

What is a sales letter?

- A sales letter is exactly what it sounds like—**a written pitch** designed to attract new business to your product or service.
- It's a form of direct marketing that tells potential customers who you are and how your company can benefit them.
- It also allows you to establish credibility and create a human connection, which is vital for building a healthy customer base.

What are sales letters used for?

- introduce yourself to a lead who's filled out a web form
- offer an existing customer a discount for their loyalty
- announce a new line of products

How to Create a Sales Letter? (Step-By-Step Guide)

Step 1. Craft A Catchy Headline

- Use words like, "Imagine...." or "Can you afford to lose..." to trigger and pique their curiosity.

Example:

Grass Roots Web Optimizer can help you double your customer base without spending money on digital ads.

Step 2. Intrigue Your Customer More

- tell them the 'why'
- If you can address the 'why' then you have captured their attention and they'll hear you out.

Example '

Q - Your website is an information portal for current and potential customers. You want to attract web browsers to find and stay on your page.

Spending hundreds of dollars on digital campaigns may not result in a big sales increase. Grass Roots Web Optimizer software engages more organic traffic on your website without the expense.

Step 3. Introduce Your Offering

Now it's time to introduce your product with a bang!

Use a bulleted list, it will help readers see the information that you want to highlight.

Example: We offer three ways to increase sales through online engagement.

- We produce relevant content that attracts readers.
- We use 20% more SEO focused topics than the average digital marketing agency.
- Our optimized web pages track clicks and send you customized daily, weekly, and monthly reports.

Step 4. Use Testimonials

- The customers need proof and assurance that your product works! So give them exactly that using customer testimonials!

Example –

- 72% of consumers say positive testimonials and reviews increase their trust in a business.
- 88% of consumers say reviews influence their online purchasing decisions.

Example:

"When I started using Grass Roots, I found their analysis so helpful. It showed me where customers were clicking on my page so I knew what was attracting the most attention to my products." -Cindy Beck, Owner of Lighting Source

Step 5. Add Call To Action (CTAs)

- The ultimate goal of your sales letter is to make your prospect take action!
- That is why use CTAs that motivate and persuade them to buy your product.

- **If you are using email, a direct link or button should be included. In print marketing, use graphics and font to call their intrigue to the action.**

Example:

Enter your email and website here and we'll send you a free analysis of SEO organic traffic.

Step 6 Use a postscript - to add a guarantee or personal address.

Example:

P.S. I hope you'll take advantage of this chance to grow your organic traffic and increase sales. Our goal is to help companies like yours thrive.

Sales Letter Example

Dear Customer,

Your website is an information portal for current and potential customers. You want to attract web browsers to find and stay on your page. Spending hundreds of dollars on digital campaigns may not result in a big sales increase. Grass Roots Web Optimizer software engages more organic traffic on your website without the expense.

We offer three ways to increase sales through online engagement.

- We produce relevant content that attracts readers.
- We use 20% more SEO focused topics than the average digital marketing agency.
- Our optimized web pages track clicks and send you customized daily, weekly, and monthly reports.

"When I started using Grass Roots, I found their analysis so helpful. It showed me where customers were clicking on my page so I knew what was attracting the most attention to my products." -Cindy Beck, Owner of Lighting Source

Our mission is to help businesses increase their online influence to retain and attract new customers. Enter your email and website here and we'll send you a free analysis of SEO organic traffic.

Set up your annual Grass Roots Web Optimizer software campaign in the next 30 days and your first month of digital optimization is free.

Sincerely,

Jim Hudson
Customer Service Manager
Grass Roots Web Optimizer

P.S. I hope you'll take advantage of this chance to grow your organic traffic and increase sales. Our goal is to help companies like yours thrive.

Sample 2 : Introduction of a new company

From:

_____ (Name of the writer and company with address)

Date _____

To:

_____ (Name, designation and company of recipient)

Dear Sir/Madam,

I would like to introduce our _____ (introduces your company). We are in the business _____ (mention your business field and year of experience). We are glad to inform you about the good quality and reputation of our products. It will be our pleasure to provide you products that meet your needs at reasonable prices.

Our new launch is _____ (introduce new product and quote the price). It carries _____ (mention the features). You will get the best deal in the market with us.

We are expecting a positive response. For further details and demonstrations, please feel free to contact our customer relationship manager at _____ (email address or phone number).

Thanking You.

Sincerely,

_____ (name of the sender and his company)

Sample 3 - Informing about a new product

Dear Mr. Allen,

We at ABC Textiles are glad to inform you about our new product. We are one of the renowned names in the textile industries and have a vast collection of fabrics.

This winter, we have released a new Snow Fabrics line. The products in this line are specially designed to withstand the cold weather and are warmer than our previous designs.

They are also available in dark colors meant to trap the heat in for the best experience. We assure you that your customers will love the Snow Fabrics line.

If you have any queries, please contact ABC Textiles through abctext@website.com or call our office at (545) 456 789 00.

You can also visit our website abc.textiles.com.

Sincerely,

Michelle Johannes

Marketing Managerzaxdew34.,.,kmokm

Sample 4 - GreenClean Gets Your House Sparkling Clean and Helps the Environment

****Your Business Logo Here****

From:

_____ (Name of the writer and company with address)

Date _____

To:

_____ (Name, designation and company of recipient)

Dear Ms. Smith,

For as little as \$150 you can have your entire home clean and sparkling, without enduring the nasty odour of chemical cleaners. We care about the environment and use only state-of-the-art green cleaning methods to ensure that you and your family are not exposed to any harmful or allergy-causing cleaning products. You'll love what we do because:

- All our cleaning products are completely non-toxic—safe for children and pets!
- We leave surfaces clean, sparkling, and hygienic.

- Our staff are bonded and fully insured.
- We offer senior discounts to those aged 65 and over.

Satisfaction is guaranteed. If you are not happy with the service, we promise to make it right. As one of our customers says, "Green Clean does a top-notch cleaning job for a reasonable price."

Another of our customers says, "I can't believe they get things so clean and sparkling without the use of toxic chemical cleaners!"

Call us at **250-342-8923** or email us at **info@greenclean.com** for a free estimate. Get your house cleaned and do your part to help the environment!

Sincerely,

James Hallom
GreenClean Inc.

P.S. We are offering a 10% discount for first-time users of our service until the end of the year.

Sample 5 – Holiday and vacation

From:

_____ (Name of the writer and company with address)

Date _____

To:

_____ (Name, designation and company of recipient)

Dear Ms. Smith,

At this time, every year, everybody turns to holiday plans and home improvements. If you are considering a major recreational purchase or home improvement this year, then you may want to know about Magic [Name of company].

Magic loan is a loan that is against the equity present in your home. Magic loans can be used to buy cars or anything you always wanted. They can also be used for traditional FHA home improvement loans, such as private swimming pools. Of course, a magic loan should not be used only for recreational items. You may want to use money now to pay for college expenses for your children.

So if you have equity in your home and you want to talk to someone about the possibility of borrowing against that equity, please complete the post-paid replay card with this letter. Just leave it in the mail and [Name of company] loan officer will invite you to explain the possibilities of Magic Loan and answer any questions you may have. Let's help your dream come true.

Warm regards,

Name Here
Your Title