows smoothly, engages effectively, and presents compelling arguments.



8.Question

What practical exercises can boost creativity and passion in sales writing?

Answer:One effective exercise is to write a passionate letter as if you're convincing a romantic partner to take an exciting trip, allowing yourself to be bold and emotive in your descriptions.

9.Question

What is an example of an effective PS in a sales letter?

Answer:A well-crafted PS might summarize key benefits and include a compelling incentive, such as a limited-time offer, which incites immediate action from the reader.

10.Question

What are the potential downsides of overusing graphic enhancements in sales letters?

Answer:Overusing enhancements can distract the reader and dilute the effectiveness of the message, making it crucial to apply these tools judiciously for maximum impact.

Chapter 9 | Q&A

1.Question



Why is it crucial to pretest a sales letter before sending it out?

Answer: Pretesting is vital as it can uncover potential glitches, allowing for repairs before the letter is mailed. Many effective improvements can be identified through pretesting, which might even lead to entirely reworking the letter if initial feedback is poor. This step increases the chances of a successful mailing by ensuring the letter communicates effectively and resonates with the audience.

2.Question

What are the benefits of reading the letter aloud during pretesting?

Answer: Reading the letter aloud helps identify awkward phrasing and tongue twisters that could disrupt the reading flow. It ensures that the content sounds natural and engaging, making it easier for customers to comprehend.

3.Question

How can the feedback from typical customers shape the final letter?



Answer:Engaging typical customers for feedback can reveal whether the letter excites enough interest to prompt action. If readers ask how to purchase the product or service, that's a strong indication the letter is on the right track. Conversely, if there are many unanswered questions, adjustments can be made to enhance clarity and encourage response.

4.Question

Why should you have a young child read the letter aloud?

Answer:Having a young child read the letter helps identify complicated language or jargon. Given that a significant number of adults struggle with literacy, ensuring the letter is easily understandable at a basic level broadens its appeal and accessibility.

5.Question

What does the 'cool-off' step involve and why is it important?

Answer:The 'cool-off' step involves taking a break from the sales letter after its first mockup is received to regain objectivity. This pause helps to prevent emotional attachment



that might cloud judgment when reviewing the letter for errors or issues.

6.Question

What is the importance of getting second opinions before finalizing a sales letter?

Answer:Second opinions can provide fresh perspectives and catch mistakes that the writer may have overlooked.

Gathering insights from more experienced peers can significantly enhance the quality of the final product.

7.Question

How should one approach the final review of the sales letter?

Answer:The final review should be conducted in a quiet, distraction-free environment to scrutinize the letter carefully. This is the last opportunity to make impactful changes, ensuring that the message is compelling and effective.

8.Question

What should you do to maintain control during the printing process?

Answer:During the printing process, it's important to remain



vigilant and maintain control over the project. Review proofs thoroughly, and don't hesitate to hold the printer accountable for any errors, ensuring the final product matches your vision exactly.

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Chapter 10 | Q&A

1.Question

What does Dan Kennedy mean by 'major-league play' in sales letters?

Answer:Major-league play refers to using advanced strategies and multiple testing variables to improve the effectiveness of sales letters, particularly in competitive markets where the stakes are higher.

2.Question

Why is testing important when creating sales letters?

Answer:Testing helps identify what elements resonate most with the target audience, allowing for the optimization of future campaigns. By split-testing variables like headlines and offers, businesses can significantly improve response rates.

3.Question

How can business owners benefit from hiring professional copywriters?

Answer:Professional copywriters bring expertise that can transform a sales campaign into a valuable asset, resulting in



higher revenue and customer acquisition, especially in high-stakes situations such as launching new products or competing against strong rivals.

4.Question

What are some scenarios where outsourcing copywriting is advisable?

Answer: Outsourcing is beneficial during high-stakes campaigns, when launching new businesses, or when in need of prolific communication strategies that the business owner can't manage alone.

5.Question

How should one evaluate the cost-effectiveness of hiring a copywriter?

Answer: Consider the potential value of the end product, its usage frequency, the expertise required, and whether the investment will yield significant returns.

6.Question

What qualities should a good copywriter possess?

Answer: A good copywriter should have relevant experience, be able to engage deeply with the subject matter, and be



adaptable to the client's needs while ensuring that they understand the scope of the work.

7.Question

When is it appropriate to work with a beginner copywriter?

Answer: Working with a beginner can be ideal for very small businesses with limited budgets, as they may offer personal attention and learning opportunities while providing cost-effective services.

8.Question

What is the relationship between knowledge of copywriting and successful delegation of copywriting tasks?

Answer: A basic understanding of copywriting allows business owners to effectively guide and evaluate hired copywriters, ensuring they contribute positively to the process without overwhelming the creative aspects.

Chapter 11 | Q&A

1.Question

How can businesses create qualified leads effectively?



Answer:By developing a powerful sales letter, businesses can create the most controllable, manageable, and predictable lead generator. This approach is more reliable compared to expensive cold calling or inconsistent methods like trade shows.

2.Question

What role does a sales letter play in supporting telemarketing efforts?

Answer:A well-crafted sales letter serves as an introduction and provides reference material, making subsequent follow-up calls by telemarketers much more effective and less intrusive, as they can discuss something the prospect has already received.

3.Question

How can sales letters drive store traffic?

Answer:Retail businesses, like the Cadillac dealer example, can consistently send letters promoting sales or events, which encourages customers to visit the store. This method has



proven to effectively increase foot traffic.

4.Question

What strategy can increase sales from existing customers?

Answer:Regularly sending sales letters to existing customers, introducing them to new products or services, can capitalize on their familiarity and trust, leading to higher conversion rates.

5.Question

Why is it beneficial to reduce refunds with post-purchase reassurance letters?

Answer:Sending a congratulatory sales letter right after a purchase can alleviate buy's remorse. This reassurance can significantly decrease returns and refunds as it reinforces the customer's choice.

6.Question

In what ways can persuasive communication be used beyond sales letters?

Answer:The principles of persuasive communication apply to every interaction, from emails to customer service scripts.



Mastering these techniques can enhance effectiveness in various contexts, including personal and business correspondence.

7.Question

What is the impact of disguising sales letters as books?

Answer:When sales letters are formatted as books, they can significantly increase engagement and credibility. This technique makes the information more valuable in the recipient's eyes, leading to higher readership and potential conversions.

Chapter 12 | Q&A

1.Question

Why is it a mistake to rely on one-shot mailings in marketing?

Answer:Repetition is crucial for creating impact, and one-shot mailings lack the necessary follow-up to establish brand recognition and foster immediate responses.

2.Question

What is the recommended timeframe for a marketing

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mailing sequence?

Answer: A tight mailing sequence over a period of forty-five to sixty days is recommended to quickly build brand recognition and elicit responses.

3.Question

How can sales letters be structured for maximum effectiveness?

Answer: Sales letters should be part of a multistep mailing sequence; using a series of letters can significantly increase responses, sometimes doubling the initial responses from the first letter alone.

4.Question

What is the 'million-dollar secret' mentioned in the chapter?

Answer: The 'million-dollar secret' is the creation of sales letter sequences rather than just standalone sales letters, which has been fundamental to the author's financial success and that of his clients.

5.Question

How can follow-up sales letters affect non-buyers?



Answer: Follow-up sales letters have shown remarkable effectiveness, with response rates from non-buyers ranging from 10% to 30%, leading them to return and make purchases after initially declining.

6.Question

What common misconception do salespeople have about potential customers who leave without buying?

Answer: Salespeople often believe that if customers leave without buying, they won't return. This belief is false and can be quite costly for businesses.

7.Question

How do the techniques from the collection industry apply to sales letters?

Answer: The techniques of initial, second, and third notices used in dunning letters can be effectively adapted for marketing sequences to remind and entice potential customers.

8.Question

What is the impact of the style used in sales letters?

Answer: While the style plays a role in engaging the



audience, the structure of the letters is universally effective across different types of sales, proving valuable regardless of the product.

9.Question

Why is having a structured mailing sequence valuable for marketers?

Answer: Having a structured mailing sequence allows for better tracking of responses, increased customer engagement, and ultimately higher sales conversion rates, making it a vital tool for marketers.

10.Question

What results can be expected from implementing a properly crafted mailing sequence?

Answer: Implementing a well-designed mailing sequence can lead to notable increases in customer response and retention, translating efforts into significant sales boosts.





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Chapter 13 | Q&A

1.Question

Why is it important to understand the difference between online and offline readers when writing sales letters?

Answer: Understanding the difference between online and offline readers is crucial because their mindsets and intentions vary significantly. Online readers are often distracted and task-oriented, which means they may not be as focused or patient as those reading offline. This necessitates tailored strategies to capture their attention quickly and keep them engaged, as they are more likely to leave a webpage than to discard a physical letter.

2.Question

What should you prioritize when writing an online sales letter?

Answer: When writing an online sales letter, prioritize clear and immediate presentation of benefits. Place key benefits 'above the fold,' meaning in the section of the page visible



without scrolling, to catch the reader's attention right away. This approach informs them quickly about what they stand to gain, thereby increasing the chances of them staying engaged.

3.Question

What is the significance of layout and design in online sales letters?

Answer: The layout and design of online sales letters play a vital role in readability and user engagement. A well-structured sales letter with a single-column format, clear fonts, and minimal distractions can significantly improve the reader's ability to consume the information, thereby maximizing the likelihood of them taking action.

4.Question

How should the call to action be framed in an online sales letter?

Answer: The call to action (CTA) should be clear, specific, and compelling. Use direct phrases that align with the reader's stage in the buying process, such as 'Order Now' or



'Register Today.' Additionally, ensure that the CTA is easily accessible throughout the letter, both in body text and visually, to reinforce the desired action.

5.Question

Why is revision and testing crucial for online sales letters?

Answer:Revision and testing are essential for online sales letters because the digital landscape is constantly evolving. By testing various elements, such as headlines, benefits, and CTAs, you can identify what resonates best with your audience. Regular updates reflect changes in audience needs and preferences, allowing for continuous improvement and enhanced effectiveness.

6.Question

What are the key elements to focus on when crafting an effective online sales letter?

Answer:Key elements include: 1) Knowing your audience and their journey to your letter, 2) Prioritizing benefits over features, 3) Ensuring a clean layout for easy navigation, 4)



Framing a clear and motivating call to action, and 5)

Committing to continuous revision and testing to keep the letter relevant and effective.

7.Question

How can one make an online sales letter stand out in a competitive market?

Answer: To make an online sales letter stand out, focus on personalizing the message to directly address the reader's needs, use engaging and relatable language, highlight unique selling propositions early on, and incorporate compelling testimonials or case studies. This specificity and personalization creates a stronger connection with the reader.

8.Question

What common mistakes should be avoided when writing online sales letters?

Answer: Common mistakes include neglecting the reader's impatience, using overly technical language, making the layout cluttered, failing to highlight benefits promptly, and neglecting calls to action. Avoid these pitfalls to maintain



reader engagement and drive conversions.

9.Question

What role does testing play in the success of online sales letters?

Answer:Testing is critical as it allows marketers to measure the effectiveness of different elements—such as headlines, images, benefits, and layouts—and understand what engages readers best. This iterative process helps in refining the letter to boost conversions and maximize impact.

10.Question

How should benefits be presented in online sales letters?

Answer:Benefits should be presented prominently and from the start. Use persuasive language that connects emotionally with the reader, detailing how the product or service will satisfy their needs or improve their lives, rather than focusing solely on features.



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The Ultimate Sales Letter Quiz and Test

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Chapter 1 | Quiz and Test

- 1.The first step in writing a sales letter involves understanding the customer's perspective.
- 2.Marketers should focus solely on conveying the business's needs rather than understanding customer priorities.
- 3.Acknowledging product flaws can enhance credibility in a sales letter.

Chapter 2 | Quiz and Test

- 1.Kennedy identifies that issues with the U.S. Postal Service are a major risk in mail delivery.
- 2.Kennedy suggests that using meter imprints on envelopes can increase open rates.
- 3.The chapter advises using company-branded envelopes for sending professional letters to increase engagement.

Chapter 3 | Quiz and Test

- 1.A sales letter is guaranteed to be read once it is sent to the recipient.

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2. Using a strong headline is crucial for increasing the effectiveness of a sales letter.
3. Postcards are suitable for complex business offers rather than simple relationships.





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Chapter 4 | Quiz and Test

- 1.High-end stores often disclose prices to reinforce exclusivity.
- 2.The Problem-Agitation-Solution (PAS) formula is an effective strategy in sales copy.
- 3.Sales letters should avoid discussing prices openly, especially if it affects engagement.

Chapter 5 | Quiz and Test

- 1.True or False: All successful selling involves manipulation and pressure to prompt decisions.
- 2.True or False: Scarcity is an ineffective method for creating urgency in sales letters.
- 3.True or False: Incorporating storytelling in sales letters can enhance engagement and emotional connection with the reader.

Chapter 6 | Quiz and Test

- 1.Effective sales copy writing can begin without any preparatory steps or planning.
- 2.The first draft of sales copy should be focused on editing



and refining the message immediately.

3. Compelling narratives and detailed content are important for engaging potential buyers, regardless of the copy length.

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Chapter 7 | Quiz and Test

1. Sales presentations often encounter obstacles known as 'potholes' that can halt the sales process.
2. Sales letters can directly respond to individual objections like face-to-face selling.
3. Incorporating deadlines in sales letters can help motivate customers to act quickly.

Chapter 8 | Quiz and Test

1. Every sales letter should include a PS to engage readers effectively.
2. The visual presentation of a sales letter is unimportant for reader engagement.
3. When editing a sales letter, clarity and conciseness should be prioritized over infusing passion.

Chapter 9 | Quiz and Test

1. Before mailing a sales letter, it is crucial to conduct no-cost pretests to identify potential issues.
2. It's unnecessary to review the sales letter for clarity and readability before mailing.



3. During the final review, it is important to eliminate distractions to focus fully on the letter.

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Chapter 10 | Quiz and Test

1. Sales letter writers in minor leagues often face competition that is experienced with effective sales letter techniques.
2. A/B testing is an effective method for understanding what resonates with customers in sales letters.
3. Businesses should only hire high-level copywriters with high fees to ensure effective sales letters, as beginners are not worth considering.

Chapter 11 | Quiz and Test

1. Sales letters can generate qualified leads with predictable results.
2. Sales letters are ineffective in reducing refunds and addressing buyer's remorse.
3. The principles of persuasive communication are only applicable to professional correspondence.

Chapter 12 | Quiz and Test

1. Relying on 'one-shot mailings' is an effective marketing strategy according to Dan S. Kennedy.



2. A concise, timed sequence of mailings within a 45 to 60-day period can enhance brand recognition.

3. The author suggests that follow-up sales letter sequences can convert customers who initially declined to buy, with return rates from 10% to 30%.





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Chapter 13 | Quiz and Test

1. Understanding how prospects reach your sales letter informs your writing style and content.
2. Online readers prefer extensive descriptions of product features over emotional benefits.
3. In the online environment, it is unnecessary to revise and test elements of your sales letter regularly.





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