



by
Michael Harris

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Create Your First Sales Letter From Scratch (A Case Study)

About the author

My name is Michael Harris, author and internet marketer. Back when I was a newbie, I used to struggle a lot with internet marketing.

I would buy all sorts of ebooks, WSO's, video courses, memberships, and everything that I thought would help. But I was always seemed to be missing something that would keep me from succeeding.

It really got me upset to the point that I started creating my own products. I was tired of “the gurus” who seemed to have all of the answers, but provided little value.

I now feel that I make a difference by providing helpful content for my audience.

To your success,
Michael



<http://michaelharrisonline.com>

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Introduction:

First, I want to say a huge thank you for purchasing this WSO today. It means a lot that you put your faith in me to show you unique way of building your internet business.

Today I'm going show you special formula that you can use anytime you're creating a sales letter. It doesn't matter what product or service that you're selling because it works well for most of them.

As you probably know, you can have the greatest product in the world, but if your visitors aren't clicking on your buy button and making purchases – what does it matter? This course will show you a proven way to create high-converting sales letters that will get your visitors to start taking ACTION and buy.

We are going to look at a unique way to structure your sales letter so that they get maximum conversions for your offer.

This product will show you how to do it. As long as you approach this with an open mind and take action, you will see some awesome results.

So let's get started...

I'll be showing you how I've written the sales letter for *this product*, “How to Create a Sales Letter From Scratch,” which you've purchased.

The fact that you've purchased this product is proof that this formula works and you can use it to create your sales letters in the future, also.

So, I'll be referring to this example throughout this training.

Now writing a sales letter is an art form. There is no right or wrong way to do it. However, there are a few key points to keep in mind as you begin to write your sales letter. In this training, I'm going to be focusing on writing a sales letter for products that you might list on the Warrior Forum as a WSO. Of course, you can use this process for any sales letter on any platform.

So here are the steps that I'd recommend for you to take now:

- 1. Go through the sales pages of past WSO of the Day products.** When you read through the copy, take note of what you liked and didn't like. This will give you a good idea on sections/words to include in your sales copy and sections/words to avoid.
- 2. Begin by presenting pain points and then offer your report as the solution to their pain.** You need to take time listing the benefits of your product instead of listing the features. A feature lists what's included in your product. A benefit tells your buyer what the product will do for them.
- 3. Make sure you arouse curiosity within the copy.** The longer the customer reads the copy, the more likely they are to make a purchase. If you arouse their curiosity, they will continue reading which increases the chances of them making a purchase.

4. **Go back to Warrior Plus and review the reports** that sold over 100 copies with 10%+ conversions. Make note of what these reports have in common.
5. **The MOST important tip to keep in mind** as you write your sales letter is to make sure that everything you claim and say in your sales letter is included in your report!

Begin by presenting pain points and then offer your report as the solution to their pain. You need to take time listing the benefits of your product and what result your reader will have after they purchase it.

As you are working on your sales letter, a few points to keep in mind with the Warrior Forum.

First: No income claims are allowed. You can't tell readers that they will make \$XXX amount of dollars in a certain period of time.

That would go for exact number of subscribers someone could get or website traffic or rankings. You can say this will help you get subscribers, higher rankings or website visitors, but no exact numbers allowed.

Second: Blind sales copy that doesn't explain what the buyer actually will learn or the method taught, is not allowed. If you are confident in what you are teaching and it works, you should have no problem helping people making an educated decision to buy.

If you have to trick or hide what you are teaching to get buyers, this won't make for a good experience for either of you with increased refund rates and buyers who don't trust you and unlikely to buy affiliate offers you recommend.

Third: You need to have a clearly stated refund policy. No matter how good your report is, you are going to get a small number of refund requests. This happens to all of us so don't freak out when you get your first. Here is a simple refund policy you can use that helps keep serial refunders at arms length.

“Use the methods taught in the report for a full 30 days. If you don't get results as taught, contact me for a full refund. Thank you!”

Then if a buyer hits you with a refund request, kindly ask them for examples of what they did during the past 30 days and see if you can help them before issuing a refund. After you reply to their refund request, 90% will just move on and not even bothering to try to get their money.

Fourth: You need to include contact information for support. Keep it professional with your new business and let your readers know how they can contact you if they have a question.

On the next page is an overview of a proven formula that I use to put together sales letters, especially if you're selling WSO's...

I have to give credit to Sean Mize for the theory behind this formula. It works really well and I'll show you how I apply it to my business.

Next, I'll explain each step in more detail...

Implementing the Step-By-Step System For Creating A Sales Letter to Launch Your WSO

Here Is An Overview of this 9 Step System:

- 1. The Headline**
- 2. Ask questions to identify their problems.**
- 3. Relate their problems to you (or others).**
- 4. Tell what you have created.**
- 5. Explain what they get.**
- 6. Explain the *value* of what they get and how it will benefit them.**
- 7. Offer (Price)**
- 8. Refund Policy**
- 9. Close/ Call to Action (Buy this!)**

Ok, let's show you how to set each one up correctly...

Here is the Super Simple Sales Letter Formula Explained Step by Step:

Step 1 – The Headline

First, you need to start off with your headline.

Two of the best headlines are...

"Discover the secret to doing XYZ" or

"How To Do XYZ"

Example:

**Discover the Secret of
Creating Simple Sales Letters
That Convert Visitors Into
Buyers and Bring In Cash Like
Clockwork**

Then I type a subhead:

**Create sales letters in a powerful way where visitors WANT
to take action on your offer and put money in your bank
account!**

**Your subhead should tell a little more detail about the benefits of
your report.**

After your subhead, you'll want to introduce yourself. If you can take a picture of yourself and put it at the beginning, that's even better. It will let your reader know exactly who is talking to them. This helps build trust.

So this is what I do next...

FROM: Michael Harris

To: Clients of Michael Harris

Hi Michael Harris here...



Step 2 - Ask questions to identify their problems.

You have to remind your reader that they have a problem that needs to be solved.

So in order to do this, you ask some questions.

We need to ask them 3 questions to help them remember that the problem is big enough for them to find a solution to it and solve it now.

Here are the 3 questions that we ask:

"Are you frustrated...?"

"Is it irritating..?"

"Are you struggling...?"

Example:

Dear Fellow Warrior,

Are you frustrated because you want to create sales letters that convert visitors into buyers - but don't know how?

Is it irritating to you that others are able to create profitable sales letters while you're still trying to figure it all out?

Or, are you struggling to find the right words to write sales letters, but you're not sure what to say?

Step 3 - Relate their problems to you (or others).

In this section, you'll want to tell a story that identifies with the reader's *pain*. This will let them know that you understand what's going on in their world and get them into a state of wanting to take action to solve it.

Example:

If so, you're not alone.

I understand how you feel.

When I first got started, I had no clue how to create a sales letter that would get people interested enough to read my sales copy, click on my links and buy my product.

I remember going through a bunch of trial and error, copying what I saw others doing, and working hard for very little results.

Does this sound familiar?

Step 4 - Tell what you have created.

In this section, you'll tell about some of your struggles and then how you came upon your discovery that changed everything. You'll want to mention that you've decided to share your discovery with them and ask if that would be helpful.

Example:

It used to take me hours to figure out what to say, how to say it, and create sales copy that would convert visitors into buyers.

But one day I discovered a unique system that would allow me to instantly know what to say about each product, write sales copy fast, and create a high-converting sales letter where people would click on my buy button and purchase my offer.

So I thought I would write a report of my discovery that has helped me create several sales letters quickly and make some nice profits along the way.

Would that be helpful to you?

Now “level” with them and tell them the truth as to why they are not currently having success:

This next section isn't necessary, but we'll call it a bonus. After I explain my struggles and how I came upon my discovery, then I want to try to tell my reader something valuable that they may not know. I call this the “leveling with them” section. I want my reader to know that I'm honest and tell them a nugget of truth that they may not get anywhere else. Again, this helps build trust.

Example of the “leveling with your reader” section:

Here's the thing, perhaps you've heard that it's important to build a "buyer's list." And it's true that creating a WSO and other products can be a great way to do that. Because once people purchase they can automatically be added to your email list for future offers.

Some people even claim that you can just throw products out there, and they'll eventually get sales. Most "gurus" tell you to "take action" and see what happens. And while I agree that taking action is better than just sitting around doing nothing, it's only part of the story.

You see, here's the truth:

You can have products all over the Warrior Forum and the internet, but if no one is interested in your sales copy, clicks on your buy button, and purchases your products - then, what does it matter?

The truth is people make purchasing decisions in a certain order whenever they buy something. By structuring our sales letter in that particular order, we can increase the chances that they'll take action.

Step 5 - Explain what they get.

In this section, you'll want to tell more about your discovery. You want the reader to feel that if they can copy your formula, then they'll be successful like you.

Example:

So let me ask you this:

If I showed you in a short report how I create super simple sales letter that convert visitors into buyers, could you copy what I do?

If so, you are going to LOVE this report.

Because that's EXACTLY what I do.

I structure my sales letters for maximum conversions by using a simple formula, create a high-converting presentation, and write my sales copy so that people will WANT to take action by clicking on my buy button.

(Buy Button)

After this section is usually a good point to place your “buy button.” Just make a note in your sales copy for now and you can go back and place the buy button later. You don't want to interrupt your thought process at this point. Just keep the ideas flowing.

Now list everything that's included in your report. These can be listed in “bullets.”

We're going to list what's included in your report as a benefit to your reader. I usually like to have at least 10 – 15 bullet points per product. You could have more or less. Just use these as a guideline.

Example:

Here's what you'll see me do in the "Super Simple Sales Letter" Formula:

- 1.) Show you a special formula for creating powerful sales letters that get results.
- 2.) Demonstrate a proven way to create high-converting sales copy that will get your visitors to start taking ACTION.**
- 3.) Structure your letter in a unique way so that they get maximum conversions for your offer.
- 4.) Implement a step-by-step system that converts sales letter visitors into link-clicking buyers.**
- 5.) Learn how to give people a reason to click through to your offer.
- 6.) Set up several of these sales letter cash machines each week.**
- 7.) How to write the words in a certain way so that people will want to click on your links and start taking action.
- 8.) Discover the simple 9 step system that I use to create sales letters fast lead to multiple sales.**

(At this point, I usually put another Buy Button.)

Then, list more bullet points to show the tremendous value...

Example:

PLUS:

You'll see me:

9.) Optimize your sales copy were people can't wait to click on your links to buy.

10.) Show you how to create a great sales letter, even if you've never created one before. I'll show you how easy it is with tons of screenshots.

11.) I'll even teach you how to get your visitors to click your links, go to your offer, make sales, and build your list.

Then I list the rest of the bullet points, to show even more value...

PLUS:

12.) I'll show you lots of screenshots so it's easy creating fast sales letters to so people can automatically buy your product.

13.) I'll tell you exactly what to say and show you a script to follow in a certain order to turn readers into buyers.

14.) I'll even give you a real example to follow and copy your own sales letters after. You'll KNOW by the time you finish this course how to do this and there'll be nothing left to chance.

15.) I'll show you the exact places to put your buy buttons into your sales letter so that people will click on them and you can get paid!

16.) You'll get my email for personal support whenever you need it.

(Buy Button)

Next, tell them it's everything that they need to help solve their problem. Also, tell them who this product is for:

Example:

Basically, **everything you need to create super simple sales letters that convert visitors into buyers and puts money into your bank account.**

Now, who is this for?

It is for you if you have never created a sales letter and want to create one today.

It is also for people who have created sales letters in the past, but have been hesitating because they haven't made many sales from them.

Ask the reader imagine how this will change his/her life.

It's important for them to visualize the results.

Example:

But imagine if you could create a sales letter in a certain way where people WANTED to look at your offer, click on your links, and make plenty of sales?

How many of these quick sales letters could you create in a week or month?

How many sales could you make this week, or this month?

Could this possibly transform your business?

Step 6 - Explain the *value* of what they get and how it will benefit them.

Next, tell your reader how discounted this training is compared to the tremendous value that they'll receive.

Example:

If so, frankly speaking, you should just take action now and get this training.

You see, this training will likely change someone's life. And it could be you. And in fact, if you create several sales letters as a result of this training, it might change the course of your internet career.

Frankly, I think that's priceless. I know some people will tell you their WSO is worth \$500 or \$1000.

Well I think this one is priceless.

Step 7 – The Offer (Price)

Tell your reader the tremendous value that they'll get compared to the low price that you're offering. Mention that they're getting a special discount because this is new information and you want people to try it out first. Also, mention the fact that you'll probably raise the price once you have testimonials.

Example:

But to make it fair to all my subscribers and coaching clients, I am going to ask for a payment.

Now, I might re-release this to my list in the future at \$97 or more, once I have testimonials.

But I want to make this a no-brainer for you today, so I am WSO - special pricing this today:

(Buy Button)

Step 8 - Refund Policy

Tell your reader what kind of guarantees they receive and the refund policy. I recommend that you have a conditional guarantee so that it will give people a chance to try it out first. This will stop your serial refunders who get excited and purchase your product and then want a refund 30 minutes later.

Example:

Buy the way, if you use these methods in this report for a full 30 days and you don't get results as taught, just let me know, and I'll refund your purchase price - no questions asked.

If you are unhappy - I simply don't want your money.

So you have nothing to lose, and your first sales from your new sales letter to gain:

(Buy Button)

Step 9 - Close/ Call to Action (Buy this!)

In this next section you want to let the reader know that they're making a good choice in buying this. Also, I add my picture and name so that it builds trust.

I use the “P.S.” and “P.P.S.” as a “call to action” to let the reader know that they should buy this *now* or their life will stay the same and they won't solve their problem.

Example:

I hope you enjoy how easy it is to create these sales letters and the advantages that brings to your business.



Michael Harris

P.S. - Because this is a dime sale, the faster you get in the less it's going to cost you.

You will save money and get more bang for your buck and there is a guarantee this really works.

And since it's easier to do it this way, why not give it a shot?

If you think you want this it only makes sense to get in now.

Click Buy Now and get going in less than 2 minutes.

P.P.S. - If you do not buy this today, will things stay the same for you? Will you wish that you had taken advantage of this offer to actually make more money? Or will you still be working your day job and not progressing toward your goal of making money online?

The way I see it, you have two choices right now:

You pick this up today and finally start making some real cash by building instant sales letters.

or

You could still be chasing the next bright shiny object that comes along.

Don't let that happen to you. **Get this now so you won't regret it later when it is more expensive or even off the market completely.**

To finish the sales letter strong, I put in one more “call to action” with a buy button.

BUY IT NOW

(Buy Button)

That's it! You have just completed your sales letter.

Now, go on to the next page and we'll finish this process.

Final Notes:

Congratulations!

You now have a system in your hands to make as many sales letters as you want.

But you also have to put it into practice for it to work.

So, let's quickly review your action plan

- 1. Create A Headline**
- 2. Ask questions to identify their problems.**
- 3. Relate their problems to you (or others).**
- 4. Tell what you have created.**
- 5. Explain what they get.**
- 6. Explain the *value* of what they get and how it will benefit them.**
- 7. Offer (Price)**
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- 9. Close/ Call to Action (Buy this!)**

After you get into the swing of things, you can easily make several of these sales letters every month.

Quite frankly, the more products and sales letters that you can make, the more chances you have to make money!

You could create several sales letters per month and have multiple streams of income coming in a regular basis from your efforts.

Imagine how you'll feel whenever you're finally making the money that you deserve!

Now, it's time to get to work and put this plan to use.

The main thing is start taking action today!

To Your Success,



Michael Harris

P.S. - I'm not someone who likes to hide behind my products or services. Don't be afraid to reach out!

Contact me at michaelharrisonline@gmail.com if you have questions.

Also, visit my blog at <http://michaelharrisonline.com> for more info.

Or, <http://michaelharriscoaching.com> if you'd like more individual help in setting up a customized plan for yourself that will take your internet business to the next level.

Other Helpful Resources ...

WSO Mastery Coaching:

Let me help you create and launch your first WSO in less than 30 days from scratch – [WSO Mastery Coaching](#)

<p>freedom132 Warrior Member War Room Member</p>  <p>Join Date: 2007 Location: , , USA. Posts: 11 Thanks: 0 Thanked 5 Times in 5 Posts</p>	<p>[Only 5 Copies Available] Let me help you create your first WSO [WSO Mastery Coaching]</p> <h2>Let Me Help You Create Your First WSO in Less Than 30 Days From Scratch -</h2> <p><u>Including:</u> Writing a Sales Letter, Creating the Product, and Uploading the Product for Delivery</p>
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**Learn more about WSO Mastery Coaching
by clicking on the picture above.**

Here are some of my past WSO's that I have created using these methods:

Tube Review Profits: Discover [the Secret](#) of Creating Simple Videos that Convert Visitors into Buyers and Bring in Cash Like Clockwork...



Tube Review Profits Video Series:



Tube Review Profits Video Series – Look over my shoulder and watch me create 3 review videos by using this unique system. If you're a visual person and like to “see” how it's done, then this resource is for you!

Get exclusive video training on how to set up Sales Letter Overview Videos, Product Review Videos, List-Building Videos. These are actual videos from my own campaigns, for you to copy and use as templates.

This exclusive 10 step video training is broken down into small segments so that you can digest each one easily whenever you have a few minutes. Or, you can watch them all at once if you have time this weekend. It's very flexible and you can learn at your own pace.

This comprehensive video series covers everything that you need to know to start creating review-style videos in a variety of niches. It's so easy to get started and you can have several videos up and running this weekend by using the information in this course!

Tube Ranking Secrets:



[Tube Ranking Secrets](#) - Discover how to turn your video into a Google Hangout for better Google Rankings. Use the same video to get even better rankings with less work.

Holiday Hangout Cash:



[Holiday Hangout Cash](#) – Learn how to make Holiday Cash Machines in less than 45 minutes. Including: Selecting Products People Want, Driving Traffic To Your Offers, and Getting Paid Over and Over - All without the hassles of creating your own website, buying domains, or writing endless amount of content.

This course can applied to any time of the year, not just Christmas!

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