

# 10 Tips For Successful Sales Letters

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1. Write a short and to the point letter. You have to gain your prospect's attention immediately. Don't waste your time telling them all about your company. Essentially, they want to know what you are selling and how it can help them.
2. Put your best offer first - in the headline. Headlines are crucial in sales letters – the usual rules of grammar do not always apply when writing letters like this.
3. Use the word "You" more than you use words like "Us" or "We".
4. Sell the benefits to them of buying your product or service, not its features. Features are important but benefits are what people really care about – what's in it for them?
5. Use bullet points to make the benefits stand out.
6. End your letter with a "call to action". Try using "Return the order form today", "Call me now", "Fax your order today". Tell your prospect exactly what they should do now and make it easy for them. A deadline is useful, so that your offer does not get put in a pile and forgotten.
7. Use a P.S. People often read just the headline and the P.S. For many people, the PS is the most important part of the sales letter.
8. Read the letter aloud. If it doesn't sound right when you read it to yourself, then there is probably something wrong with it.
9. Do not be afraid to use incorrect grammar. You can start sentences with "And" if you wish. Use words like "Let's", "Don't" "Can't" "Shouldn't". They make your letter seem friendly. The key to the letter is making it seem personal.
10. Use an established mailing house to handle your mailings. The savings that they can offer on postal discounts, data cleaning and efficient timing will far outweigh what you pay them. Devote your time to your business, not to licking envelopes.