

# { Why Every Business Needs A Sales Letter, And How To Write A Good One }

This is a transcript of Video #2 from our free training series, which is available at [WriteCopyThatSells.com](http://WriteCopyThatSells.com). Enjoy!

Hi it's Ray Edwards again and welcome back. This is video Lesson 2, and it's called, Why Every Business Needs A Sales Letter, And How To Write A Good One. Before we get into today's lesson. Let me just take a moment to say "thanks"! Response to video lesson number 1 was off the charts. Thanks for all the comments... Just in case this is the first video you're seeing, you need to know we're publishing a whole series of these super short teaching videos. I call the series, Selling Without Sleazing: The Key to More Impact, More Income, and More Freedom. Just by watching these videos you'll become a better marketer. You will sell more of whatever you sell just from sitting at your computer – and of course, putting these lessons to work.

These videos are designed to be viewed in order, so if you haven't seen the first one you should pause this video and click the link for video 1, watch, that and then come back here. I will now imagine you've watched the first video -- let's move on. Just like last time, I created a simple PDF file to help you keep notes and to provide even more value from this training. I've also made some template pages for you because we're going to use the homework preparation you did a from lesson one to write a good ... no, a GREAT.... Sales letter.

This is not intellectual marketing entertainment time, this is "do the stuff that makes you money training time", so hit pause on the video now and once you've downloaded the working files and you're ready, let's continue.

You'll need to unzip the file and inside you'll find exactly the kind of material I would provide to my paying students. You'll get a transcript of this video, an MP3 audio version so you can listen, and the workbook template file you will need as I help you steal my \$200 Million Dollar Sale Copy Framework,

We'll talk today about how to apply it in your current situation. Whether you're in a corporate job building out a side hustle, or you're in real estate trying to get more listings and sell more properties, or you're a freelancer, physician, speaker, author -look it doesn't matter what business you're in. This can and will work, especially if you're a heart-centered entrepreneur or expert who wants to make big sales but doesn't want to be salesy.

Now let's do a quick recap to catch you up. Last time, I told you the story of my first sales presentation to a hundred people, and how it totally bombed. Then my very first mentor showed me how to take the same message I had just given, put the pieces around in a different order, and a week later presented to another hundred people -- and made \$57,000. We discovered that copy-writing is the act of putting the right words, in the right order, in front of the right people, at the right time. Do those things and you will make money. If you're already making money, do those things and you will make even more.

I also shared my strongest copy-writing technique, which is EMPATHY. We covered the 5 Emotional Motivators – summed up by author Blair Warren who wrote, "People will do anything for those who encourage their dreams, justify their failures, allay their fears, confirm their suspicions and help them throw rocks at their enemies." We broke that sentence down into 5 emotional motivators that you will now include in all your copy.

We went over exactly HOW to write your own Unique Core Thesis, and why that is so important.

As I've been reading the comments on the first video ... certain questions keep coming up.

What if I want to make money – but don't want to be greedy?

Good. Because being greedy is a good way to not have any money. Being generous is a better way to attract all the money you want or need.

What if I hate selling?

What if you merely hate the way you've been taught to sell the past, and what if there was a way to sell that you enjoyed? What if your customers also enjoyed it. What if everybody wins.

What if I just "want to do the work", let somebody else worry about marketing?

What if you could discover a way to make marketing part of "the work", a part you enjoy at least as much as the other parts. It's possible. We will talk more about this later.

Now maybe you have had a bad experience in the past. Maybe you hired a copywriter or marketing consultant and things didn't work out well. Or maybe you tried following someone else's manipulative, sleazy, pushy "sales methods" and not only did it not work, but it hurt your reputation and left a bad taste in your mouth.

I totally understand why you would be a little worried about another failure like that. You want to be careful with your reputation and the integrity of your business.

Not only do I understand, but I insist that you hold these attitudes firmly. Because there is a solution to this problem.

There is a way to sell your products and services without resorting to high-pressure techniques, without being pushy or sleazy, and without compromising your integrity.

It won't surprise you to hear that I believe the solution is copywriting.

No doubt you remember my core thesis for this entire series of lessons: you can write copy that sells without being pushy or sleazy and when you do, you will have more impact, create more income, and enjoy more freedom.

And I want to reiterate one more thing before we dive into today's material: you do not need a special advantage to make this work.

You do not need "a gift" for writing. You don't even need to be a very good writer. If you are, then fantastic. But if you don't think of yourself as a writer, don't let that get in your way. I'll show you why a little later in this lesson.

Just know that for now you don't need any kind of special genius to make this work. I do not have any kind of special genius. What I do have is a system. And that I can share with you.

Today we'll take the groundwork you did in the first lesson and turn your unique core thesis into a killer sales letter. One that will sell your products and services, and make you money.

I'll be sharing the same template I used to write a sales letter for a Private client. That client was Joe Barton of Barton publishing. And the sales copy I wrote for him brought in over \$10 million. It is still producing sales today.

So while you can't hire me to write your copy, you can use the formula that produced that \$10 million sales letter... As well as the estimated total \$200 million my clients and I have brought in using my copy and marketing methods.

Before we get to the formula for that sales copy, though, there's another question we need to answer. I brought this up video one. It's this question: do you even need a sales letter? Does every business need one? Or is your business... Different?

I'm going to let you in on a secret. Your business IS different... and sales copy will still work like magic for you. Because sales copy is based on the principles of human psychology, and why people do what they do. Those things do not change, regardless of what industry you may be in.

Now, the tone and language of sales copy definitely does change from industry to industry. But the underlying structure, and the psychological principles, the triggers, and the emotional motivators, are universally the same.

My assertion is that yes, every business needs a sales letter. Here are five good reasons why that's true...

**Reason number one every business needs a sales letter. Before a sales letter is a tool for selling your product or services, it is first your “mission and meaning manifesto”.** In its best form, the sales letter should read like a tightly reasoned, carefully crafted statement of who you are, why you do what you do, how you show up and give value to the world, and how people may engage with you. If that were the only reason to have a sales letter, I'm sure you would agree would be enough. Because this reason points out a key truth about sales copy: the first person you must sell is you.

**Reason number two your business needs a sales letter. Writing a sales letter about your business forces you to crystallize your purpose, your vision, and your mission.** Those are 3 very different things. Your purpose is your "big WHY". Your vision for your work is the picture you see in your mind's eye of how it will make the world a better place. Did you get that? It's a picture. Hence, vision. Finally, mission is the specifics - the “how-to” tactics to accomplish your purpose and make your vision a reality. Most business owners never take the time to clarify these very vital matters, which is why so many end up lost. Bankrupt. Jaded. Cynical.

**Reason number three your business needs a sales letter.** Your sales letter gives you and your team on purpose language. Your sales letter is what makes sure your team, whether it's three people, or 30,000, are all on the same page. Literally.

**Reason number four your business needs a sales letter: ALIGNMENT BEFORE THE ASSIGNMENT.** When it comes to marketing, most of us are so fixated on the “assignment”: get more leads. Land more clients. Get more customers. Make more sales. But when you don't take the time to align your messaging, you're like a train on the wrong tracks: a whole bunch of steam, moving very fast, and going in the completely wrong direction.

Have you ever noticed how the businesses with the best, most memorable marketing seems like all their messages are written by the same person? The truth is ... they aren't. I'm 100% sure Nike has more than one copywriter behind all their ads. McDonald's has entire teams of writers who construct their “I'm Lovin' It” campaigns. Same with Apple. Despite their size, their emails, web copy, and product descriptions are all aligned. It's as if all the messages are written by one person.

That's what a sales letter can do for you and your business. Great marketing and branding demands discipline. You would never read “Yo, What's Up – Buy This Dope MacBook” on their website. It's off brand, and they've taken the time to determine what kind of language they will use.

You may not be as large as Apple, but the marketing principle is still the same. A sales letter informs all other communication you have. inside and outside your company. This is true whether you are a big corporation, or a one-woman army with a platform business. A properly

crafted sales letter keeps you "on purpose" whenever you are communicating-whether it is through your podcast, your blog, speeches that you give, interviews you grant, books you write. Your sales letter makes sure that your messaging is consistent and congruent.

**Finally, reason number five your business needs a sales letter. And this may be the most overlooked reason of all. Your sales letter provides your customers with clear language to describe what you do.** When you have your message dialed in that clearly, sales begin to happen almost as if by magic.

I recall a story told by my friend, author Donald Miller. He once had the opportunity to sit next to a gentleman reading his book on a flight. The man didn't know he was sitting next to Don, so Don asked him to describe the book. To Don's astonishment, the man said, "Well, I can't really describe it – you just have to read it." That's when Don realized he had never given his fans the language to describe his own work. When Don crystallized his message, his business exploded because he provided the language that turned his customers into his very own sales force.

When you have a great, dialed in sales letter, you empower your customers to become your greatest evangelists.

Now of course the main reason most people think of having a sales letter is this is the way you sell stuff. And that... is true. YAY!

So the rest of this video lesson is going to be about how to write a killer sales letter, on that sells your products, services, and ideas like crazy.

Let's dive in...

## **To Sell More, P.A.S.T.O.R. Your Customers**

Most people associate the term "pastor" with the preacher at church. While this is certainly one way of understanding the term, the original meaning of the word "pastor" was actually "to shepherd." And what does the shepherd do? He or she cares for, feeds, and protects the flock.

The actual role of a shepherd is that of a loving, caring, and protective presence. In fact one of our most enduring stories is how the good Shepherd laid down his life for his flock.

I am not suggesting any religious overtones for your copy: what I am suggesting is that you adopt the same loving, caring, and protective role as you write copy for your prospects and customers. When that is at the core of your copy, you will not come across as pushy or salesy.

And, P.A.S.T.O.R. is also an acronym for the major sections of your copy. Let's walk through this framework now...

**"P" is for PERSON, PROBLEM, and PAIN**

You must begin by identifying the person you are trying to reach with your message, understanding the problem that you are solving for them, and the pain that problem causes.

The simplest, most effective way to do this is to describe the problem in great detail.

It's a psychological principle identified by marketing wizard Jay Abraham: the more accurately you can describe your reader's problem in terms they relate to, the more they instinctively feel that you must have an answer to that problem. Use the reader's own language, the very words and phrases they use to describe the problem they want to solve.

For instance, if you are writing about fitness and weight loss, you might begin by describing their current situation this way:

You've tried every fad diet that's come along. You've started and stopped a dozen different exercise programs, perhaps joined several different gyms, but the truth is you just can't seem to take the weight off (or keep it off). Perhaps you're even feeling a little disgusted with yourself and your inability to control your eating and your weight. You feel like no matter what you try, it's not going to work.

Remember, you're not judging their behavior; rather you are describing their experience as it currently is. This means you must understand their experience as it currently is. You have to know your audience and what they are thinking.

A common copywriting truism is you must "join the conversation that is already taking place in the reader's mind."

You must speak to the person, expose the problem you are helping solve, and make a clear connection to the pain the problem causes. Person, problem, pain.

As Zig Ziglar often said, "Selling is essentially a transfer of feelings."

You can't transfer something you don't have.

You must first empathize with your reader, and have the feelings they have. Then you must develop the feelings of excitement that come from knowing the problem can be solved.

Next, we need to turn up the volume on that pain.

### **"A" is for AMPLIFY and ASPIRATIONS**

The next step is to amplify the consequences of not solving the problem, and the aspirations they hold for the future. This is really the key to making sales, and it is probably the most neglected step in the process.

What will motivate people to buy your product, invest in your service, or accept your idea is usually not the beautiful outcome framed in a positive light on its own. It is required rather, that before painting the picture of the “paradise” they seek, you must get them to fully experience the consequence of not solving the problem.

So while we do want to show our prospects how their life can look when they receive the benefits of your product, they first have to believe they need it. Even more important, they must want the solution you are offering. In other words: what does it cost them to not solve this problem?

Let me be clear about this: you need to place a dollar cost on this failure to solve the problem when at all possible.

When I’m writing copy about a business improvement program, for instance, I may have the reader walk through a simple exercise like this:

*Write down your average monthly income over the last 12 months. Then write down what you want your average monthly income to be. Let’s say that your average income is \$5,000 per month, and your goal is actually to make \$15,000 per month in your business. That means the gap between where you are and where you want to be is \$10,000 per month. You’re paying a cost of \$10,000 every month you don’t solve this problem.*

Help your prospect see the real long-term consequences of ignoring their problem. You must make them aware of the price of indecision.

### **“S” is for STORY, SOLUTION, and SYSTEM**

Once you have described the problem, amplified the consequences of not solving it, and painted the picture of paradise, it’s time to share the story of how the problem can be solved.

This will be different depending on your situation. It might be the story of how you yourself finally solved this persistent problem. It might be the story of how you helped a client or customer discover the solution on their own.

It does need to be more than simply a description of what the solution is: telling the story of Bob, the frustrated business owner who was on the edge of bankruptcy, whose family had lost faith in him, and who, out of desperation tried one last idea that saved his business, is infinitely more powerful than simply saying, “One day, Bob figured out the answer.”

It should go without saying, but I will say it just in case: the story must absolutely be true. Don’t make these things up. And if you’re thinking, “But what if there is no story?” I would suggest you just haven’t looked closely enough.

There is always a story to tell.

You might find it useful to start collecting stories and saving them for the purpose illustrations in sales copy. Think of this as your own personal story archive. We spend an entire session on this in the full-fledged copywriting academy coaching program, But for now just take the concept itself start putting it work.

### **“T” is for TRANSFORMATION and TESTIMONY**

Remember that whatever you’re selling, whether it’s a home study program, a book, a seminar, your consulting services — anything at all — what people are buying is not the “stuff,” it’s the transformation.

When people buy the P90X workout program, they did not wake up one morning and say to themselves, “I sure hope today somebody tries to sell me a bunch of exercise DVDs and a wall chart.”

Those things (the DVD’s, charts, etc.) are the stuff.

What buyers of P90X are actually purchasing is that lean, healthy, youthful physique they want for themselves. The transformation.

The delivery method (coaching, online videos, personal consultation, or product in a box) is merely the vehicle. Don't get the vehicle confused with the destination.

It’s also important that you offer testimony, real-life stories of people who have successfully made the transformation that you are providing. Study the most successful infomercials, and you’ll discover that they consist of about 70% testimonials.

Most of us will not be writing infomercials, but it’s important to remember there are three questions people are asking when you sell them coaching, consulting, or instruction about anything. The questions are:

- Has this person been able to do what they are describing for themselves?
- Has this person been able to teach other people to achieve the results they are describing?
- Will this person be able to teach me how to achieve these results?

Provide them with proof that the answer to all three of these questions is a resounding “Yes!”



## **“O” is for OFFER**

So far, you have defined the problem, clarified the cost of not solving it, told the story of the solution, and helped your reader visualize the transformation through testimonials from others just like themselves.

Now is the time to describe exactly what you are offering for sale.

This is the section of your copy where you lay out your offer. You can even create a subheading for the section called something clever like, “Here’s Exactly What You Get.”

Make certain that you focus 80% of your copy on the transformation itself. You do have to talk about the deliverables (the class schedule, the DVDs, etc.), but that should only occupy about 20% of your copy in this section.

Just remember that as you describe the deliverables in the offer section, you must keep tying them back to the transformation and benefits your buyers will receive.

So instead of simply writing that the buyer will receive “8 DVDs, each containing a 45-minute workout session,” you might instead write that they will receive “8 DVDs that each contain a body-sculpting, fat-burning transformational workout that will help you craft the lean, muscular body you really want.”

## **“R” is for RESPONSE**

This is one of the areas where copy tends to often be the weakest: the response request. We are asking the customer to buy.

At this point, you should not be shy about making this request. You should tell the customer exactly what to do to get your program, your consulting, your book, etc. You should remind them why it’s important to do so.

I often write copy like this:

*You’re at the point of decision.*

*You can either continue down the path of least resistance, the path you have already been traveling, or you can choose the road less traveled. The path of least resistance will probably result in you getting the same outcomes you’ve always received.*

*But if you want something different to happen, if you want to change the direction of your health (or your relationships, or your finances, etc.) you’re going to have to do something different. Make a new choice, and pursue your new outcome.*

And then I will write very specific, directive copy telling them exactly what to do next:

Click the button below, fill out the order form, and we will immediately ship your entire package to you. It will contain everything you need to get started.

Some people shy away from strong language like this, but the fact is, if you truly believe that you have a solution that will solve a problem for people, why on earth would you not be as direct as possible in telling them how to get that solution?

In fact, aren't you doing them a disservice by not making the strongest case possible?

### **What to Do Now**

Use this framework to write (or rewrite) your current sales copy. The key to making this approach for writing sales copy successful is having the mindset of being a "pastor."

If you apply the principles of being a shepherd to your readers, and you follow the sequence of the P.A.S.T.O.R formula, my prediction is you will experience more sales, more profits, and happier customers... more often.

One final thing I promised you in this video was insight into how and why you need to take the path to preeminence. This concept-the concept of being preeminent-is more important than ever before. The dictionary defines preeminence as quote the fact of surpassing all others; superiority.

You may find that a little hard to take. Perhaps, out of the spirit of humility, you don't want to pronounce yourself superior to others. But I submit to you there is one way in which we all desire preeminence. Deep in our heart of hearts, we all desire to be the one who cares preeminently about the welfare of our clients and customers.

The first person I ever heard talk about preeminence in this way, was legendary marketing genius, and the person I am now privileged to call a friend, Jay Abraham. Jay calls his approach to this the "strategy of preeminence". According to his philosophy, and I agree, a mindset based on preeminence focuses on your client, in their best interest. This is a heart place where you come from the attitude of saying "I'm not here to sell you, I'm here to serve you." This is not a tactic or technique. It is a strategy-an overall approach to the way you do business. It's why one of our core beliefs in my company is this: marketing is something we do for people, not something we do to people.

If you take that approach, and that mindset, you will indeed be preeminent in your marketplace.

Wow, I ended up covering a lot more than I planned-I just could not see any other way to do this. What do you do now?

### **My suggestion is this:**

Notice at the end of the workbook there's a place for you to rewrite your unique core thesis. I suggest you write that in your workbook and then below your unique core thesis, you write out a simple sales message, using the pastor framework. Make sure you constantly refer to your unique core thesis, to make sure you're staying on track with all of your copy. Craft your sales letter, as best you can.

One of the things we teach in our workshops, and in our coaching program is the concept of... And you must forgive me because this is kind of graphic... The vomit draft. When you write the first draft of your sales copy, your goal is to simply vomit the words onto the page. Don't stop and think about it, don't go back and start editing, don't tweak sentences and language structure, just get that draft out. Give yourself permission to write a horrible first draft.

This takes off all the pressure and allows you to get that first draft finished. Now you can go back and refine your message. There is an art to that, but that's a whole other lesson. I think you've got enough to work on for today.

That is your assignment-craft your first sales message using the pastor formula. This lesson was packed full of tactics you can use right away - so make sure you go over your notes and act immediately.

Speaking of acting.... Feel free to leave a comment below this lesson and share your thoughts on the PASTOR Framework, After you apply this, how will life be different for you? What if you're wildly successful with this approach - what will your life look like?

Imagine the impact it will have on your life, the lives of your family and those around you.

And if you found this video useful, please share it on Facebook, Twitter or even by sending a friend the web address to this page.

In the next lesson, you're getting the answer to the question: how do I use this sales letter thingy to make some actual money?

If you're just getting started and this is all new to you, lesson 3 will give you the exact track to run on to get to your sales copy in front of the right people to make sales. If you're already generating revenue, but looking for a way to take things to the next level, then I'll share specific steps you can take right now to amplify the great results you're currently getting, PLUS identify the handful of things that are probably holding you back from getting to the place we're you're not just achieving your GOALS, you're achieving your DREAMS.

And we're all looking for a way to have more impact, make more income, and get more freedom.

Coming up in the next lesson, we're going to be focused on next steps. I'm going to assume you did your homework and you have the first draft of a sales letter. Something you can work on to sell more of your products and services. What do you do with that sales letter? How do you make money with it? We're going to discuss an economic anomaly, a strange phenomenon I call the copy centric business. This is a totally new paradigm of thinking about your business. But one which I believe will make you very profitable.

And you might be like a lot other people, who have questions about Copywriting Academy... so we'll also share more about the program and how you can enroll, if it seems like a good fit.

Basically, I open the full class up to the public on a very limited basis. We run it like a college class, so we can all go through it together. So we open up registration for a few days, and then we'll close it down, to create the space to deliver the material to our new class.

But for now, you've got a powerful set of tools to start making more sales from these first two lessons. So, get to work on using PASTOR, and let me know your success stories,

Next up, we'll cover how to take the next step toward using your sales copy to achieve financial freedom... and even wealth. I'm excited for you and can't wait to see you in the next video.