

You're just one sales letter away from marketing riches

# Direct Mail Copywriting Secrets Revealed

Print And Read This FREE Special Report To  
Discover The Truth About Making Money With Your Words

From the desk of: Andre Bell

Dear Internet Friend,

If you want to **attract new business, boost sales conversions, and make more money** *without increasing your marketing budget* by a single penny, you can't afford to ignore this free report.

You're about to discover an incredible direct mail opportunity for you to...

- turn your words into cash and make more money overnight
- uncover the "insiders guide" to copywriting success that will make you wealthy
- and so much more

Let's face it... **you know more about your business than anyone else will ever know.**

You also know you should be (could be) making a lot more money than you're making right now. **You're sales are falling way short of where you'd like them to be.**

You've tried everything and still end up frustrated. You're probably feeling so desperate for success you'll try just about anything if it will work.

**Stop!**

**Whatever you do don't use sales letter templates off the internet!**

Don't get me wrong...

**Knowing how to make money with the power of your pen or keyboard is a great feeling.**

I love it when a program I put together online or offline starts bringing in the bucks. I know of no other way to bring in cash so quickly and consistently (short of robbing a European bank for millions--and even then direct mail *still* can make more money).

In fact, direct mail sales total **over two trillion dollars annually.**

A slice of that "pie" should be yours.

So whether you're just getting started at writing direct mail copy or have been at it for years you've probably thought about using **free direct mail templates.** Or maybe you've been **scammed** by products that sounded like they would work, but didn't. I must admit, I have too.

Fortunately... after all these years of study I finally figured out how to force people to buy from you.

**Let me take a moment to explain the things you must do with your copy** if you want to **stop spinning your wheels trying to figure out what works.** I will also show you how to get your hands on direct mail templates and an "insiders guide" to copywriting success that will make you wealthy. But more on that in a minute.

First, lets talk about what you need to do with your copy if you want to make money just from the words you type on your computer keys.

First there's **failure avoidance.**

This is important because if you do the things guaranteed to lead to failure you have no chance for success.

Most failed direct mail attempts are the result of slaughtering any potential for **sales success** by violating most if not all of the fatal marketing and advertising mistakes that are disclosed in my Audio CD **32 Fatal Copywriting Mistakes Everyone Is Making And How To Fix Them**, which I will send you for **free.** But more on that in a moment.

## These Little Mistakes Are Costing Companies Billions

Other mistakes that kill any potential for sales:

- Sending a single letter and then sitting back crying because the mailing costs exceeded the income earned. The **majority** of your sales come from mailing multiple messages to each recipient, not just one letter. If you plan on mailing only one letter I suggest not mailing at all. Your profits will likely remain the same. Zero.
- Sending the letter to the wrong people. My goodness, this is so heavily violated that it should be the Eleventh Commandment: **"Though Shall Not Mail to Complete Strangers Who Have NOT Identified Themselves As Having A Connection With You Or A Prior Interest In What You Offer!"** Don't waste time mailing to an untargeted list. It won't work.
- And the Twelfth Commandment: **"Though Shall Not Put People To Sleep With A Boring and Passive Sales Message!"** -zzzz

## How To Create Direct Mail Copy That Sells

After you've eliminated those mistakes from your marketing you must next write content that is **compelling and interesting.**

Your message must **grab your readers by the eyeballs** and make it impossible for them to bat an eye for fear of missing **something juicy.** That's what effective direct mail copy does for you.

Here are steps to creating content that will **keep your readers glued to your sales letter:**

- Eliminate the 32 fatal mistakes that repulse readers from your message (mentioned above).
- Write compelling content that magnetically attracts readers like sugar water attracts humming birds--it's impossible for them to resist you.
- Use a powerful "hook" throughout your message. All great ads use a hook to set the ad apart from every other message that competes for the attention of the same market. The last thing a sales message should do is sound like every other ad that is out there. When it comes to marketing, sameness will kill your sales.
- Focus your message on benefits to your reader. Remember **W.I.I.F.M.**
- Use plenty of credibility statements.
- And most of all...

## ...PREACH TO THE CHOIR!

Communicate your message to people who *already* want what you're selling, or already have a predisposition to believing what you're saying.

It's easier to preach Jesus to Christians than to atheists. It's easier to persuade Buddhists to follow the ways of Buddha, than to get a Christian to do so.

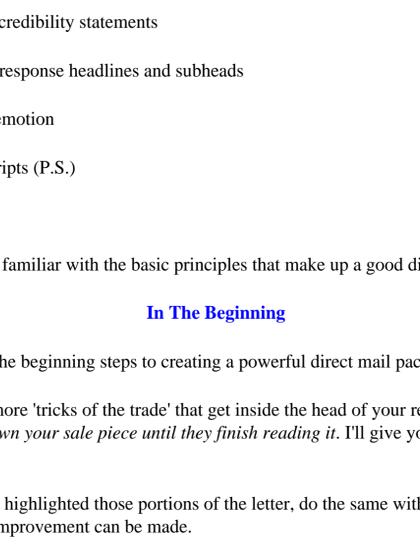
The same holds true to what you're selling. **It is far easier to sell to people who already want what you're selling** than to people who must first be convinced of the value of your product or service.

The secret to copywriting success is to **filter out those who don't have an interest and communicate only to those who do.**

This will help...

## Discover The Secrets For Turning Your Words Into Cash

Here's a **free sales letter example** for you to review.



Don't copy it word-for-word. That would be a copyright violation.

Instead, **print and read the free sales letter sample** and highlight these copy elements:

- the hook
- the offer
- the guarantees
- reason-why
- benefits
- authority and credibility statements
- sample direct response headlines and subheads
- subtle use of emotion
- use of postscripts (P.S.)
- urgency

...so you can become familiar with the basic principles that make up a good direct mail sales piece.

## In The Beginning

Those areas are just the beginning steps to creating a powerful direct mail package.

There are hundreds more 'tricks of the trade' that get inside the head of your reader and *prevents them from putting down your sale piece until they finish reading it.* I'll give you an example in a minute.

But first, after you've highlighted those portions of the letter, do the same with your direct mail pieces to see where improvement can be made.

By the way, if any of those copywriting elements sound unfamiliar to you or you need help applying them to your message then **I strongly suggest** you get your hands on the **only two direct mail copywriting training courses I recommend.** They're listed at the bottom of this article.

The materials in one of the courses helped a young man **earn over \$100,000,000 in only two years.**

By reading these two resources you **not only get a huge education in what actually works** in direct mail copywriting, but you also **get a collection of pre-written, copyright free sales letter templates** that you can use in any business -- even if you've never written a thing in your life.

And what's nice about this is you don't have to spend time studying the mechanics of a good sales letter to get this right. These direct mail templates and copyright free sales letter examples will instantly give you a strong sales letter that will pull in sales.

You also get complete instructions on **how to select a mailing list, writing powerful headlines, how to get your direct mail offers to make more money** more easily with magazines, calculating lifetime value of customers, **creating irresistible offers, how to write strong cash attracting guarantees,** and so much more that I just don't have the space to list it all.

If you're **serious about making direct mail work** you absolutely **MUST** add both of these tools to your library. I got them both and **I refer to them frequently.**

## The Proof Is In The Pudding...

Hey, do you remember I said, *"There are hundreds more 'tricks of the trade' that get inside the head of your reader and prevents them from putting down your sale piece until they finish reading it..."* ?

**Here's a copywriting secret** you won't find available to the general public. The human brain is designed to solve problems. If you give it a situation that is unresolved it will continue until that problem is solved or can be brushed or forgotten. It hates cliffhangers.

So if you want someone to **keep reading** what you have to say, you simply tell them something like, *"I'll give you an example in a minute. But first..."* then you go onto some other subject. I used three cliffhangers in this article. Did you catch them? Did you scroll to the bottom of the page to see if what I hinted at was there? Or did you keep reading all the way through?

Cliffhangers are designed to make you do that. Use them and your readers will be **forced to continue reading** or skimming until they find what you were holding out from them. Just like you did ;-) )

That's just one way to **guarantee** your message is read.

To get more copywriting "meat" I suggest you get the two copywriting guides and sales letter systems below. They will put money into your pockets. But don't just take my word on it.

Here are just three testimonials that can't be ignored:

"We used your 'letter system' to sell our coupon books. We targeted 1,600 local companies. We sent out our letters about 9 days apart. Our response: Letter #1, 7%; Letter #2, 8%; Letter #3, 3%; total response 18%! We sold 3,700 books and had a profit of \$26,000.00!"

"Although my company has a direct-mail program that I participated in, I had not developed any type of follow-up of my own. Using your system, I tripled my sales results and increased my referrals by 100%. Thank you!"

"Your materials have catapulted me out of a roach-infested, black and sorrowful dwelling! I'm now being referred to as 'one of North America's top sports artists' who's paintings belong to a dozen superstar athletes. I have an opportunity to market two of my lithographs for an estimated profit of \$500,000.00 in 1994. Six years ago, I was a homeless person living in a shelter for abused women. I keep your books next to my bed, beside Napoleon Hill's. You're a lifesaver!"

Listen. You can either continue surfing for "free sales letter templates" that don't work, or you can cut to the chase and start making money with your words now by adding both of these direct mail systems to your library. Either way it's your choice.

Yours In Success,

*Andre Bell*

**PS:** Here's the only serious resource I recommend for setting up and profiting from your very own direct mail business: [Direct Mail Marketing Course](#)

**PPS:** If you *get this item from the link above today*, send me a copy of your receipts and I will send you ALL of these **free gifts:**

- Over 101 sales letter templates you can immediately "swipe" to sell your products or services
- A free copy of my new copywriting Audio CD **32 Fatal Copywriting Mistakes Everyone Is Making And How To Fix Them** (and its printed transcript). **\$94 value for the two.** But you get them both **free** only when you order the above guide from me now.
- Four professional advertising critique certificates (\$250 value each, total value \$1,000).

You'll receive all of the above within 15 days after you order the direct mail guide from the above link. That's my way of helping you profit even more. And no, I am NOT the publisher of the [Direct Mail Marketing Course](#). I'm simply a copywriter who knows my job is so much easier when my potential clients read that guide. I personally bought that guide too (but no one gave me the free gifts you are getting from me).

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