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Formula for Writing a Winning Sales letter

By Peter Geisheker, CEO of The Geisheker Group Marketing Firm

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1. Use an easy to read font for your body text. Possibly the best font to use to get the most readership is the Garamond font used at the 12 point size (what I am using here). Never, ever use Sans Serif fonts like Arial for body text. Research studies have shown that using “rounded” Sans Serif fonts like Arial for body text will decrease readership by 5X or more! So, use the Garamond font for your body text.
2. Use left and right-hand justified columns as it increases readership by up to 2X.
3. Do not ever use ALL CAPS. It sounds like you are shouting and people hate it.
4. Use **bold text** sparingly. Too much bold decreases readership.
5. Be sparingly in your use of underlining words. Using it too much makes your letter hard to read and it annoys people. Using it sparingly to highlight important points is okay.
6. Write a powerful headline that offers a solution to a major problem – “How to make your car instantly get 18% better gas mileage with the revolutionary googliedoozer recommended by top auto mechanics”
7. Personalize the letter – Dear Mr. Smith... Never say “Dear Friend” or you tell the reader you are sending them junk mail.
8. In the opening 1-2 paragraphs you need to discuss the problem your product/service solves. Exaggerate the problem if needed. Make the person reading the letter really feel the problem and how the problem is hurting their life. Create an emotional response to the pain caused by this problem.
9. Body. Introduce the solution – the product or service the sales letter is marketing. Should be 2-3 paragraphs long and describe why the product/service is the best solution to this problem.
10. Include 3-5 bullet points of the benefits the product/service provides.



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11. Add 1-3 customer testimonials stating how well the product/service works for solving the problem being discussed. This is offering social proof of the quality of the product.
12. Make the offer and then make it better and tell people to order by a specific date – “Start getting better gas mileage today by ordering the Googliedoozer for only \$79.95. However, if you order by December 15, 2008, we'll knock \$20 off the price so you can get it for only \$59.95! Order today so you don't miss out as our supply is limited. To order, do this (call 800-123-4567, go to our website, other...).
13. Offer a guarantee. “We are so confident that the googliedoozer will make your car get 18% better gas mileage that we offer a 100% money back guarantee. Try it for 30 days and if you do not get 18% better gas mileage, send it back to us for a full refund minus shipping.”
14. Repeat the offer. Don't miss out, order today....
15. Close (Sincerely, John Scott, CEO, Googliedoozer Inc., phone, email, fax, etc.)
16. P.S. Reminder of the value of the offer and to order today. Should be in bold type.
17. If room, add more testimonials.
18. Let your letter sit overnight and review it and edit tomorrow.
19. Have some friends/colleagues read your letter to see if they understand what you are selling and how your product or service benefits the end customer.
20. Please send this document to all of your friends and colleagues in business so they can write more effective sales letters and grow their businesses. They will thank you!

Peter Geisheker's business and marketing expertise has been published in Money Magazine, Entrepreneur Magazine, FORTUNE Small Business Magazine, InfoWorld Magazine, QSR Magazine, The New York Times, The Washington Post, The Chicago Daily Herald, Wisconsin Corporate Report, MSNBC.com, CNNMoney.com, Yahoo Finance, Nation's Restaurant News, ELDR Magazine, Nightclub & Bar Magazine, DJ Times, Boston University's The Daily Free Press, Commercial Dealer Magazine, The Ottawa Citizen, and hundreds of business blogs.

For more information on how The Geisheker Group Marketing Firm can develop and implement a powerful marketing program for your company, please call us at **(920) 471-1638**. You can also contact us via our online email form at <http://geisheker.com/email.htm>

Make sure to sign up for Peter's FREE marketing tips email newsletter at
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