

SUBJECT: Want them to buy now?

Hi [NAME],

Have a single product for sale, but not sure what the best way to get it in front of your market is?

Try a Direct Response Sales Letter.

Direct response sales letters are one of the best tools to use when selling a single product. They give specific details, are generally one page and have one specific call to action.

You want to accomplish three things with a direct response sales letter.

- Pull your reader in. Use headlines, sub headlines, and bullet points too get your visitors reading.
- Prove your case. By giving some specific product details (not all of course) and testimonials, you are telling your visitors exactly what they will be getting.
- Point them to action. Readers want to be told what to do. Use this to your advantage. Tell them exactly what they need to do in order to get your product. For example, "Click the Buy Now button and enter your name, email and payment information to get this informative and life changing product!"

One page is all you need to get the message across. Why one page you ask? You don't want your visitors clicking on anything except your sign up or order button. The more they click the more apt they are to lose sight of what they wanted from you in the first place. The length of that one page is up to you, just make sure you give the information necessary to get your reader to buy.

If you find yourself stuck, you can grab my copywriting course, PLUS sales page generating software at:

[WEBSITE URL]

Just follow the instructions, input the information and the software does the rest.

[NAME]