AJ's 60 Minute Sales letter Template

- Pre-Headline
- Headline
- Sub-headline
- Opening
- Bullets
- Testimonials
- Bonuses
- Offer
- Guarantee
- Close
- P.S.

1) Pre-headline: First is the pre-headline where we call out the problem/define the problem

*Are you struggling to **[insert problem]?***

e.g. Are you still struggling to earn money online

2) Headline: The Headline Is the solution/the Amazing Result

"Discover How To...<AMAZING STUFF THEY WANT>...without <STUFF THEY DON"T WANT>"

e.g. "Discover How to Lose 20 lbs In 30 Days Without Restrictive Low Carb Diets And Long Boring Cardio"

3) Sub-headline: Here is where you augment the big benefit above

Best Part: You Can [Get X Result] In [Y Time].

Next, you need to put whom the letter is from:

From:
Your Name
City, State
Date, Time

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4) The opening If/Then

If you want to *<add things they want to get out of your products or services, it can be the same benefit as the headline>* then this may be the most important message you will ever read:

Here's why:

Next, we lead right into the offer telling them here's what you got.

I have just created a new [program, product, service] called "[The name of your product or service]" which is a [system, method, formula] to [BENEFIT] in [TIME]

5) Next you'll go into the bullets/components. [Features & Benefits & Benefits of Benefits]

Here's a small sample of what you'll discover:

- How To [Feature] So You Can [Benefit]
- The real reason _____
- Fastest Known way to _____
- A sure fire way to _____ so you can [Benefit]
- The [number of steps] to _____
- The single biggest _____
- The dirty little secrets of _____
- The number one rule you must follow when _____

6) Testimonials: Now we add some testimonials

Don't just take my word for it

Pretty amazing, don't you agree? But don't take my word for it. Listen to the success stories of the people who have [read/watched/listened] and applied the secrets of [product or service name]

7) Bonuses: Here is where you add bonuses

But Wait! There's more…

Order now and you'll get these 3 exclusive bonuses absolutely free…

A [no. of pages] **page transcript book** (This is a complete transcript of the [program/system/audio] and is for all of you who like to read as opposed to watching or listening…Or just for the people who want to go back and dissect all the gold out of the [product name]

MP3's of the Training (Just in case you'd like to load them into your iPod or MP3 and listen to these trainings on the to go)

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8) The Offer: Here is where you make your offer, justify the price

By now you're probably wondering

"How much does this cost?"

[Here is where you will build the value and justify the price. Compare apples to oranges. Sell bulk. Make the parts worth more than whole. Anchor a higher price. What You Get Summary.]

For [you/Guru] to coach you privately on [this topic] you'd be paying [$X an hour] to add this information to your arsenal.

If you were somehow able to figure this out on your own it would cost you [insert $XXX] and countless hours of trial and error.

Due to the sensitive nature of this information, this would easily sell for $XXX. And people who buy it would be extremely happy.

But you won't pay that much.

Here's why:

[Here you talk about why you are offering it for the discount. Testimonials/Emotional Mission Statement/If people buy this they will want to buy more]

You see, I didn't put this product together for people who are already successful. I created this for my friends who are struggling, still spinning their wheels, still not experiencing the results they want.

Because of this reason I'm going to be granting access to this [product, course, training] for a price much less than it should be.

That said you can get INSTANT access to the ENTIRE [product name] plus bonus for a one time low investment of:

[insert buy now button]

9) Guarantee: Here is where you spell out the guarantee

My Rock Solid, Iron Clad Money Back Guarantee

Listen, I get that you might be a little skeptical and that this all may sound too good to be true. I get it, I know what it is like to get pitched all the "shiny objects" that in the past have promised the money and failed to deliver.

That's why I'm going to give you a "no brainer" GUARANTEE. The guarantee is simple, check out the [name of product] starting right now on your computer, smartphone, or other portable device RISK FREE for the next 30 days!

And if for any reason you're not happy, simply let me know before the 30 day risk free examination period is up, and I'll give you a full refund. No hassles, no question asked.

10) The Close: Here is where you close the sale and tell them how to order.

Here's What To Do Next

You've got two choices:

1. You can leave this page, ignore this message, and [bring up the pain and cost of staying where they are]

OR

2. Do the only sensible thing. Grab this offer right now, risk free and receive:

[Name of Product]

(Over X minutes of hard-core step-by-step training modules so you can [Benefit])

All for this special limited time low price of [COST]:

Hit the buy button and within 2 minutes – you will be watching/listening and discovering how to [big benefit]

Click the Buy Now Button Below

[Insert buy now button]

[Thank them for reading the letter and assume the close]

11) Sign Off

Sign off like a letter,
Write your name

12) P.S

P.S. Remind of urgency and why it's the best time now. Price is going up. Bonuses are going away

P.P.S. [What happens if you do nothing] I can make you this guarantee…That if you do nothing, nothing will change.

A month from today, you can be nothing more than 30 days older – or you can [BIG BENEFIT]

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