

Love-Based Long Copy Sales Letter Template

(This template will work for any sales letter over 5 pages)

Headline

(This should be big. If you have the option of using a color, I would recommend red. Remember, 80% of people are deciding to read the rest of your copy based on the headline so spend a little time on it to make it as good as you can get it)

Subhead

(Optional – many times subheads are used to expand upon ideas touched upon by the headline or introduce a few new benefits)

Introduction

(This should focus on getting your prospect's attention and encouraging him to read more. I typically like to start with a story or some bullets that respectfully summarizes their pain or what's keeping them up at night.)

Testimonial

(Testimonial from a happy customer. Feel free to use more testimonials than I have listed.)

Your story

(Information about you, why you're qualified to sell/create this product or service. If you've been where your prospects are – i.e. you offer weight loss solutions and you were once 50 pounds overweight – make sure you include that here.)

Testimonial

(Testimonial from a happy customer)

Benefits

(Here's where you get into the solution, and remember, you're describing it from the point of view what's in it for your prospect. How are you going to solve your prospect's problem. Why should your prospect care about your product or service.)

Testimonial

(Testimonial from a happy customer)

Benefits

(More benefits)

Testimonial

(Testimonial from a happy customer)

Benefits

(More benefits)

Offer

(State what you're selling. Here is the place where you can use features. Describe everything about your product or service.)

Bonuses

(Does your product come with bonuses? It should Describe anything extra your prospects will get by purchasing. If there is a time limit – i.e. sale ends Friday; or a quantity limit – i.e. only the first 200 will get this coffee cup; here's the place to put it.)

Guarantee

(A guarantee takes the pressure off the buyer and puts it on you, the seller. You need to give them some recourse if they aren't happy for any reason. This is especially important when you're selling a product.)

Restate Offer

(Restate offer, bonuses and guarantee. Here's where you work in a strong call to action – i.e. click here to order now.)

P.S.

(This is the most read part of a sales letter. Use it wisely. If you have a good time or quantity limit on a bonus, here's a good place to put it. Also, it's been shown that multiple P.S.'s is better than one.)

Samples

"Why Isn't My Web Site Making Me Any Money? 10 Easy Steps to Make Your Web Site Go Ka-Ching!"

<http://www.MichelePW.com/10easysteps>

Direct Response Shorter Sales Letter Template (This template will work for copy less than 5 pages)

As you can see, the basic outline remains the same, all the sections need to be condensed. Although I only have 2 testimonials listed, feel free to use as many as you can squeeze in.

Headline

(This should be big. If you have the option of using a color, I would recommend red. Remember, 80% of people are deciding to read the rest of your copy based on the headline so spend a little time on it to make it as good as you can get it)

Subhead

(Optional – many times subheads are used to expand upon ideas touched upon by the headline or introduce a few new benefits)

Introduction/Set up pain

(This should focus on getting your prospect's attention and encouraging him to read more and respectfully summarize their pain or what's keeping them up at night.)

Testimonial

(Testimonial from a happy customer)

Your story

(Information about you, why you're qualified to sell/create this product or service. If you've been where your prospects are – i.e. you offer weight loss solutions and you were once 50 pounds overweight – make sure you include that here.)

Testimonial

(Testimonial from a happy customer)

Benefits

(Here's where you get into the solution, and remember, you're describing it from the point of view what's in it for your prospect. How are you going to solve your prospect's problem. Why should your prospect care about your product or service.)

Testimonial

(Testimonial from a happy customer)

Offer

(State what you're selling. Here is the place where you can use features. Describe everything about your product or service.)

Bonuses

(Does your product come with bonuses? It should Describe anything extra your prospects will get by purchasing. If there is a time limit – i.e. sale ends Friday; or a quantity limit – i.e. only the first 200 will get this coffee cup; here's the place to put it.)

Guarantee

(A guarantee takes the pressure off the buyer and puts it on you, the seller. You need to give them some recourse if they aren't happy for any reason. This is especially important when you're selling a product.)

Restate Offer

(Restate offer, bonuses and guarantee. Here's where you work in a strong call to action – i.e. click here to order now.)

P.S.

(This is the most read part of a sales letter. Use it wisely. If you have a good time or quantity limit on a bonus, here's a good place to put it. Also, it's been shown that multiple P.S.'s is better than one.)

Samples

Web site pages:

<http://www.michelepw.com>

Checklist Of Copy Elements

When you're really short on space (like 50-100 words) you can distill the copy down to these 3 elements –

Headline

Offer

Call to action (and if you have a time or quantity limit, work it in here)

If you have more room, then add –

Testimonial (or testimonials)

Guarantee

Pain and benefits

Michele PW (Pariza Wacek), is the best-selling author of “Love-Based Copywriting” and owns Love-Based Copywriting and Marketing Company, a premiere direct response copywriting and marketing company that helps entrepreneurs attract more clients, sell more products and services and boost their business. To grab your FREE Love-Based Biz Kit visit <http://www.MichelePW.com>