

# The **James Teale Newsletter**

## **Issue #1:** **"7 Easy Steps For Creating Your Own Sales Letters from Start to Finish"**

by James Teale

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# Pure Selling Newsletter

## Issue 1:

### "7 Easy Steps For Creating Your Own Sales Letters from Start to Finish"

## Table of Contents

<a href="#">Introduction</a> .....	1
<a href="#">The Sales Letter Process</a> .....	2
<a href="#">Step 1 – Create A Mind Map</a> .....	3
<a href="#">Step 2 – Target Your Audience</a> .....	5
<a href="#">Step 3 – Make a List of Benefits</a> .....	7
Immediate Benefits.....	7
Overall Benefits.....	8
Make a List of Bullets.....	9
<a href="#">Step 4 – The Selling Angle(s)</a> .....	10
<a href="#">Step 5 – The Headline</a> .....	13
<a href="#">Step 6 – Create a Flow Diagram</a> .....	14
<a href="#">Step 7 – Start Writing The Damn Thing!</a> .....	18
<a href="#">Final Thoughts</a> .....	19

# The James Teale Newsletter

Issue #1:

**"7 Easy Steps For Creating Your Own Sales Letters from Start to Finish"**

## Introduction

Hello and welcome to the first issue of my newsletter!

This newsletter is designed to deliver you further insight, tips, and tactics on copywriting, salesmanship, and making money online. My aim is to go even deeper than I went in my ebook, [Pure Selling Secrets](#), and also to update you with new information as and when it becomes available to me.

From a copywriting perspective, my ebook itself can only do so much. Although it contains excellent and accurate information, its main purpose is merely as an introduction to the world of copywriting – it's best to think of it as an overview of the main concepts.

The next logical step is to keep building and improving on this knowledge and to give you practical applications showing you how to put all these copywriting elements together. So without further ado... let's dive straight in!

## The James Teale Newsletter

Issue #1:

**"7 Easy Steps For Creating Your Own Sales Letters from Start to Finish"**

# The Sales Letter Process

What I'm about to show you is the process I use when confronted with the daunting task of writing a sales letter. In fact, this is the *exact* sequence of steps I go through every time. By following this organised process, I personally find I can put together a sales letter *that* much easier, and in no time at all, whilst making sure I haven't left out any critical elements.

Like I said, this is my personal process. You may want to do things differently... but I'll leave that for you to decide.

**So, before we begin, why is it important to learn how to do this?**

Well, this is the 'behind-the-scenes' work that goes into the creation of a sales letter – probably by far the most important component of your marketing campaign. If you've read [Pure Selling Secrets](#), you should already have detailed knowledge of what elements you need put into a sales letter... but thus far, no guidelines of how to put these elements together to create the final ad.

In the following pages of this newsletter, you're going to learn how to break the whole process down into manageable, easy to digest steps so that you can create your own sales letters quicker... and easier. **Right... onto step 1:**

## **Step 1 – Create A Mind Map**

Before you begin to write a single word of your sales letter, it's vitally important to clarify what elements you're going to include. The easiest way to do this is to create a mind map.

The main reason I do this is so that I can keep a note of what elements are going to be included in my sales letter – so that nothing gets left out. I find it's far easier to put this stuff down on paper in front of you, rather than keeping it in your mind.

Another great reason for doing this though, is that it serves as a nice way to gently ease yourself into creating your sales letter. It fires up the necessary circuits in your brain and gets your mind working on the overall task in hand... but without being too overwhelmed – that's usually the key to generating the initial momentum needed for such a task.

To create a mind map, take a sheet of paper and draw it up by hand.

If you'd rather, you can do a search on Google for one of the many software programs out there that will do this kind of thing for you. Unfortunately I can't recommend any to you... because I simply don't use them!

# The James Teale Newsletter

## Issue #1:

### "7 Easy Steps For Creating Your Own Sales Letters from Start to Finish"

When creating your mind map, just be sure to include every copy element of your sales letter that you're going to use (see [Pure Selling Secrets](#), for full details).

As they say on cooking programmes: "Here's one I prepared earlier..."



## **Step 2 – Target Your Audience**

Since the chances of your product appealing to a vast range of people are extremely slim, you're going to need to target it towards a particular audience. This is where you need to do a bit of detective work and spend some time researching and thinking about your your ideal prospect.

The way to do this is to spend some time in your ideal prospect's shoes... and make sure to take plenty of notes!

Visit forums, sift through related articles, find out what other marketers are offering your ideal prospects by getting on their mailing lists, determine how your ideal prospect's needs and desires are being catered for and look for ways that your product improves on that.

Make notes on your findings, particularly with respect to your ideal prospect's needs and desires and create a big list which you should be able to assemble into some kind of order with the main desires and needs at the top.

By the end of this research, you should be able to answer the following questions:

1. Where will the majority of my traffic come from?

## **The James Teale Newsletter**

### **Issue #1:**

#### **"7 Easy Steps For Creating Your Own Sales Letters from Start to Finish"**

2. What are the main needs and desires of my ideal prospect?
3. What level of prior knowledge about my product/niche will my ideal prospect already have?
4. What frustrations does my ideal prospect have... will my product solve any of these?
5. What kind of language/jargon words can I incorporate into my sales letter to show that I'm on the same 'wavelength' as my ideal prospect?
6. What kind of age group will my ideal prospect belong to?
7. What other interests is my ideal prospect likely to have?

This may seem like a lot of work, but the closer you can get to pinning down the answers to these questions and, essentially, finding out what makes your ideal prospect tick... the easier it will be to sell to him.



## **Step 3 – Make a List of Benefits**

This is where you need to dissect every single aspect of your product and get clear in your mind exactly what its main selling points are. This step is crucial, because without doing this first, it would be impossible to craft a sales pitch on how your product relates to the desires and needs of your ideal prospect.

### ***Immediate Benefits***

First, familiarise yourself with the product you're selling – if it's your own product, this should be easy. Next, create a list of *immediate* benefits that can be gained from purchasing your product (some people call these advantages).

For example, if you're selling an ebook that teaches you copywriting, the advantages could be that it shows you how to increase the conversion rates of your website(s), how to write killer headlines, how to write a sales letter... etc. Those are the immediate benefits because they affect the buyer directly.

In other words, you're basically listing exactly what your product will directly do for your reader in the *short term*.

## The James Teale Newsletter

Issue #1:

**"7 Easy Steps For Creating Your Own Sales Letters from Start to Finish"**

### ***Overall Benefits***

Once you've made your list of immediate benefits, you then need to start looking at the bigger picture and create another list – this time, think of the **overall benefits**.

These overall benefits translate how your prospect will be better off once she's received the immediate benefits that your product offers.

**Making sure to include these overall benefits in your sales letter is of the utmost importance!**

When a prospect lands on your sales letter, the overall benefits will always be in the back of her mind and connect with the main motivations for buying whatever it is you have to offer – whether it's done knowingly or subconsciously.

Again, with the example of a copywriting ebook, overall benefits could be things like: making more money, improving your online business, becoming a full-time copywriter... etc.

## The James Teale Newsletter

Issue #1:

**"7 Easy Steps For Creating Your Own Sales Letters from Start to Finish"**

### ***Make a List of Bullets***

Whatever your product is – an ebook, home-study course, DVD course etc – go through it and make a list of bullets – i.e. 'blind bullets' (as described in [Pure Selling Secrets](#)).

Don't worry about getting the wording of the bullets perfect. For now, a rough list is all you need – you'll be polishing them later on in the editing stage.

Just make sure it's an exhaustive list of every single positive feature of the product, no matter how absurd or pointless it may seem to you right now. Later on in the letter you may be able to tie that absurd feature in with a benefit... but in a curious, appealing way.

## **Step 4 – The Selling Angle(s)**

Okay, this is where you need to take all the information you've gathered from steps 2 and 3, and then use it to figure out the overall selling angle(s) of your product.

This is actually quite an advanced technique because you need to make a connection between the needs/desires of your ideal prospect, and the benefits offered by your product – and believe me, it's not always straight forward.

Think about what matters to your prospects most. What really motivates them to want to buy products in your niche.

Say, for example, you're selling a product that reveals how to make money online by using a certain system... what would motivate someone to want to buy this information?

Simply "to make money online" isn't enough.

The key is to take this benefit and present it via a selling angle that stirs up the main motivations behind it. So for this example, there are a number of selling angles you could use:

- To have more spare time to spend with family and friends...

## The James Teale Newsletter

### Issue #1:

#### **"7 Easy Steps For Creating Your Own Sales Letters from Start to Finish"**

- To be financially free...
  - To be able to set your own work hours and not have to answer to anyone...
  - To be able to stay at home and raise your children whilst still making an income...
  - To be able to make enough money to buy luxury items e.g. sports cars, boats, houses... etc.
  - To be able to escape the "rat race" and have more time to enjoy the finer things in life...
- and many more.

It's only when can you tie in the overall benefits of your product with these motivations that you can begin to convince someone why they should a) actually listen to what you have to say... and b) consider buying your product.

That said, you might think it's a little bit obvious and that your prospects will already know in their minds why they want to make money online. And yes, that's true. But when it comes to selling, you can't rely on your prospect to make these connections on their own – because reading/listening to/watching a captivating sales pitch is almost entirely a passive behaviour.

**You need to be the one who's directing the flow.**

## **The James Teale Newsletter**

### **Issue #1:**

### **"7 Easy Steps For Creating Your Own Sales Letters from Start to Finish"**

In other words, if you're leaving big, gaping holes in your sales pitch where your prospect has to start thinking for herself – i.e. having to read between the lines – then your advert loses its ability to captivate her and she'll probably find something else to occupy her time.

## The James Teale Newsletter

Issue #1:

**"7 Easy Steps For Creating Your Own Sales Letters from Start to Finish"**

### **Step 5 – The Headline**

As mentioned in [Pure Selling Secrets](#) this is easily the most important part of your actual sales letter – therefore it's absolutely essential to get this bit right. This is why we've spent so much time identifying the selling angles so that you can write a headline that's going to appeal to your target audience and make it more difficult for them to *not* read your advert.

To make sure you absolutely nail this crucial part of your sales letter I'd suggest setting aside a few hours – a whole day, maybe – and just keep writing out headlines. Write as many as you possibly can. Follow the headline formulas in [Pure Selling Secrets](#) and just keep writing them out until you've exhausted every possible angle you can think of.

Then it's simply a matter of choosing which one you think is best.

**Tip:** The great thing about writing out as many headlines as possible, is that you can also use some of these headlines as sub-headings throughout your sales letter.

## **Step 6 – Create a Flow Diagram**

Nope, we're still not quite ready to start writing the ad. Unless you have a mind that can visualise an entire sales letter – all the features and benefits, arguments, selling points etc – and recall the entire thing in an instant, then I strongly suggest you carry out this step. Believe me, it'll be worth it.

When creating a flow diagram for a sales letter, think of it as a map guiding you from A to B. When it comes to the actual writing of the advert, it's so easy to lose your train of thought and of what's coming next. But, if you've already got it all planned out in front of you, it's much easier to stay on track and get your letter finished sooner.

Remember the mind map we created in Step 1? Grab your mind map and transfer the copy elements you've already listed and then add them to a flow diagram in a logical, sequential order.

This method also helps if you're one of those people who doesn't like completing tasks in order – i.e. some people like to start writing the guarantee first... or the offer... whatever.

Again, my personal preference is to carry out this task on a sheet of paper. In fact, I find that the more tasks I can complete without having to stare at a computer



## **The James Teale Newsletter**

**Issue #1:**

**"7 Easy Steps For Creating Your Own Sales Letters from Start to Finish"**

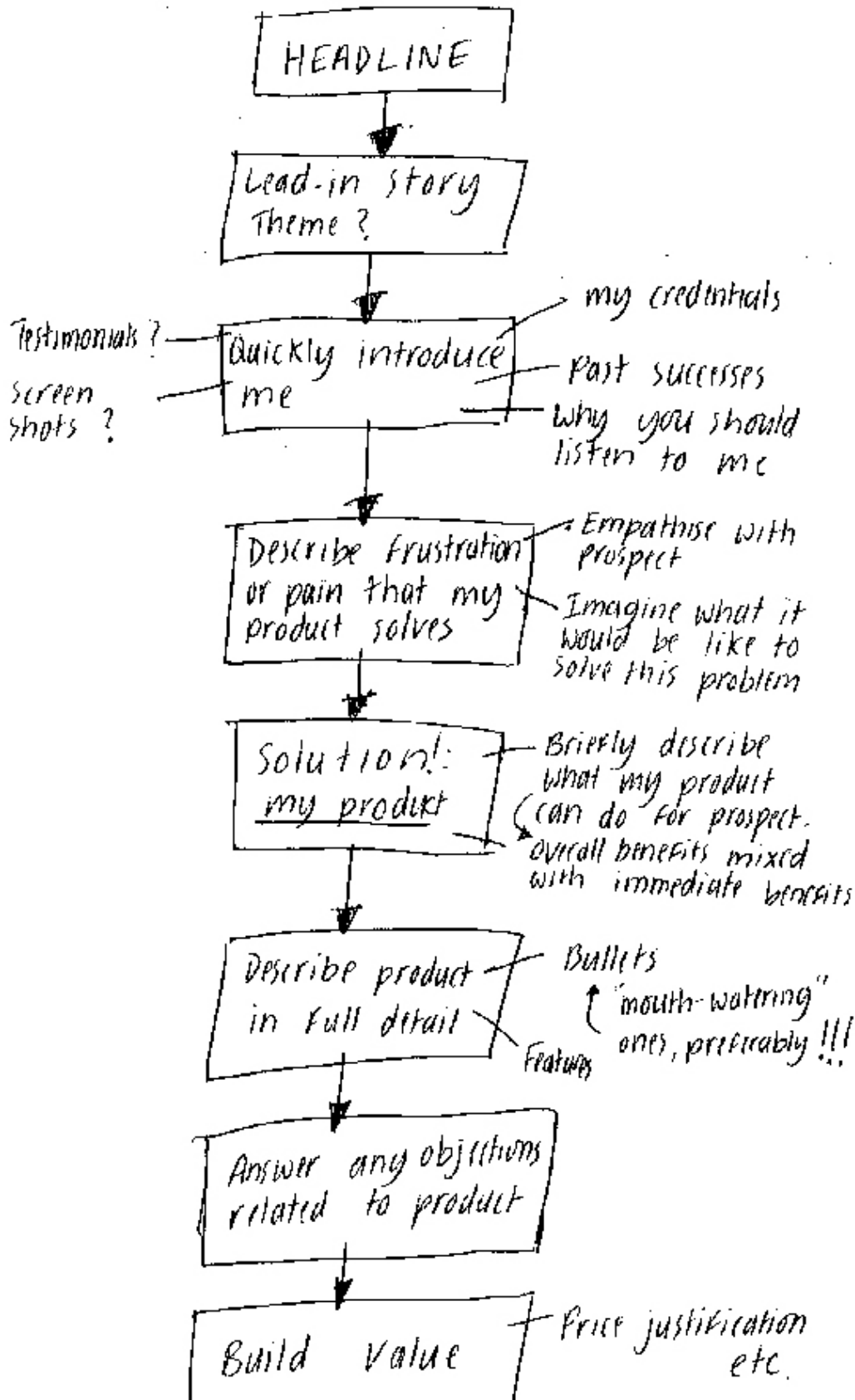
screen, the better!

Anyway... here's a rough example I've quickly knocked up for you:

# The James Teale Newsletter

Issue #1:

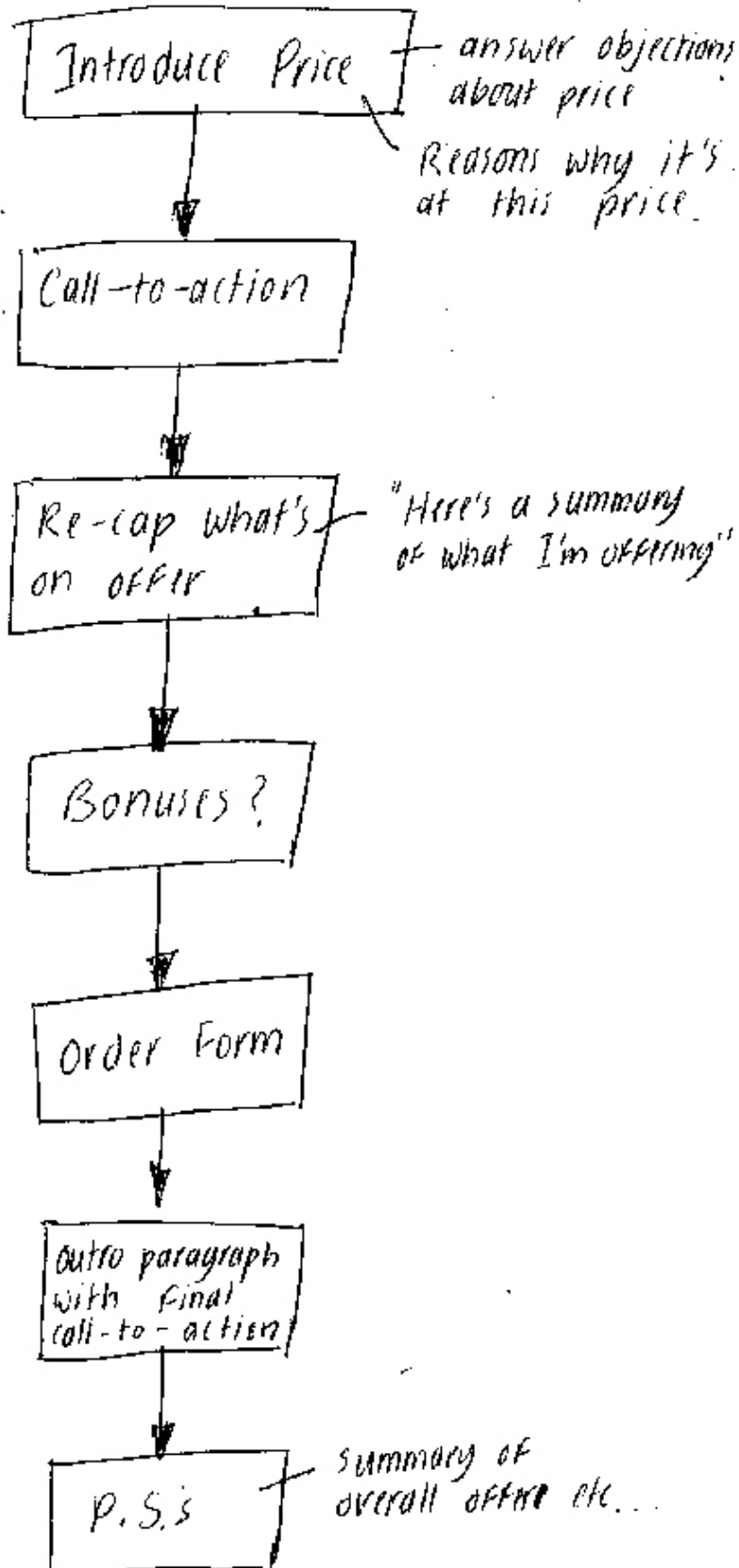
**"7 Easy Steps For Creating Your Own Sales Letters from Start to Finish"**



# The James Teale Newsletter

Issue #1:

**"7 Easy Steps For Creating Your Own Sales Letters from Start to Finish"**



## The James Teale Newsletter

Issue #1:

**"7 Easy Steps For Creating Your Own Sales Letters from Start to Finish"**

# **Step 7 – Start Writing The Damn Thing!**

Now you can start writing the sales letter... finally!

Personally, I like to dive straight into the bit just after the lead-in story. For some reason, I can never settle on a lead-in story until I've got the rest of the sales letter finished. However, this is just *my* personal preference. You'll have to figure this one out for yourself (for techniques on how to create effective lead-in paragraphs, check out my free ebook [Pure Selling Secrets.](#))

Using your flow diagram as a map, you can start from wherever you like – similar to a jigsaw puzzle.

Just be sure to keep moving and write the first draft as quickly as possible so you get all your points down in one sweep without leaving anything out. This really is the quickest way to do it. Again, consult [Pure Selling Secrets](#) for a number of tactics I use for dealing with the dreaded "writer's block". Strictly speaking though, if you've done all the steps leading up to this one you shouldn't have any worries about this anyway.

Once you've got your first draft finished, all that's left is to edit, edit... and edit some more! – this is where the real copywriting "magic" happens. (check out [Pure Selling Secrets](#) for full details).

## The James Teale Newsletter

Issue #1:

**"7 Easy Steps For Creating Your Own Sales Letters from Start to Finish"**

### Final Thoughts...

Okay well that's it for the first issue of my newsletter. I sincerely hope the tips in my sales letter process have been useful to you.

If you have any comments **(I'd really appreciate them!)** about the steps in this newsletter, or wish to add your own tips for other readers, then you can add them to the comments section of my personal blog at the following link:

["7 Easy Steps For Creating Your Own Sales Letters from Start to Finish"](#)

Also, if you have any questions, or would like to request topics relating to copywriting or making money online for future issues, then please drop me a line at: [james@puresellingsecrets.com](mailto:james@puresellingsecrets.com) – I'll be sure to reply as soon as possible within 24 hours.

Good luck with your sales letters!

*James Teale*

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