

(Video) Sales Letter Formula

Humans respond to stories. There's a reason the Avengers movies work in China, Europe, USA, etc. We turn storytelling into storyselling. Every book, story, movie, song and sales letter or video sales letter needs an opening. It needs to start the conversation somewhere so we start with an opening. The opening needs to grab and hold their attention for the rest of the duration of the sales pitch and one way to do that is through tension. It has to create a massive amount of uncomfortable tension (not piss people off) that triggers the different layers of desire we discussed. Example: "I'm rich you're not" or "I'm fit, you're not" or "Your wife is going to cheat on you". **You are making them realize a truth that they already know but are in denial of.** Before they read it they were pulled in 40 different directions, now there's only 1 thing they care about. Humans respond more to negative / survival based emotions so these kinds of statements will stop them in their tracks. Then we transition into a soft tension release. Which makes them realize that there's a resolution to this tension.

Release 10-20% of the tension by offering a potential resolution if they keep reading. You also have to show them the resolution.. Show proof / evidence / testimonials... Use imagery, and then put a damaging admission to further remove sales resistance and amplify desire through other people's results / testimonials, and then push them away "Here's who this is not for and this might not be for you". This prevents the reader from picking up that shield we've spoken about that we use to protect ourselves from blatant selling attempts.

Introduce yourself and show how you were once in the place that they are in now (without owning that secondary payoff that is ultimately for sale). Insert the hero's journey story next. This is where the relationship building starts and they find out that "this guy is just like me". If someone like me got the result that means I can also get the result. If Tom Cruise sold us a cologne we wouldn't buy it because we thought he was once like us but rather because we want to be more like him or a part of his identity. So depending on the person behind the product this is either about showing you're like them, or that they can be part of you, or get closer to you, if it's a celebrity or high level influencer.

Transition into the catalyst for the Call to adventure. What opportunity showed up on your doorstep? This is the beginning of the Hero's journey.

Describe the self imposed refusal of the adventure, that held you back from actually going on the adventure. Then something happens which leaves you no choice but to go on the adventure. You can no longer refuse. So you go on the adventure and get your ass kicked.

Then you meet a mentor in some shape or form. It could be an actual person, it could be a book that taught you something, a video, a lesson, a community. The mentor can be anything that made you come to a breakthrough realization.

Then you burn the ships.. Because you got your ass kicked on the first try, which helped your breakthrough, you go on the adventure again but you go all in this time. You raise the stakes. You leave no possibility of going back. This could also be triggered by an external event, such as having a child, or a near death experience that gave you a different perspective on life.

Then come all the really hard tests, enemies, and failures.. Just because you had your breakthrough doesn't mean that it was all smooth sailing from there. You run into bigger challenges, enemies, and so on. Due to not being able to go back, and your lack of results you are forced to retreat again, and learn from the lessons you've been taught, which takes you to the next level, and makes you better, more prepared, and more ready than ever.

You put together a new plan of action based on these lessons.

Then you try again.

This time you start to see results, but unlike before the results are consistent, they are bigger, and you don't get your ass kicked. Everything changes for you.

You have a transformation. You reach new heights of life

And now you have a method / model / formula / secret / system / software / app / etc / that can get someone the same result but much faster because you did it the hard way, now they don't have to.

Reveal the product. "And that's why I wrote / created / XYZ". Then we explain the product.. "And here's what this is all about". Features and benefits.

Offer a guarantee to neutralize risk. If they're here they're most likely interested. You can further decrease anxiety and perceived risk by letting them know that their purchase can be refunded. Also consider explaining the simple process of getting a refund, especially if you have a "no questions asked" policy. If they think they have to get on the phone and convince someone to give them the refund they'll feel anxiety about that, so alleviate it by letting them know that all they have to do is send an email, for example.

Reveal the price. The higher your price is relative to what they think it's worth the lower return they will see. If you make them see \$1,000 of ACTUAL value (not bs. "marketer value") and you charge \$10 for it, they will jump on the opportunity.

Insert Call To Action. Let them know how to buy your product, how fast they will receive the product, and anything else that might be relevant.

PS. Remind them why they're buying it.