

Sales Letter Builder User Guide

Step-by-Step Instructions for Making the Most of Your Software & Sales Letters

Introduction: Why Create Sales Letter Pages

A sales letter is a great way to sell one product or one type of product. It is a single page (outside of order pages, disclaimers, etc) that simply does everything it can to sell your readers on buying your product on the spot. They are sometimes called “Direct Response Sales Letters,” because the goal is to get – you guessed it – a direct response.

A few reasons sales letters work well are:

- **The page is highly focused on making the sale.** There are no other distractions on the page. No blinking banners, links to other products, etc. The only choice the reader can make is whether or not to buy. As a back-up response, you might include a sign up for your mailing list or some other special offer before they leave your site, but your main focus is getting that sale.
- **The page includes everything a potential prospect could need to know to make the buying decision.** Some people say sales letters are too long, but as world-class copywriting Michel Fortin says, they should never be long for the sake of being long...but to effectively sell your product, you need to provide as much detail as possible.

Some things to consider:

- **The more expensive or complex your product, the longer your letter will likely be (but don't worry, the software will take you through what you need to know).** If you have an inexpensive and straightforward product (ex. a honeydew scented votive candle), you don't have to provide so much detail or persuasion. However, you can still include useful detail like ingredients, color, burning time, testimonials and so forth.
- **Sales letters generally shouldn't be used for selling multiple products.** Sales letters work best when describing the features and benefits of one product and persuading them to buy that one product.

However, that doesn't mean you can't use a sales letter if you sell a bunch of products in a shopping cart type website. If you are using a pay-per-click campaign and driving highly-targeted traffic, you might want to make a single landing page with a sales letter.

If you're ready to do a thorough job of selling your product, let's get started with the software and more copywriting tips along the way.

Step 1: Format the Beginning of Your Page


1. **Enter your page name.** On this page, enter the information that you'd like to appear in the title tag of your HTML page. This information will show in the top of the Internet browser when someone visits your page.

Enter a name for your page. This will appear on the page title tag.

2. **Choose the background color of your page.** The main part of your page where text appears will be white, but you can choose a background color that will appear around the text area.

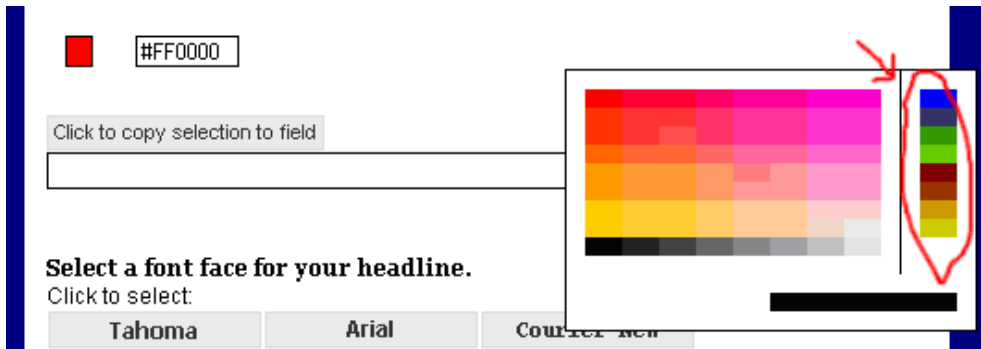
To choose the color, click the colored box. It is red by default. You'll probably want to change it to a more subtle color. Dark shades like blue seem to work well, but you can do your own testing.

Select a color for the background of your page [Help](#)

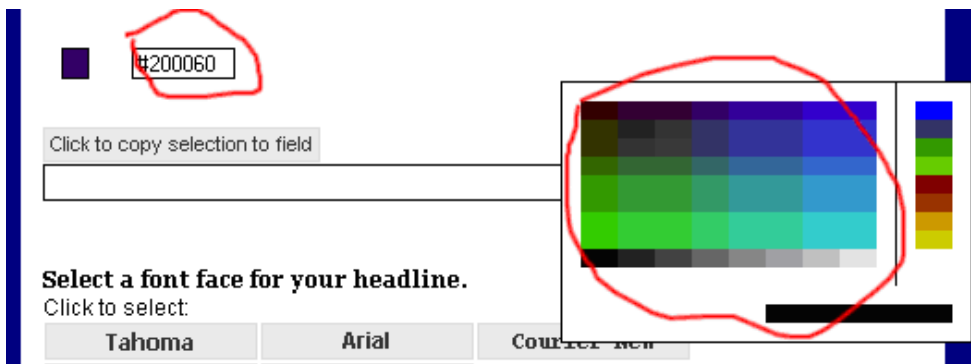


Click to copy selection to field

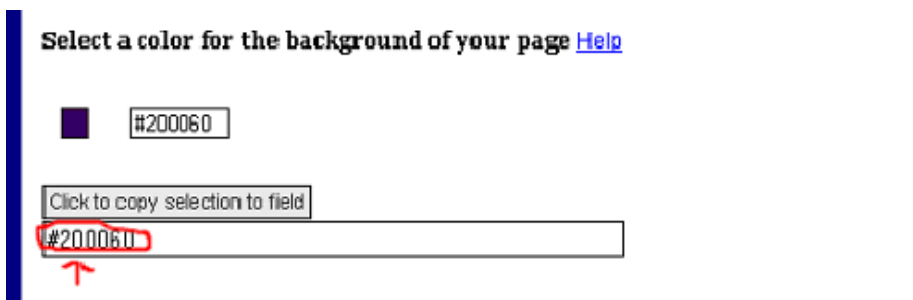
Once you've clicked the colored box, your color choices will appear. By default, you'll see many shades of red. On the far right (circled in the picture), you'll see other color shades to choose from. Click the one you want.



For example, if you click the blue box on the right, various shades of blue will appear on the left. Click the shade you want for your background from the shades that appear on your left. When you click it, you'll see the color code is updated on the left side of your software screen:



IMPORTANT: To make this your final color selection, there is one more thing to do and that is to click the "Click to copy selection to field." That will finalize your color decision as seen below:



3. **Choose a Headline Font Face.** Simply click the font you'd like and it will be selected.

Select a font face for your headline.

Click to select:

Tahoma	Arial	Courier New
Times New Roman	Verdana	
<input type="text"/>		