



Dale Lars Anderson Presents...

My Seven-Step Foolproof Ninja Sales Letter Template (on crack)



Tony Shepherd

or...a cheat sheet for writing your sales copy - fast

This is my personal 7 step blueprint for creating a perfect sales letter

Some of this is mine, devised during long hours of research, split testing and copywriting toil

I nicked the rest :)

It's simple but it works. Just break down your sales copy as follows:

Here we go....

1. Pattern Interrupt - Get their attention (e.g.. 'Oi Fatty!)

2. State the BIG problem. This is the main problem - the biggie that your potential customer is having - bad breath, lack of traffic, no boyfriend

3. Agitate the problem. Tell them why their problem is REALLY bad and what other people think of their problem / why it's hitting their business / relationship / future / financial health etc

4. Here's what MOST people do. Tell them what most people do and why it doesn't really work

5. Here's what I do. Tell them why your solution is the best and they MUST have it

6. Close the sale - ask for the money - outline the deal.

7. Scare then one last time with the ultimatum - you either do this or you're gonna be left behind / die broke / be lonely / not get laid

That's it - adapt it for your niche

Best,

Tony Shepherd

Tony has allowed me to share this story with you to get your creative juices going

Feel free to contact me with any questions you may have

Dale Anderson

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