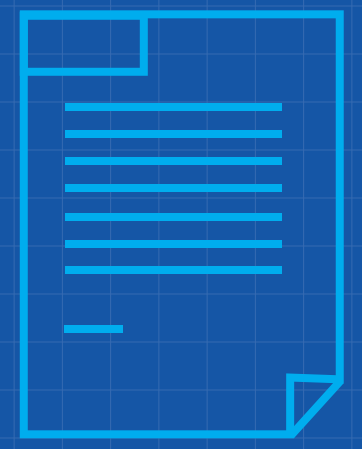


THE ULTIMATE SALES LETTER BLUEPRINT

FOR THE BEST SALES RESULTS,
MAKE SURE YOUR COPY INCLUDES ALL
OF THESE 14 KEY ELEMENTS.



1 PRE-HEAD

Engages the prime prospect for your message and grabs their attention.

2 HEADLINE

The “ad for the rest of the ad”, its job is to get the reader to keep reading.

3 DECK

Reinforces the impact of the idea proposed in the headline and arouses curiosity.

4 LEAD

Sets the criteria of whom this letter is for and what they stand to gain by reading it.

5 STORY

A narrative of struggle leading to failure, then ultimately to victory. (“The Hero’s Journey”)

6 SUBHEADS

Smaller headlines that keep your reader moving through your copy. The “bucket brigade” of your copy. Subheads also visually separate major sections of your sales letter.

7 BULLETS

A brief statement that identifies a single benefit offered by your product or service (but doesn’t reveal how that benefit is derived.)

8 TESTIMONIALS

Third-party verification that your solution does what it claims to do, from credible people who know.

9 VALUE JUSTIFICATION

Highlights the value of your offer to the reader, and contrasts it favorably to the price.

10 RISK REVERSAL

Removes the biggest obstacle to getting an order (the prospect’s fear that you will rip them off).

11 BONUS

A related but unexpected gift that enhances the value of your offer. The “extra degree”.

12 OFFER (CALL TO ACTION)

Where you “ask for the order” and tell the reader what to do.

13 CLOSING

Describe life in “paradise” and contrast that to the cost of not taking action.

14 P.S.

The place to sum up the top benefit of your product for your readers.

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