

Sales Letter Template

1. Opening

- a. Call out prospect
- b. Make bold promise (results in time frame without downsides)
- c. Preview discovery story
- d. Preview unique mechanism
- e. Preview unorthodox nature of unique mechanism
- f. Make promise to get prospect to consume message (I'll reveal X shortly...)
- g. Support opening with logic, proof, and authority
- h. Acknowledge skepticism briefly

2. Background story

- a. Why you should listen to me (credibility of marketing messenger)
- b. Someone like prospect was in pain
- c. Hero tried everything but nothing worked
- d. Hero sets out on journey to find a real solution that actually works
- e. Hero finds a lot of dead ends and obstacles in search for truth
- f. (Optionally) Hero stumbles onto guru who shares the truth

3. Unique mechanism of problem

- a. Hero discovers hidden root cause of the problem (It's not what the prospects think it is)
- b. The mechanism of the problem can be shocking or unusual
- c. Logic, authority, and proof must support mechanism of the problem

4. Unique mechanism of solution

- a. Reveal the real solution and how and why it solves real problem
- b. The solution must fit the problem like how a key fits into and unlocks a lock -- logic of problem-solution fit must be perfect
- c. EXAMPLE: If vitamin D deficiency is the real cause of the problem, then adding vitamin D is the logical and natural solution to the problem
- d. Logic, authority, and proof must support and validate unique mechanism

5. Present solution

- a. Hero tries to make solution work but it has flaws
- b. Hero experiments, fails, and improves until the solution works
- c. Hero innovates viable solution finally
- d. Hero gets the amazing results they sought after, solve the problem, no more pain
- e. Hero starts sharing solution with others

- f. Others start getting amazing results too

6. Ask for sale

- a. Recap what prospect learned
- b. Ask 6 YES questions
- c. At a crossroads – 3 choices (ignore it, do nothing, try something new)
- d. Present offer (deliverables, benefit-driven names, focus 80% on benefits, go for dimensionalized and emotional benefits)
- e. Prove the value (testimonials, endorsements, validation, stats, logic)
- f. Present the bonuses
- g. Present the price (brief, anchor price, add bonuses, total value, walk down price, give reason for discount, make price feel insignificant)
- h. Reverse the risk / present guarantee
- i. Future pace prospect (vividly envision ideal prospect future with benefits and results)
- j. Ask for the prospect to buy now (remind benefits, how to order, what to expect ordering, multiple calls to action)
- k. Motivate prospect to buy now (urgency, scarcity, strong reason to buy now)
- l. Nudge prospects one last time (warn them of future if they don't solve this)

7. FAQ (frequently asked questions with answers)

- a. Leading questions that overcome objections
- b. Leading questions that let you briefly restate core promise (emphasize benefits and results), campaign argument, proof, mechanism of problem, unique mechanism of solution, offer details, risk-reversal

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