

2

## *Lesson Two*

# **"WHY YOU NEED A SALES LETTER, AND HOW TO WRITE A KILLER ONE"**

*Part of the FREE Video Mini-Course...*

"Selling Without Sleazing: The Key to  
More Income, More Impact, and More Freedom"

Lesson Two

# “ WHY YOU NEED A SALES LETTER, AND HOW TO WRITE A KILLER ONE ”

## ■ THE CORE THESIS OF THIS SERIES: ■

You can learn how to \_\_\_\_\_ that \_\_\_\_\_ without  
being pushy, salesy, or sleazy... by simply following the \_\_\_\_\_  
I'm teaching you in these lessons.

The solution to the problem of selling your products and  
services without resorting to high-pressure techniques,  
without being pushy or salesy, and without compromising  
your integrity is \_\_\_\_\_ .

Lesson Two

# "WHY YOU NEED A SALES LETTER, AND HOW TO WRITE A KILLER ONE"

## ■ THE 5 REASONS YOU NEED A SALES LETTER ■

1

Liberating Truth:

2

Liberating Truth:

Lesson Two

# “ WHY YOU NEED A SALES LETTER, AND HOW TO WRITE A KILLER ONE ”

## ■ THE 5 REASONS YOU NEED A SALES LETTER ■

3

Liberating Truth:

4

Liberating Truth:



# “WHY YOU NEED A SALES LETTER, AND HOW TO WRITE A KILLER ONE”

## ■ THE 5 REASONS YOU NEED A SALES LETTER ■

5

Liberating Truth:

## Lesson Two

# “ WHY YOU NEED A SALES LETTER, AND HOW TO WRITE A KILLER ONE ”

### CORE THESIS TEMPLATE

Any [YOUR AUDIENCE] can [SOLVE THEIR PROBLEM] by using  
[YOUR PRODUCT], because [HOW IT SOLVES THE PROBLEM].

### Examples:

Any **PARENT** can **IMPROVE THEIR CHILD’S BEHAVIOR** by using the principles in the - **YOUR BEST KID NOW - PROGRAM** because **IT MAKES GOOD BEHAVIOR AUTOMATIC.**

### How about a couple more?

Any **BABY BOOMER** can **BUILD A BUSINESS FROM HOME** by using **THE PROFIT FROM WHAT YOU ALREADY KNOW COURSE**, because it **SHOWS YOU HOW TO TURN YOUR KNOWLEDGE INTO PROFITS.**

### And then here’s an example for a weight loss product...

Any **OBESE PERSON** can **BECOME LEAN & FIT** by following **THE FREE FROM FAT FOREVER DIET**, because it **USES YOUR BODY’S BUILT-IN FAT-BURNING FURNACE.**

————— *Lesson Two* —————

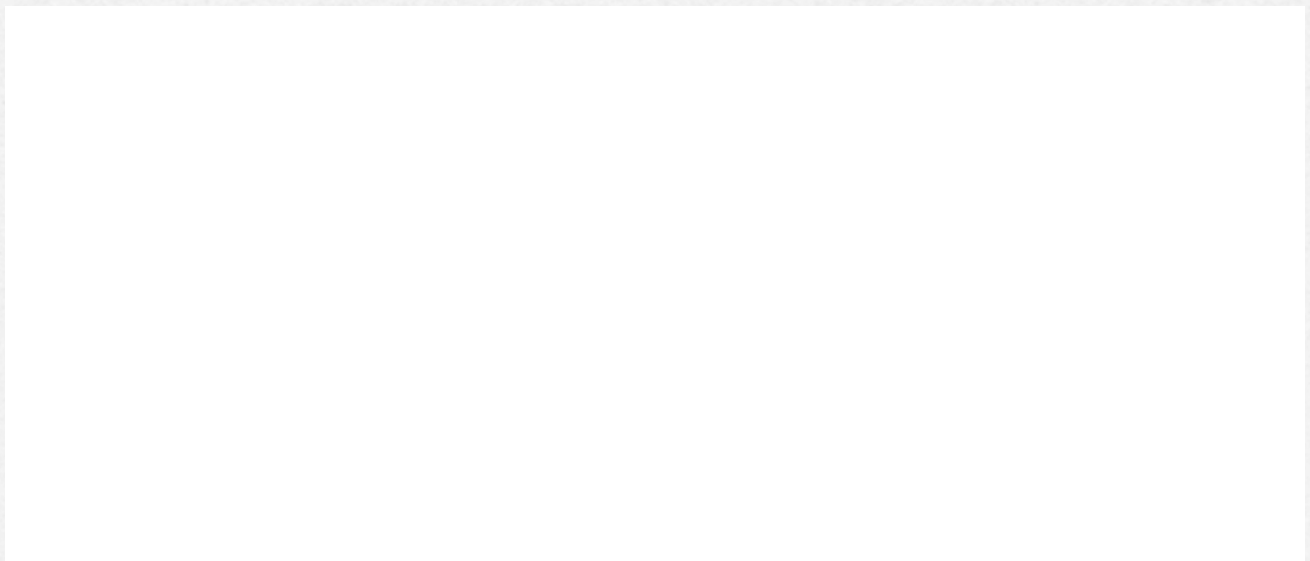
**“ WHY YOU NEED A SALES LETTER,  
AND HOW TO WRITE A KILLER ONE ”**

■ **THE P.A.S.T.O.R. FRAMEWORK** ■

**P**



**A**



Lesson Two

# “ WHY YOU NEED A SALES LETTER, AND HOW TO WRITE A KILLER ONE ”

## ■ THE P.A.S.T.O.R. FRAMEWORK ■

S



T





————— *Lesson Two* —————

**“ WHY YOU NEED A SALES LETTER,  
AND HOW TO WRITE A KILLER ONE ”**

■ **THE P.A.S.T.O.R. FRAMEWORK** ■

**O**



**R**

