

Top 5 Ways to Convert Customers with Your Sales Letters

If you have created an original info product, you have completed about half your task as an Internet marketer. The remaining part of journey toward marketing success is promoting your product so that highly-targeted customers can find it. For that, you are going to need a sales page.

A sales page essentially is an advertisement for the product you have created. But unlike traditional print advertising like a newspaper or magazine ad or a television or radio commercial, your sales page has to not only explain what your product is all about, but also convince the prospective customers reading it that it is essential that they buy your product. As such, sales pages don't so much suggest as they demand.

If you are just starting out in online marketing, you may not have a big marketing budget. Creating an effective sales letter is the perfect option for a low-cost or no-cost Internet marketing campaign because you can use squeeze pages, Search Engine Optimization and other no-cost techniques to attract traffic to you sales page.

Sales Page Structure

Once your prospective customers arrive on your sales page, it should follow a predictable structure. Remember that your readers arrived at your sales page by following a link on your squeeze page or by clicking on a URL on the Search Engine Results Page (SERP) for your product's niche.

If you present your readers with structure that is unfamiliar they very likely will click off your page immediately. If your sales page looks like a lot of other sales page, don't worry: Your customers arrived there because they are looking specifically for the kinds of products you are promoting. Now all you have to do is to use the copy on your sales page to convince them to do what they already want to do in the first place.

Writing World-Class Headlines

The headline on our sales page is your first opportunity to draw your readers into your text. It should get right to the point and use direct, active language to engage your readers. Because you have only a moment or two to connect with your readers, you want to use your headline to express a powerful result: What is it that your product is going to do to improve your readers' lives.

In other words, let your prospective customers know right away why they can't live without your product. In addition to using action words in your headline, try to include emotionally stirring language so your headline "pops" off the page and immediately connects with your readers.

Creating Scarcity

Beneath your headline, you want to provide details about your product that are going to make it irresistible to your readers. In the first section, you want to set up a common problem that your readers may have. Then introduce your product as the best and possibly only solution for that problem.

Near the end of your sales letter, you want to incentivize your readers to purchase your product. One of the best ways to do this is to create scarcity. Tell your readers there is only a limited number of your product available, if it is going to be unavailable in the very near future, or come up with another way to motivate your readers to act immediately otherwise they may risk not having access to your product again.

Bonuses, Upsells and Back-End

You can add value to your product by including one to three free bonuses that your customers will receive when they purchase your product. Typically, you want to mention what each bonus is worth so that later you can show how much buyers are getting for their money.

Upsells and back-end offers are secondary offers that are made after your customer already has decided to purchase your product. Usually, after they submit their payment information, they are taken to another screen where you can offer them more – usually higher priced – products that are related to your original product.

The Guarantee

You almost always want to offer an unconditional 30- or 60-day guarantee. This removes any risk for the customer.

It's also a good policy for the seller of the info product to back up their sales pitch with an iron-clad guarantee. Your goal is not to sell your clients a single info product, but to develop them into loyal, long-term customers who will buy a series of products or services from you over time.

If they aren't satisfied with the quality of the original product, giving them their money back with no questions asked is a great way to restore confidence and keep them loyal to your business.

Monitoring the social media marketing landscape is vital to your success. If you'd like to have access to even more powerful marketing tips, as well as a way to generate conversion-ready Internet marketing prospects each month, click here to learn about my [done-for-you system](#).