

# Instant Sales Letter Templates (Yanik Silver)

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### **Add More Subscribers to Newsletter**

Dear {Mr. Jones},

My name is Dr. {your name}. I'm a {your specialty} in your community, specializing in {service} and {service}. A friend of yours thought you would enjoy receiving the free monthly newsletter I publish.

It's informative, interesting and helpful

Because she thought you would benefit from my newsletter, I have arranged to send the next few issues to you with my compliments.

I really hope the five, ten or fifteen minutes you spend reading the newsletter every month will give you some valuable advice.

If after reading it you think I can be of service to you or your family, I would be pleased to talk about your particular situation.

You can call my office at (xxx) xxx-xxxx and speak to my assistant {your assistant's name} and schedule an appointment.

Sincerely,

{Your name}

P.S. If you are curious or would like more information about one of the topics mentioned in the newsletter you can call my office for a free comprehensive report.

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### Asking An Editor About Submitting Articles

Subject: {first name}...question about submitting  
articles

Hi {first name},  
I've been getting your {name} Ezine for some time now  
and wanted to ask what guidelines you had for article  
submissions.

I've been published in {prominent ezine name} and {name}  
several times (along with dozens of other ezines).

I really think your readers would enjoy and profit from  
the new articles I'm working on.

Thanks,  
XXXX

P.S. If you want to see a few of my past articles -  
check out: {link to your article page}

One of the best ways to get loads of traffic to your site is by submitting articles to various ezines related to your site. The first place you can start is by asking editors of ezines you regularly receive if they accept outside articles. Here's the exact email I've used with considerable success.

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**Autoresponder "7 Secrets Free Report"  
Delivered on Multiple Days (Part I)**

Subject: {first name} - your free report you requested  
Hi {first name},

Thank you for requesting the free report... "{Title}"

Inside this report you'll discover the secrets to  
{benefit or secrets you're sharing}. So let's get  
started...

=====  
"{7 Little-Known Secrets to xxxx}"

By {Your Name}

=====

-----

Secret #1:  
{Name of secret}  
-----

{Blah..blah..blah..blah}

This is absolutely critical! In fact, I cannot stress  
this enough but let's continue with secret #2...

-----

Secret #2:  
{Name of secret}  
-----

{Blah..blah..blah..blah}

~~~~~  
{Your Ad Goes Here}  
Click NOW ==> {http://www.yoursite.com}  
~~~~~

Now just by using these first 2 secrets you'll be way  
ahead of any of competitors...but wait, there's still

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more!

NEXT -- Emailed to you in 2 days will be 'Part II' of this special report on {your topic}. Find out:

Secret #3 - {name of secret}  
{Give benefit of learning this here}

Secret #4 - {name of secret}  
{Give benefit of learning this here}

=====  
And Still Coming Up In A Few Days:  
=====

Secret #5 - {name of secret}

Secret #6 - {name of secret}

Secret #7 - {name of secret}

See you on 2 days for part II!

All the best,  
{Your Name}  
{<http://www.yoursite.com>}  
{mailto:youremail@yourISP.com}

P.S. If you have a friend who would benefit from this report, please pass this on. Or they can get their own copy by sending a blank e-mail to...

{mailto:autoresponderemail@ISP.com}

Sequential autoresponders are a great way to get prospective customers familiar with you and your product. It usually takes more than one contact to make the sale. Use this model for a simple report about "7 Secrets" or "7 Mistakes" about your topic. It's very simple to create multi-day autoresponder by breaking up good information over several days. My favorite autoresponder system right now is [available](#)

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[here](#) (they give you unlimited messages and all kinds of great features).



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**Autoresponder "7 Secrets Free Report"  
Delivered on Multiple Days (Part II)**

Subject: {first name} - Here's part II of the free report you requested

Hello Again {first name},

It's time for Part II of your free report... "{Title}"

I hope that you have been considering how to use the first few secrets you were presented in the first installment.

And now let's keep going...

=====  
"{7 Little-Known Secrets to xxxx}" Part II

By {Your Name}

=====

-----  
Secret #3: {Name of secret}  
-----

{Blah..blah..blah..blah}

But there's still more - let's continue with secret #4...

-----  
Secret #4:  
{Name of secret}  
-----

{Blah..blah..blah..blah}

-----  
Secret #5:  
{Name of secret}  
-----

{Blah..blah..blah..blah}

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~~~~~

{Your Ad Goes Here}

Click NOW ==>>>> {http://www.yoursite.com}

~~~~~

NEXT - In 2 Days you'll receive 'Part III'  
(the final part) of the "{Report Title}" free report.  
When you get it you'll find out:

Secret #6 - {name of secret}

{Give benefit of learning this here}

Secret #7 - {name of secret}

{Give benefit of learning this here}

See you then!

{Your Name}

{http://www.yoursite.com}

{mailto:youremail@yourISP.com}

P.S. If you have a friend who would benefit from this report, please pass this on. Or they can get their own copy by sending a blank e-mail to...

{mailto:autoresponderemail@ISP.com}

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## **Autoresponder "7 Secrets Free Report" Delivered on Multiple Days (Part III)**

Subject: {first name} - The final part of your free  
report

Hi {first name},

Welcome back. It's time for Part III of the free special report you Requested... "{Report Title}"!

This is the last part of the report (but hopefully not the last time you hear from me - I'll tell you all the details at the end of this message).

Now, onto the final secrets...

=====  
"{7 Little-Known Secrets to xxxx}" Part III

By {Your Name}

=====

-----

Secret #6:  
{Name of secret}

-----

{Blah..blah..blah..blah}

However, in order to effectively use secret #6 you've got to know our last secret...

-----

Secret #7:  
{Name of secret}

-----

{Blah..blah..blah..blah}

~~~~~

{Your Ad Goes Here}

Click NOW ==> {http://www.yoursite.com}

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~~~~~

That wraps up your free report on {Report Title}. Simply by knowing and applying these little-known secrets you'll be 99% ahead of any competitor.

I hope you've enjoyed it.

Here's to your success,  
{Your Name}  
{<http://www.yoursite.com>}  
{mailto:youremail@yourISP.com}

P.S. If you have a friend who would benefit from this report, please pass this on. Or they can get their own copy by sending a blank e-mail to...

{mailto:autoresponderemail@ISP.com}

P.P.S. Would like to be kept updated on the latest and most original ideas in the {your industry}? If so, you need to subscribe to our {Ezine Name} Ezine. To subscribe just send a blank email to...

{mailto:subscribeaddress@ISP.com}

Trust me, after reading a few of the comments below from subscribers I know you won't want to miss a single issue.

"Testimonial about Ezine"  
{Name}  
{City, ST}

"Testimonial about Ezine"  
{Name}  
{City, ST}

It's easy to subscribe just send a blank email to...  
{mailto:subscribeaddress@ISP.com}

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### *Create Qualified Leads*

# **Give Me 12 Minutes And I'll Show You How To {Save 5000.00 On Your Computer Maintenance And Make Your Entire Office More Productive (Benefit of your service or product)}**

Dear {Mr. Prospect},

I'd like to make you a deal.

If you give me just 12 minutes of your time (you can time it), to make a free analysis of your company, I'll show you how to {save thousands on your computer maintenance} and {get your whole office more productive}. Then, if at the end of those 12 minutes you believe I've wasted your time, I'll hand you over a gift certificate to {restaurant or store} for your trouble.

Is that fair, or what?

Have you ever heard of a guarantee on an appointment? Probably not. But since what I have to share with you about our {service/product} is so unusual and so revolutionary - I feel perfectly safe making this extraordinary guarantee on our free analysis.

So what's so special about our {service/product}? Well, I'll let a recent client tell you:

{"testimonial, mentioning incredible results, service, price, etc."}

And we get comments like these everyday from dozens of companies, just like yours. And I'll show you how you can get similar results if you give me just a few minutes to explain our {product/service's name}. Remember, I guarantee the 12 minutes you spend with me will be extremely profitable and productive for your company.

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To schedule an appointment, just pick up the phone and call me at {your number} today. I guarantee you'll be impressed.

Sincerely,

{Your Name}

P.S. As another incentive for meeting with me, I have reserved a copy of our new special report, entitled: "How to Avoid The 10 Most Common Mistakes Choosing A {Computer Maintenance Firm} ". It's yours absolutely free.

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### Creating Links to your Site

Subject: {first name} - your site

Hi {first name},

I ran across your {www.theirsite.com} web site last night and I found {some comment about their site} terrific. I also noticed you had a page for recommended web sites. That's why I wanted to let you know a little about our web site, {www.yoururl.com} , I put it together to help people {talk about what visitors to your site would learn}.

I know visitors to your site would really enjoy this unique information on our site. And adding a link to our site will make your comprehensive site would be even better.

Here's the link (and the HTML code) you can use:  
{insert link URL and HTML code}.

I'd be happy to create a reciprocal link to your site also. In fact, I've already put one up here:  
{insert link URL where you created their link}

I'm sure both our visitors will benefit greatly from this. Actually, I've found that by trading links with other websites we have been able to increase traffic significantly for everyone.

Thanks, {Your Name}

Use this template to send to web site owners in your target market to create reciprocal links. Please do not 'spam' this letter to everyone by using some program to gather email addresses off web sites. You will find this to be counterproductive and could end up getting you in a lot of trouble. Spend time hand picking who you want to send this invitation to. To find a site owner's first name you can use a whois

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lookup at: <http://www.betterwhois.com/>



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### **Endorsement of New Product (an Affiliate Link) To Past Customers**

Subject: {first name} - New Resource you should know about

Hi {first name},

As a past user of {your product or service} I thought you would want to know about a new resource I've just discovered...

I've just ran across a new product that can help you {benefit of new product}and positively blow the lid off anything you've tried before.

It's called "{product name}" by {author's name or company's name} and check out what a few customers have to say about it:

{"Testimonial"}  
{Testimonial's name}  
{City, ST}

{"Testimonial"}  
{Testimonial's name}  
{City, ST}

{"Testimonial"}  
{Testimonial's name}  
{City, ST}

With comments like these I suggest you check out the {product or service name} for yourself.

And there's absolutely no risk because it comes with a 100% money-back guarantee for one full year - so if the {product or service} didn't work you can be sure they wouldn't have such a powerful guarantee.

Plus, for a limited time you'll get 3 free bonuses, including the "{bonus name}". This bonus alone is worth many times your investment.

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To find out more about this terrific new resource, click here:

==> {<http://www.youraffiliatelink.com>}

Enjoy!

{Your Name}

Use this template to send to past customers or people on your opt-in list endorsing a new product that you are an affiliate for. You'll increase your response if you also put in a personal story about how you've used the product or service yourself.

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### Article Submission To Ezine Editors

Subject: {First Name} - New Article For Your  
Consideration

Dear {First Name},

Here is a new article for your consideration. I'm sure readers of your {ezine name} ezine will find the unique information from "{title of your article}" extremely useful.

Allow me a quick introduction. My name is {your name} and I'm the {author of or creator of \_\_\_ (give a little background why you would be the expert\_\_\_\_)}.

Please feel free to publish the article below along with my Resource box. Also, I'd greatly appreciate a courtesy copy when it goes out.

Thank you for the opportunity to contribute to your publication.

Best regards,

{Your Name}  
{youremail@yourISP.com}

--- Personal Details:

Name: {Your Name}  
Company: {Your Company}  
{Your Mailing Address}  
Phone: {xxx-xxx-xxxx}  
URL: {www.yourURL.com}

Article: "{Title of Article}"

Article size: {xxx} words (body)

=====  
=====

Article Begins Here (pasted in the body of the email)

=====  
=====

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=====

This is the template I used when I send out articles for inclusion in other Ezines. If you're providing an informative article (about 500-700 words) you should have no problem getting published. Be sure to paste the entire article in the body of your email and make it is formatted for no more than 65 characters per line. Start putting together a database of Ezine editors that accept articles in your area of expertise. The best place to look is [The Directory of Ezines](#) and [Top Ezine Ads](#)

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### Information Letter

**<"Hot Testimonial">  
Well-known person**

*Stop Putting Up With [Annoying Task]...*

**"Here's How You Can Quickly and Easily Get  
[Benefit] Guaranteed To [Outcome they  
want]... Without [Annoying Problem]!"**

Dear Friend,

How much is [product/service] worth to your business?

Suppose you could [take an easy step] and [get the compelling benefit they're looking for].

Imagine... [help them picture the ideal situation].

Sounds too good to be true?

Well, it isn't if you have the right [tools, resources, etc].

Think about it. A is the most powerful [employee, skill] [you could ever hire/learn, etc] . [Explain why it's so wonderful]. Simply put, [reiterate how great the magic bullet is].

**But Creating That [Magic Bullet] Is The Hard Part...**

It could take you years and can cost you a small fortune to figure out just the right combinations that make some [magic bullets] work - while others fall flat on their face.

But instead of knocking yourself out trying to come up with just the right [what they're looking for], you can now have it inside a new [product] called:

**"[Name of Info Product]"**

At last! Every [benefit they wanted] is here.

But don't take my word for it, here's what customers from all over the country are saying about this unique {your info category} system:

{"Testimonial"}

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{"Testimonial"}

{"Testimonial"}

I know you're probably still skeptical and a bit on the conservative side, but think about this - if you keep doing the same things over and over again - you'll only succeed in getting the same results. That's why I want to let try out my proven marketing system - completely and totally risk-free! (I'll tell you about my unique guarantee in a moment.)

### Which Of These Powerful Secrets Could You Use To [Benefit]?

[Bullet]

[Bullet]

[Bullet]

[Bullet]

[Bullet]

[Bullet]

[Bullet]

[Bullet] plus, lots more

### Okay, So What's The Cost For This Incredible Resource?

Well, realize that this [whatever your product is] could easily sell for [hundreds/thousands] of dollars. In fact if you asked a top [expert] , like myself, to produce [your product] for you, you'd be charged in the neighborhood of \$xxxx to \$xxxx, not including [some additional charge].

(I currently charge a minimum of \$xxxx.xx for [job/service, etc] . So at bare bones minimum you're getting thousands and thousands of dollars worth of [whatever it is]at your disposal.

But I'm not going to charge you anywhere near that amount or even my minimum project price. **In fact, your total investment for [restate what they're getting] is only [\$xxx.xx]**

So what's the catch? Why am I practically giving this resource away?

Well, it's really quite simple. [Explain reason why].

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**[#] FREE Bonuses For Ordering By Midnight [[Deadline Date]]**

**Free Bonus Gift #1: {Explain Bonus and give value}**

**Free Bonus Gift #2: {Explain Bonus and give value}**

**Free Bonus Gift #3: {Explain Bonus and give value}**

Together these [#] free bonuses are worth more than [double/triple, etc.] your investment in the **[Info Product Name]** -- but they're all yours absolutely free when you order by midnight [[deadline date]].

### **100% Risk-Free Guarantee:**

Your success in using [product] is completely guaranteed. In fact, here's my 100% Better-Than-Risk-Free-Take-it-To-The-Bank Guarantee:

**I personally guarantee that if you [state guarantee].**  
**If after a full 12 months, you honestly believe I haven't delivered on this promise then let me know and I'll issue you a prompt and courteous refund. Plus, the free bonus gifts are yours to keep regardless, just for your trouble.**

Is that fair or what?

That means you can try out all the [material] at my risk, while you see if they work for you or not. And if they don't produce, I honestly want you to ask for your money back. And I'll let you keep the free bonus gifts as my way of thanking you for giving [your product] a try.

There is absolutely no risk, whatsoever on your part. The burden to deliver is entirely on me. If you don't produce immediate profits using these instant sales letters then I'm the loser, not you.

Look at it this way -- \$xxxx is really a painless drop in the bucket compared to the money you're going to waste on ineffective [whatever they're currently doing] this year. That's why...

**You Really Can't Afford Not To Invest In  
These [Your Product]!**

It's easy to get started right away. Just [order instructions:,b>click here/call/fax/mail, etc]

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Get ready to [big benefit they want].

Sincerely,

[Your Name]

**P.S. Just think! You'll never again suffer through the pain and hassle of [big pain or hardship they're having].**



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### Bribe Letter

Attention {Your Target Market}:

#### "Introducing A Quick and Easy Way to {Big Benefit}...100% Guaranteed"

Dear Friend,

In the next few days, with your permission, I'm going to send you the all new "{Great, Highly-Desirable Product}" -- absolutely FREE!

This {manual, diskette, etc. whatever it is} (that normally sells for \$xxxx) is filled with everything you need to start {gaining a big benefit}.

Inside you'll get {what's inside the highly-desirable product}. And I'm going to hand it to you on a silver platter...

Okay, so why would I be willing to send you such a valuable gift for free?

Well the answer is quite simple: It's a bribe!

A good natured bribe to convince you to take a look at my breakthrough system called: "{Info Product Name}."

This complete {whatever it is} system is unlike anything you've ever been exposed to before.

Imagine never having to worry about your {worry your product solves}. Think how great it would be to know {ultimate outcome they want} ...while you simply relax and {do some leisurely activity}.

{"Testimonial"}

{"Testimonial"}

{"Testimonial"}

Even with all these positive comments, I know you may still be skeptical (I probably would be too). That's why I want to make it so easy for you to put my entire system to work for you - totally risk-free (I'll explain my bold guarantee in a moment).

But first, let me share with what you'll get inside the complete "{Info Product Name}" program...

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**Here are a few little-known secrets you'll discover inside this huge reference guide:**

*(You might want to grab your highlighter and see how many of these powerful secrets you could apply right away):*

{Bullet}  
{Bullet}  
{Bullet}  
{Bullet}  
{Bullet}  
{Bullet}  
{Bullet}  
{Bullet}  
{Bullet}

And this is just the tip of iceberg. Here's what else you'll find out:

{Bullet}  
{Bullet}  
{Bullet}  
{Bullet}  
{Bullet}  
{Bullet}  
{Bullet}  
{Bullet} and much more...

**Any One Of These Strategies Could  
Literally Be {Worth Thousands} to You...**

Now before we go on, I'm sure you probably have some unanswered questions and concerns. So here are some of the most common:

**Q."**{Commonly asked Question, objection or concern #1}"

**A.** {Answer}

**Q."**{Commonly asked Question, objection or concern #2}"

**A.** {Answer}

**Q."**{Commonly asked Question, objection or concern #3}"

**A.** {Answer}

**Q."**{Commonly asked Question, objection or concern #4}"

**A.** {Answer} This seems so simple...just consider how much {money/time savings, etc} is it worth to you if my system simply {did what it was supposed to do}?

You see, my system contains absolutely everything you need to

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start {whatever they want to do}, almost overnight. Just about everything is already done for you.

### **"Okay, So How Much Does All Of This Cost?"**

Well, realize that this {whatever your product is} could easily sell for {hundreds/thousands} of dollars. In fact if you asked a top {expert}, like myself, to produce {your product} for you, you'd be charged in the neighborhood of \$xxxx to \$xxxxx, not including {some additional charge}.

(I currently charge a minimum of \$xxxx.xx for {job/service, etc}. So at bare bones minimum you're getting thousands and thousands of dollars worth of {whatever it is} at your disposal.

Look, there's no need to reinvent the wheel. Everything is ready for you, completely turn-keyed, and all laid-out for you step-by-step.

Now maybe you think this whole thing will cost you a fortune...but listen to this:

**Your entire investment in this entire system is only \$xxxx!**

Your investment is tiny compared to the {moneymaking/money saving, etc.} potential it has for you.

**But wait there's more...If you order in the next 10 days, you'll also get {#} more free gifts worth almost {double/triple, etc.} the cost of this entire system:**

**Free Bonus Gift #1: {Explain Bonus and give value}**

**Free Bonus Gift #2: {Explain Bonus and give value}**

**Free Bonus Gift #3: {Explain Bonus and give value}**

Together these {#} free bonuses are worth more than {double/triple, etc.} your investment in the **{Info Product Name}** -- but they're all yours absolutely free when you order by midnight {{deadline date}}.

### **Okay, so why am I being so generous?**

Simply put: I know once you experience all the {benefits} you're going to receive from this system, you're going to be a loyal and eager customer (and hopefully you'll even tell your friends and colleagues).

I believe the only way to build a great business is to over-

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deliver.

**And that's why you also get a 100% risk-free, one year money back guarantee!**

Here's how it works: Try "**{Info Product Name}**" for one full year.

Then after putting my techniques to the test for 12 full months, if you don't think this system is worth at least 10 times the amount you paid, I'll buy it back from you! And the bonus {everything included} and all the other free gifts are yours to keep no matter what! Is that fair or what?

Re-read the above paragraph for loopholes if you like. You won't find any. This money-back guarantee is absolute. **Either it works for you or it doesn't. You are the sole judge and jury.**

That's all there is to it!

The worst that can happen is you come out over \$xxxx.xx ahead just for taking a peek. There's no absolutely no way you can lose, even if you do want your money back.

But the truth is that once you start applying these secrets **you'll probably never want your money back because "**{Info Product Title}**" is probably the greatest gold-mine of {whatever you're giving them} ever crammed into one manual -- See if I'm right!**

Now, there's just one more thing -- it could be important. If you're paying by credit card, you can pay in{#} easy payments spread 30 days apart!

**That's Just {#} Easy Payments of  
Only \$xxxx for the Entire System**

**Look, if you are at all serious about {benefit they want to gain}...then you can't overlook this risk-free opportunity to {get the outcome they want}.**

Your investment is peanuts compared to all the money you're **probably going to flush down the toilet on ineffective {whatever they're doing now}** that just doesn't work. *So that means...*

**You really can't afford not to invest in this system!**

Don't put this off. While all of this is fresh in your mind, do yourself a favor and call my office right now to sign up. **Just dial 1-800-xxx-xxxx.**

**Or simply fill out the Action form and fax it, anytime, 24 hours**

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**a day, to xxx-xxx-xxxx.**

So before you put this aside take action now -- chances are too great you'll forget about all the immense potential this system can bring you.

More {what they want} are just around the corner.

Sincerely,

{Your Name}

P.P.S. Don't forget you must order within the next 10 days to get your free "**{Original Free Bribe Gift}**" (a \$xxxx value) plus well over <>in free gifts!

P.P.P.S. Want another reason, how about this - your entire investment in this system is 100% tax deductible (ask your tax advisor).

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### Joint Venture - Free Offer

Dear {Mr/Mrs. business owner}: ,

I have a rather unusual proposition for you.

My name is {Your Name} and I'm a {your occupation} right here in {your city} since {date you opened}. During this time I've been lucky enough to serve {#} {customers/families}.

Just recently I was thinking of a way to market my {business/practice} in a cost-effective manner. And I realized I could do something that would be an excellent opportunity for you to gain enormous goodwill from your {clients/customers} while we both benefit.

I am in the position to let you give your clients a very valuable service from me which will greatly endear your clients to you without costing you a dime.

Let me explain.

I would like to send a letter coming from you giving your clients a coupon for a free {product/consultation/service} with me. During this time I'll thoroughly {explain benefits of free gift} This service normally costs {\$xxxx}.

Don't you think that would be a great thank you gift from you?

And it will not cost you a dime or take any of your time. In fact, I will pay 100% for all the postage and printing. Plus, I'll write the entire letter for you and you can have complete editorial control of it.

Please remember, this will in no way take away or be competitive with your services. I just figured it would make an excellent gift you can give away to your clients for their business and a way for me to get more people into my {business/practice}. There are no strings attached and your clients have no obligation to ever use

## Instant Sales Letter Templates (Yanik Silver)

my {product/services} again.

If this sounds like a good idea (and it really is), I'd be happy to give you a free {product/consultation/service} so you can see for yourself how great this {product/service} really is.

Just call me at {xxx-xxx-xxxx} and I'll explain everything in full detail.

Sincerely,

{Your Name}

## Instant Sales Letter Templates (Yanik Silver)

### MLM Opportunity introduction

Dear {first name},

Your name was given to me by a colleague who thought you would be interested in this special opportunity. If you're looking for a way to become financially free, end your money worries, and create a recurring residual income then please read this private invitation very carefully.

Let me introduce myself. My name is {your name} and I'm an associate for {name of company/program}. Maybe you've **heard of them. {Company/Program} is a multi-national {x} {billion/million} dollar producer of {product/service}, {product/service}, and {product/service}.**

And that's why I'm writing.

You see, right now there are a limited number of positions available to represent {company/program}. I can only accept a select few highly motivated individuals who are looking for financial independence. And I thought you may qualify.

This is not some pie in the sky scheme. It doesn't involve chain letters or anything illegal. And this is definitely not some get rich quick scam but a chance for honest, hardworking individuals to build a personal fortune. The bottom line is: I have discovered the perfect system for creating residual income month after moneymaking month.

Although I cannot guarantee your income, I can tell you that I personally know of several associates that are earning as much as {\$xx,xxx}, {\$xx,xxx} and even {\$xxx,xxx} each and every month. In fact, just last month I earned {\$xx,xxx} from the program working only a few very part-time hours a week.

I can't explain everything in this letter because of space limitations but if you give me just 10 minutes



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over the phone (or in person) I can tell you all about it. And I can promise you there will not be any pressure whatsoever to join. (Frankly, I have so many interested applicants that I don't need to pressure anyone.)

If you're interested in finding out if this unique opportunity may be for you - please give me a call at {xxx-xxx-xxxx}. Or, you can email at: {youremailaddress@ISP.com}.

What's the worst that can happen? You and I speak for 10 minutes and then you decide this really isn't for you and we part as friends. Or, you spend 10 minutes and find out if this really is the wealth creating opportunity you've been looking for?

Sincerely, {Your name}

P.S. With my busy schedule I can only personally work with a select number of new associates so please give me a call as soon as possible at {xxx-xxx-xxxx}.

P.P.S. One definition of insanity is doing the same thing over and over again and expecting different results. So unless you decide to do something different you will never achieve what you truly deserve. If you've been looking for a way to create wealth, achieve financial independence and finally get out of the 9 to 5 rut you owe it to yourself to give me a call. I can guarantee you that if you put this aside to "think about it" my limited available slots will be spoken for and you won't be any closer to your financial goals.

Note: The psychology behind letter is that a colleague referred them to you. It doesn't matter if a colleague referred them or not because it will still work.

## Opportunity introduction#2

Dear {first name},

### **Do You Have What it Takes to Retire Wealthy and Be Financially Free?**

Answer this simple quiz to find out:

1. **Would you be willing to work a few hours a week on a proven system guaranteed to bring you recurring streams of income?**
2. **Do you enjoy working once and making money over and over again?**
3. **Are you a leader that says "I can do it" instead of wishing things would get better?**
4. **Do you have an open mind to listen to new opportunities before you discount them?**

5.

If you can honestly say "yes" to these 4 questions you'll find this letter extremely important to your future.

There are only 2 things required to achieving financial freedom.

The right attitude is the first part and you've already demonstrated you've got that. The other part of the puzzle is the right opportunity and that's the reason I'm writing to you...

My name is {your name} and I wanted to share with you the most startling moneymaking discovery I have ever found. (Actually, stumbled across is more like it.)

I've spent years looking for legitimate business opportunities that the "average Joe" could profit from but I've always managed to come up short. I bought all

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kinds of tapes, distributorship, and plans with absolutely nothing to show for my effort. But one day my friend {friend's name} asked to me to check out a new home-based business he'd found.

To say I was skeptical would be an understatement but I **finally agreed to take a look at it just for {friend's name}'s sake.**

What I found out completely blew me away!

I'd never seen a faster, simpler way to start generating immediate streams of income.

I tried it out and after just {number} days I was earning enough to sock a little extra away in my retirement plan and go on that vacation I'd been promising my wife for years. The best part is it doesn't require much time, there's no selling and nearly zero risk. It's so simple, I believe almost anyone can do it.

Listen, I'm sure you're probably skeptical (just like I was) but it took my friend, {name} to twist my arm and finally turn me on to this incredible opportunity.

And I'd like to do the same for you...

That's why I'm put together a special information packet that explains everything in full detail. I'll tell you all about my story and this program. How it's given the freedom to do what I want. To spend more time with my family. Travel. And just enjoy life.

There's no-obligation and I promise no one will bother you with annoying phone calls. To get you copy of this important information packet rushed out to you simply call my office at {xxx-xxx-xxxx} or send an email to: {email@isp.com}.

Best, {Your name}

P.S. One definition of insanity is doing the same thing over and over again and expecting different results. So

## **Instant Sales Letter Templates (Yanik Silver)**

unless you decide to do something different you will never achieve what you truly deserve. If you've been looking for a way to create wealth, achieve financial independence and finally get out of the 9 to 5 rut you owe it to yourself to give me a call. I can guarantee you that if you put this aside to "think about it" you won't be any closer to your financial goals.

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## *Monthly Re Order Letter*

### **Announcing A Quick And Easy Way To Get Your Monthly Supply Of {Your Product}**

Dear {Mr./Mrs. Customer},

If you're like most of our customers, you're too busy tackling tough projects, keeping everything organized, and dealing with that knucklehead in your department to remember about your company's supply of {your product}.

It's just too easy to forget ordering {your product} until you desperately need it. And that's why I'm writing. I think I've come up with a solution that'll be a benefit for both you and me, plus give you once less thing to stress over.

Let me explain.

Instead of taking time from your busy schedule to call our company with your standard order of {your product} I'd like to set you up on our new {Automatic Replenishment Plan}.

Here's how the program works: Every month you'll be sent a month's supply of {your product} for only {\$ xxxx.xx per month}. (That's a savings of {10%} off the regular price you currently pay.) This amount will be conveniently billed to your account when your shipment goes out. But don't worry, you can cancel anytime or change the shipment frequency.

Now here's the reason why I'm willing to do this: First, if I get your commitment for regular monthly shipments I can more accurately anticipate my inventory. And since I can forecast my stock requirements I can buy in greater volume - therefore saving you and me money.

Remember, there is never any obligation to continue on

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this program. It's simply a convenient way for you to have one less thing to worry about every month. Plus, as always, you are backed by our no-questions asked, 100% satisfaction guarantee. If you're not completely satisfied with {your product} you can return it for a full refund of every penny.

Since I'm only trying this out as an experiment I will need your answer right away. Even if your response is no, I'd appreciate your candid feedback.

So before you put this letter down and forget about how **simple and easy it'll be to get your shipment of {your product}** regularly delivered to you, without the hassles and headaches of ordering it over and over again -- call my office at {xxx-xxxx} and ask for extension 23.

As always, thank you for your continued business.

Sincerely,

{Your Name}

**P.S. Now you can get your shipment of {your product}** automatically shipped to you exactly when you need it and you also save {10%!}

## Instant Sales Letter Templates (Yanik Silver)

### Newsletter Renewal

#### Renew Now and I'll PAY for your subscription!

Dear Subscriber,

Believe it or not, your subscription to the **{Your Newsletter's Name}** has ended and unless I hear from you this will be your last issue.

That's why I want to pay for your renewal. Here's how I can do it:

If my advice for using {x} and {y} effectively and consistently gets you increased response rates over anything you've done before, the revenue from just one additional customer will easily pay for your subscription.

If I can show you how to ignore the so called "conventional wisdom" of our profession, and listen to what your customers really want, your increased revenue would easily fund your subscription renewal.

If I can keep you generating more and more referrals using simple strategies, you'd make back the subscription in less than a day.

If through the pages of the **{Newsletter Name}** you find out how to avoid the critical mistakes that spell disaster for any business, your savings would easily pay for your subscription, many times over.

Of course, I could go on and on, but I'm sure you get the idea. Each month, you'll get hard hitting, directly useable {x} ideas and more profitable ways to increase your revenue. And of course you'll stay updated on unique "subscriber only" opportunities:

New {product or service}.

Upcoming {events}.

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Plus new and exciting stuff you don't even know about yet!

All these things are not available to anyone else except subscribers. And only by remaining an active member can you get in on these great ideas. So don't let your subscription expire!

Let me pay for it by the savings and additional revenue you'll generate applying my advice. Renew today by filling out the enclosed renewal subscription form or by calling 1-800-xxx-xxxx. Do it today!

Sincerely,

xxxx

P.S. Just think. One additional customer pays for your subscription many times over. Don't miss a single information-packed, patient-producing issue. Act now!



## Instant Sales Letter Templates (Yanik Silver)

### Reactivate Old Customers

Re: Priority Code - {your tracking number}

Dear Mr/Mrs.{client last name},

#### **"I've Got A \$50.00 Reward For Your Next Order!"**

You know we were so pleased when you favored us with your business {six months ago}, but you haven't bought again since. And honestly, my manager and I were completely confused and perplexed. That's why we've decided to do something about this.

If there was something wrong with your last order, or if you weren't pleased with our service, or if you couldn't get the right answers from tech support, or anything else-please tell me because I want to know so I can fix it.

However, if that wasn't the case and you've been meaning to give us a call for your {product/service you provide} and it's just slipped your mind, then I want to give you a little friendly "push".

In order to prompt you to patronize us with more business I'm giving you a \$50.00 credit good towards your next order. No strings attached, no minimum order requirements and no obligation to buy from us again.

#### **Why Am I Doing This?**

Simply put, I just want to be able to serve you again and I know from experience that once most companies start to buy once or twice from our company they'll continue buying over and over again. Of course not all the time, but enough so that I can afford to give away \$50.00 in {free goods/service} to you.

Now here's all you need to do to use your credit with us:

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1. Call xxx-xxx-xxxx to place a risk-free order for anything in our product line.
2. Give the operator your special "priority code number" (found at the top of this letter).
3. Your invoice will arrive with \$50.00 automatically subtracted from the total.
4. Then if you're not completely satisfied for any reason, simply return the product within 30 days for a full 100%, no-questions asked refund or replacement.

I know you have lots of choices when purchasing {your product/service} and that's why I'm giving you \$50.00 "on the house" for the opportunity to put us through the ringer. Let us prove to you we deserve your business.

One important point: This savings voucher expires {date - not more than 30 days away} and then this special one-time offer will be all over. So don't miss your chance to get \$50.00 in free {goods/service}.

I look forward to welcoming you back as a regular customer again.

Best regards,

{Your name}

P.S. Use this letter just like a \$50.00 "welcome back" check towards anything you order. Don't worry, there are no strings attached, no minimums and no obligation to use us in the future. "

## Instant Sales Letter Templates (Yanik Silver)

### Recruiting Affiliates (And Sub Affiliates) To Your Program

Subject: {first name} - New idea for you

Dear {first name},

I found your {Site Name} site the other night and I was quite impressed. I especially liked your {Comments about what you liked}. The reason I'm writing is to introduce a proposition that could provide a great deal of profit to you with absolutely no risk.

Let me explain.

My name is {your name} and I'm the {creator of a new site that helps \_\_ (target) \_\_ create \_\_ (benefit they get) \_\_}. It's at: {your website link or affiliate link} and if you visit, you'll see that it seems very complementary to what you offer.

In fact, here's the password for you to review our product for yourself:

Login: {login}

Password: {password}

I think you'll agree this product could create another source of revenue for you while providing a valuable service to your customers. We've just setup an affiliate program where you earn {XX}% commissions anytime your referrals buy. Plus, you also earn a {X}% on any second tier affiliates.

You can find out all the details at:  
{direct link to affiliate sign up}.

Or, if you'd like to discuss this with me personally you can call me anytime, toll free at {1-800-xxx-xxxx} or email me -mailto: {youremail@yourISP.com} and I'll explain everything in full detail.

I look forward to working with you.

Sincerely,

## Instant Sales Letter Templates (Yanik Silver)

{Your Name}  
{your Web Site link}  
mailto: {youremail@yourISP.com}

P.S. We've already received a tremendous response from a few of our first affiliates. Last month we sent checks for {\$200.00, \$400.00, even up to \$775.00}.

Use this template to send to web site owners to sign up for your affiliate program (or as a sub affiliate under you). Please do not 'spam' this letter to everyone by using some program to gather email addresses off web sites. You will find this to be counterproductive and could end up getting you in a lot of trouble. Spend time hand picking who you want to send this invitation to. To find a site owner's first name you can use a whois lookup at:  
<http://www.betterwhois.com>

Instant Sales Letter Templates (Yanik Silver)

**FREE Polo Shirt -- Referral Activation Form**  
**Fax Today To: xxx-xxxx, Anytime 24 hours**

( ) Yes, I think I know someone who could benefit from your {product/service}.

Please send me my free 100% cotton, pique polo shirt once they place their first order.

Your Name:

-----

Address To Send Shirt To:

-----

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip  
Code: \_\_\_\_\_

Size: ( ) Large ( ) X-Large ( ) XX-Large

Color: ( ) White ( ) Navy ( ) Forest Green ( ) Red ( ) Black

Referrals:

Contact Name: \_\_\_\_\_  
Business Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_

Contact Name: \_\_\_\_\_  
Business Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_

Contact Name: \_\_\_\_\_  
Business Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_

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Contact Name: \_\_\_\_\_  
Business Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_

{Your Company Name, Logo, Etc.}

## Instant Sales Letter Templates (Yanik Silver)

### Request for Testimonial

Dear {Patient/Client},

As I was looking over our {patient/client} files the other day, I noticed you were one of my best {patients/clients}, and I wanted to write to ask you a favor.

I'm in the process of putting together a list of testimonials - a collection of comments about {our services} from valued {patients/clients} like yourself.

Would you take a few minutes to give me your opinion on our {services}? There's no need to dictate a letter - just jot your comments on the attached form, sign it and send it back to me.

If you'll be kind enough to give me your comments, I'll be pleased to return the favor by sending you a FREE {gift with high perceived value but little hard cost (like a report)}.

I look forward to learning what you like about our {practice/firm}, but I also welcome any suggestions or criticisms you have.

Thanks so much for your time.

Warmest regards,

{Your Name}

P.S. Extra Bonus: Whoever sends in the best success story will also get a FREE {better gift with higher value}.

Instant Sales Letter Templates (Yanik Silver)

**TESTIMONIAL FORM**

**Please Return To:**

**{Your Practice/Firm's Name}**

**{Your Address}**

Please write your comments and/or success stories and sign  
below:

{Your Practice/Firm Name} has my permission to quote  
from my comments and use only my name and city in  
testimonials. I understand you will NOT give or publish  
my name with my address or phone numbers to anyone!

Signature:

\_\_\_\_\_

Print Name:

\_\_\_\_\_

City: \_\_\_\_\_

Date: \_\_\_\_\_



## Instant Sales Letter Templates (Yanik Silver)

### Special Announcement to Opt In List

Subject: {first name} - Special Announcement

Hi {first name},

This is one of those rare occasions when I had to send a special announcement besides the regular newsletter you receive.

Here's what this is all about...

Just last week I was on the phone with my friend Ken (his company runs my web sites) and he gave me a great marketing idea that he gleamed from a recent issue of {name}'s newsletter.

Maybe you've heard of {name}. Well, I also heard his name kicked around here and there but never really paid much attention because I figured he was just one of those 'hypey' and bogus Internet marketing "gurus" out there promising the world and not really delivering.

But Ken said {name}'s newsletter came with his highest recommendations (and that's something that doesn't come lightly from a man who has been marketing on Web since 1994 and who I trust because of his savvy advice).

That's all I needed to hear to give this guy's newsletter a shot - and to say I was blown away with the information inside is putting it mildly!

I was up until 3:00 in the morning devouring everything on his subscriber site. In fact, I was able to pull out several outstanding ideas right away from only the first few issues. And one of the best so far is {explain what it was} and I conservatively estimate it'll be worth {\$xx,xxx} this year in added revenues.

And that's why I'm telling my friends, colleagues and customers to get {name}'s stuff.

To put it another way, if you have any kind of web

## Instant Sales Letter Templates (Yanik Silver)

business, whatsoever (or are even thinking of one), you need to head straight over to this site and check it out.

Trust me, you'll be more than pleased and this offer comes with a no-risk guarantee that says you'll earn an additional \$10,000 using his materials - or you don't pay. You really can't beat that. But rather than trying to explain everything here - I've set up a special link with everything you need to know:

Here's the link: {<http://www.yourlink.com/speciallink>}

Best wishes, {Your Name}

P.S. As an exclusive special for my subscribers you'll get an unadvertised bonus "{name of bonus}" but only if you sign up right away. Don't wait - here's where you can find all the details:

**{[www.yourwebsite.com/speciallink](http://www.yourwebsite.com/speciallink)}**

Use this for special announcements to your opt-in or Ezine subscriber list. Be careful that you don't abuse the special announcements. Sending a special announcement every week is not that special. Remember, the more personal (and sincere) your endorsement the higher the response rate.

## Instant Sales Letter Templates (Yanik Silver)

### Special Occasion Letter

#### Thank You And Happy {Occasion/Thanksgiving/Valentine's Day}

Dear {Mr/Mrs. Customer},

During the busy year, we don't always have the chance to thank you for your business. But during {occasion} we would like to do something special to show you how valued and special you really are to us.

So to prove it, I'd like to give you {25%} off your next order this month.

You know our prices are extremely competitive anyway, **but during {occasion} you'll save an additional {25%}** just for being a loyal customer. If you need any {products you sell} -- you automatically save {25%}... Do you need {another product you sell}? No problem -- stock up now because you get {25%} off... How about {another product}? Super! You save another {25%!}

But that's not all...

If you're one of the first {100} customers to purchase any item from our {catalog}, we'll also give you a free {gift with high perceived value}. That's right this {bonus gift} helps you {benefit of gift}...and it's yours absolutely free until we run out of them.

Don't wait. While this is on your mind, why not glance through our recent catalog and see if there is anything you could use right away. Savings will never be greater.

Once again thank you for your continued business this year. I hope you'll be able to take advantage of this special savings during {occasion}.

## Instant Sales Letter Templates (Yanik Silver)

Sincerely,

{Your Name}

P.S. As our way of saying thanks for being one of our best customers you'll get {25%} off anything you order **this month only. And if you're one the first {100}** customers to order - you'll also get a {gift}, absolutely free!

## Instant Sales Letter Templates (Yanik Silver)

### Stimulate Immediate Referrals

#### Free Polo Shirt For Any Referral

Dear Mr/Mrs.{client last name},

Would you do me a favor?

You're one of our very best customers and we wish we had more like you-that's why I'd like to give you a free polo shirt for anyone you refer to our company.

You'll get a 100% combed cotton, pique embroidered sport shirt with a knit collar (\$29.95 retail value) **absolutely free for any referral who saves {benefit - saves money, saves time} on {your company's product/service}**. These shirts are guaranteed not to shrink and are perfect to wear just about anytime.

Here's how it works:

1. Just fill out the enclosed form and fax it back to us at xxx-xxxx with anyone you believe could benefit from our {service/product}
2. After their first {order} we'll send you a free polo shirt in your choice of 5 colors.
3. You get one free shirt for everyone on your list who becomes a customer.

Think for a moment. Who else do you know that could benefit from our {product/service}? Just jot them down on the form below and we'll take care of the rest.

Why not fax back the enclosed referral form today?

Sincerely,

{Your Name}

## Stimulate Referrals

**We're Celebrating Our {5th} Anniversary With  
Free Tax Savings Audits {introductory  
service/consultation, etc. with high perceived value but  
little actual cost} Only For Referrals From Our Valued  
Clients**

Dear {First name},

As you know we get a majority of our new clients through referrals of our existing clients, like yourself - and we are very grateful for this. So as a way to show you our appreciation, I've set aside a limited amount of free {tax savings audits} exclusively for family members, colleagues or close friends of a few of our valued clients using the enclosed certificate.

A comprehensive investment and tax savings audit can help your guest make the most out of their financial situation and help relieve the burden of excess taxes. That way they'll be able to keep more of their money for retirement, childrens' college tuition, vacations, or anything else instead of handing it over to Uncle Sam. {explain benefit of introductory service/consultation, etc.}

This is not some cursory once-over. Each audit is a very thorough analysis and takes nearly an hour to provide recommendations of specific real-world (and completely legal) tax avoidance strategies to implement.

Here is what one client had to say after going through this same process:

{"testimonial comments relating to specific money savings, etc."} {Full name and occupation}

Now, I normally charge {\$xxxx.xx} for this service, but for the next 2 months, it is absolutely free for anyone you refer using the enclosed certificate (and be sure

## Instant Sales Letter Templates (Yanik Silver)

fill in your name on the certificate so we know who to thank for the referral). But, please don't delay because I've only allocated a limited amount of spots and I expect them to be filled very quickly.

Thank you again for your continued business.

Sincerely,

{Your name}

P.S. A complimentary tax savings audit awaits your guest as our way of saying, "Welcome to our practice."

## Instant Sales Letter Templates (Yanik Silver)

### **Thank you letter to create more sales and referrals**

{Dear Customer},

I just wanted to personally write and thank you for your recent purchase. I'm sure you'll be very pleased with your new {item purchased} for many years to come.

Because this is your {first} purchase from us, I wanted to do something special to show my appreciation. Here's what I had in mind: For the next 30 days if you need any {supplies or related items that go with original purchase}, I'll give you 1 box of {supplies} or 1 pack of {paper} for FREE for every 3 you buy.

**That means you buy 3 you get 1 Free!**

{Name of supply} come {500} per box for only {\$xxx} and {paper} for the machine is only {\$xxx} per pack of {100 sheets}. What's more, you'll even get Net 30 Days credit to pay.

One more thing, there's no limit on how many supplies you buy during the next 30 days. The reason I'm making this offer is to hopefully get your office into the habit of ordering your {equipment type} supplies from us. I know that once you experience our quick delivery and quality supplies -- there's a 90% chance you'll order from us over and over again, like many of our other regular customers.

Simply put, I want your business and I'm willing to invest back in you to earn it.

Just give me a call, toll-free at {1-800-xxx-xxxx} to order your {equipment type} supplies today, before this special buy 3 get 1 free opportunity expires.

Sincerely,

{Your Name}



## Instant Sales Letter Templates (Yanik Silver)

P.S. How does \$200.00 (or more) in free {item} supplies sound to you? If you can think of a colleague who might **be interested in saving thousands on a new {unit they just bought}** and getting a great deal like you did -- then just write down their names and telephone numbers on your letterhead and fax it to me at xxx-xxx-xxxx, anytime. And for each of your referrals that buys I'll send you \$200.00 in free {equipment} supplies.

## Instant Sales Letter Templates (Yanik Silver)

### Opportunity Letter - Millionaire

#### **Do you know the #1, most common characteristics nearly all millionaires share?**

Dear friend,

If you said, "owning their own businesses" - you're absolutely right.

Nearly everyone millionaire today owns their own business. Coincidence? I don't think so. Why should you waste your talents and skills as someone else's employee...while you help make them rich? Be your own boss! It's easier than you think.

{Company} spent the last {number} years devising a low risk, home business opportunity that works. Many similar opportunities are just scams trying to get hard-working, sincere people like yourself to invest a large amount of money with promised results that never materialize.

We're different.

We don't take your money and run because our success depends on your success.

Our home business opportunity delivers proven results, just listen to what some of our new entrepreneurs are saying about the program:

{testimonial}  
{testimonial}  
{testimonial}

You can share their success!

Maybe you're thinking: "But, I don't have the skills or education to make good money from my home."

Don't worry. Successful users of our program come from all walks of life: college grads, factory workers, stay-at-home moms, retired couples. All you need to succeed

## Instant Sales Letter Templates (Yanik Silver)

is the right attitude. We provide all the training materials. No sales experience is required either.

Maybe you're worried about losing the benefits of full-time employment, such as health insurance or a retirement package. But with the income you'll be generating from using our program, you'll be able to pay for your own insurance, invest in your own retirement fund, even pay for a college education for your children or grandchildren. No more employer-selected coverage that never meets the needs of a family. You'll have the power to make those choices for yourself.

Or keep your day job and use our program for supplemental income. After all, who couldn't use an extra thousand dollars or more every week? But after a few months, we know you'll be ready to leave your current job behind and enjoy the benefits of self-employment:

**More freedom:** Spend time with your family and children. You can go on vacation when you want. You'll never have to request time off in advance or settle for a measly 2-week vacation every year.

**More money:** Even with annual raises, no employee ever became a millionaire. You make more as your own boss and you decide how to spend it.

**Empowerment:** You set your schedule, you choose your salary, you work where and when you want without punching a time clock or working under the watchful eyes of a supervisor or boss.

**Less stress:** No deadlines (except the self-imposed variety), no boss, no co-workers, no cubicles, no stress.

Sounds great, right?

Here's what to do now...

Just call {[number]}/return enclosed form/visit [web site

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URL]/send e-mail to [e-mail address]} and we'll send you all the information you need to make your decision. There's no obligation and requesting the information costs you nothing.

So what are you waiting for? The road to becoming your **own boss and a secure income is only a {phone call/stamp/stop/e-mail} away.**

Sincerely,

{Name}  
{Title}

P.S. It doesn't cost you anything to investigate this further. Who knows, it could just be the 'break' you've been looking for.

## Instant Sales Letter Templates (Yanik Silver)

### **Retail/ Restaurant Anytime Letter Here's The Strangest {Coupon/Sale} You've Ever Seen...**

Dear {Friend},

I love {match books}! In fact, I'm a little crazy about any kind of {matches} (I guess everyone needs a hobby). I've picked them up from all over the world and now I'm looking for more...

That's why this weekend anyone who brings in a {book of matches} gets \$1.00 off anything {in the store/on the menu}. That's \$1.00 off for every {match book} you bring in - up to \$10.00.

So you make your own discount.

That's right! Got a {match book} from the {new bistro} down the road? How about that fancy hot spot with the snooty waiters?...I'll take it! Wherever you have {matches} from - I'll pay you for them!

So this weekend, {dates} bring in a whole pile of {matches} and get up to \$10.00 off.

I look forward to seeing you.

{Best,}

{Your name}

Instant Sales Letter Templates (Yanik Silver)

## Retail Birthday Offer

### Here's A Special Birthday Offer Just For You

Dear {first name},

Happy Birthday from your friends at {your store's name}!

To commemorate this special occasion - we'd like to put on a birthday sale just for you.

Here's what I mean: Just bring this letter in during the month of your birthday and you can take {15%} off anything in the store. (We thought it'd be better than a silly card telling you how old you're getting.)

We've just received a fabulous selection of {new merchandise} that just came in. Or choose from our other super deals on always popular {items} like:

{popular stuff}

{popular stuff}

{popular stuff}

So just drop by our store at {location} and bring this letter with you for the special birthday savings. Happy Birthday and we hope to see you soon.

Sincerely,

{Your name}

P.S. One more thing: When you bring in this letter you'll also receive a free "mystery" birthday gift (worth {\$xxx.xx}) just for coming in, even if you don't buy anything. So what are you waiting for?

## Instant Sales Letter Templates (Yanik Silver)

### Retail Contest Winner Letter

#### You're A Winner! Letter to Contest Entrants

Dear {first name},

Congratulations you're a winner!

You've won 2nd prize in our recent drawing for {grand prize}. The grand prize went to {winner's name} and {he/she} was delighted. Sorry, you didn't win.

But, there is good news! You've won the runner-up prize.

You've won a {free service or discount on product/service}. You'll really enjoy {service/product} because it... {explain benefits}.

To claim your prize just come in the store anytime between {your open hours} and before the end of {month}

Thanks for entering our contest and we look forward to seeing you soon.

Sincerely,

{Your Name}

P.S. You've got to hurry. If you don't claim your {free service/discount} by {date} it will be awarded to the next runner-up. So don't wait, bring this letter in today.

Note: This letter is sent to everyone who enters a contest you put on (except the grand prize winner). Running contest is a great way to add names to your house mailing list plus generate a lot more business by using this letter. Lots of people try contests but they forget to harness the most important information they've gathered - the names!

## Instant Sales Letter Templates (Yanik Silver)

### Endorsement Letter of Retail Store

Dear {First Name},

Why would a {your occupation} write to you about a {business being endorsed}?

It's because I felt it was so important that you find out about {business being endorsed}. You know there aren't too many businesses nowadays that meet your **expectations, let alone exceed them. But {name of business}** has done just that.

And that's why I wanted to personally introduce you to {business owner's name}, the owner of {business}.

**For {#} years now, {First Name} has {tell about what they've done for you and any exceptional work}.**

And since I'm always on the look out for great deals for **our valued customers and friends, I asked {First Name}** if {he/she} could let me do something special for you. After a bit of "friendly persuasion" {he/she} agreed!

**So here's the deal: When you bring this letter to {First Name}, you'll get a 15% discount off {anything in the store}!** I've enclosed a brochure so you could see what {First Name} has to offer.

Take a look at it and then stop by {Business name} right away. You'll be glad you did.

Sincerely,

{Your name}

**Note: This letter goes out on your endorser's letterhead and their envelopes for maximum results**



## **Retail Move Overstocked Products**

### **Can You Get A New {\$5,000.00 (Retail Cost)} {Item} For Only {\$499 (Bargain Cost)}? Read This Important Letter To Find Out How...**

Dear Friend of {Your Store's Name},

Yes, it's absolutely true. You can have a brand new {item} for just {\$499}. (But only if you are one of the first {6} people to respond to this letter.)

Let me explain.

Last month, our little store took a big gamble and signed up for a manufacturer's promotion that required us to take delivery of 15 bedroom sets - nearly \$100,000.00 in inventory (and for a small retailer like us, that's a lot of money to be tied up in inventory). {Truthfully explain what happened and why you are overstocked.}

And 9 of these {bedroom sets} were sold -which leaves us with 6 sets gathering dust in our warehouse.

#### **And My Problem Is Your Opportunity**

{And in order to move these last {6} remaining {bedroom sets} to make way for new inventory, I've decided to do something somewhat bold and a little daring. I'll give you all the details about this sensational deal in a minute, but first let me tell you a little about these incredible bedroom sets {items}:}

First off, the 3 piece bedroom dresser, mirror and bed set, made by {manufacturer} are hand-crafted in rich, beautiful pecan wood (real solid wood not veneer). Each piece is a work of patient craftsmanship guaranteed to last for decades-in fact, these pieces are so

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magnificent you'll be eager to show them off to friends **when they come over to the house.** {Explain features and benefits of product.}

In order to move these last remaining {bedroom sets} we were ready to hold a big sale and that means taking out a costly ad in the local newspaper. But then someone here suggested, why not give our valued customers a special preferential deal instead of paying for expensive newspaper ads?

So that's exactly what we're doing...

Now instead of advertising these {bedroom sets} at {\$799} (still a great price) we'd rather sell it to you for only {\$499} to gain your goodwill and future business. That means if you've ever wanted to replace your old {bedroom set}, but you've put it off because the price was too high, now's the time to take advantage of our screw-up.

Come in to our showroom located at {location} between the hours of {time} and see for yourself how luxurious these {bedroom sets} really are. And, we'll even throw in free delivery to your home and free removal of your old {bedroom set}.

More good news: You can even pay in 3 easy installments with zero interest!

That's right, we'll break up your payments into 3 easy payments of {\$166.33}, thirty days apart.

But please don't wait because we can only keep this special offer open for {7} days. After that, if we still have any {bedroom sets} in stock, we'll have to run the **ad in the newspaper (and then if you want the {bedroom set} you'll have to pay the higher advertised price like the general public).**

I really hope you'll be one of the six lucky people to take advantage of this golden opportunity.

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Sincerely,

{Your Name}

P.S. Hurry! This letter is being sent to {number} of our very best customers and there are only {6} {bedroom sets} available. And once they're gone - that's it!

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### Retail New Product

#### Introducing The New {Whizbang Widget}

1. Dear {first name},

I wanted to write to give advanced notice of a fabulous new product we're about to get in our store.

I'm only telling our most valued customers about this exciting new product before anyone else. That way you can have the first opportunity to take advantage of all the benefits the new {whizbang widget} has to offer, before the general public even finds out about it.

Here's what makes the {whizbang widget} so incredible:

{benefit of widget.}

{another benefit of widget.}

{one last benefit of widget.}

But that's not all. I've reserved one of these {widgets}, at a special price, for you if you come down to our {showroom} by {date}. That means you'll be the first to get the first chance to save on this exciting new product.

How much of a savings are we talking about? How does {30%} sound? That's right, 30% off next week's public introductory price. And the reason we're offering such a steep discount is to reward you for being one of our best customers.

Now there's just one catch. And that is, since we're making this offer only to select customers, you've got to be discreet about this special offer. So when you come into the {store} please quietly hand one of our sales associates this letter and let them know you would like the {30% savings} off the new {whizbang widget}.

I hope I'll see you down here before {date} and you can take advantage of this fantastic opportunity. As always,

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we appreciate your business.

See you soon!

Best wishes,

{Your name}

P.S. One more thing. Since you are a preferred customer, if you decide to try the new {whizbang widget} you'll get double our standard guarantee. That means instead of a 30 day money-back guarantee - you'll get a full 60 days, 100% satisfaction guarantee.

## Retail Reactivate Old Customers

### "I've Got A \$15.00 Reward For Your Return"

Dear {first name},

It's been quite a while since we've had the pleasure of you {dining/shopping} with us. This is {your name}, owner of {your restaurant/store's name}, and I haven't seen you in a long time. You know, I'm a little puzzled, baffled and just plain confused as to why.

So to shamelessly bribe you to return I'm giving you a \$15.00 credit good towards your next {meal/visit}.

There are no strings attached and no obligation to come back again. But I think you will once you experience our incredible selection of {specialty entrees our award-winning chefs concoct daily, or our incredible wine list, or the mouth-watering desserts made from scratch} awaiting your taste buds, here at {name of business}.

So please let us welcome you back to {name of business}. Here's all you need to do:

1. Give us a call at xxx-xxx-xxxx and make reservations.
2. Let us know you've received this special "welcome back" offer so we can reserve one of the best tables for you and your party.
3. After the meal, when your check arrives simply give this "welcome back" letter to your server and use it just like \$15.00 cash.

I know you have lots of choices when you {dine out/purchase anything}, that's why I'm giving you \$15.00 "on the house" for the opportunity show you how enjoyable your {dining/shopping} experience can be at

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{your business name}.

But you've got to hurry. I can only keep this special open until {date - not more than 30 days away} because that's when the {tourist season} gets going and all my {tables/aisles} are completely {booked/full}. So, don't delay.

I look forward to seeing you soon.

Warmest wishes,

{Your name}

P.S. This letter is worth \$15.00 to use anyway you'd like at {name of business}. Just bring it along with you and use it like cash with no strings-attached and no tiny fine print to worry about.

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### Retail- Newsletter

#### Ezine Subscriber

Dear {customer},

Here's something new.

We've just launched a free electronic newsletter called *{Newsletter name}* exclusively for our valued customers.

The new *{Newsletter name}* will be delivered to your inbox each month and you'll find it chock-full of great *{your subject}* information, success stories and special deals to help you get the most out of *{your product/service}*.

To start receiving your free subscription - simply send a blank email to: *{subscribe@yoursite.com}*, anytime and you'll get back the first issue in your email box a few seconds later. Or return the enclosed card with your completed email address.

I really hope you like what you'll see. But don't worry, if *{Newsletter Name}* isn't for you, you can always unsubscribe anytime.

We look forward to hearing your comments when you get your first issue!

Sincerely,  
XXXX



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### Retail- Repeat Customers

#### Free {Gift} Just For Coming Back To {Your Store's Name}

Dear {first name},

One of my sales consultants told me you came into our store for the first time last week. And I just wanted to write to say "Thank you."

I appreciate your business.

I hope you found everything you wanted and more. In fact, we'd love you to come back to visit us soon and that's why I'd like to make you a special offer.

Here's what I had in mind: When you come back anytime this month I'll give you a {free gift} just for coming back in. And you don't even need to purchase anything. **Even though we are running a special on {special going on this month}.**

So why would I give away a free {gift}?

Well, the answer is quite simple. I know from experience that if I can get you to come back here a second time, you'll keep shopping with us over and over again. So giving away a free {gift} is a small price to pay for a loyal and repeat customer.

I hope to see you soon.

Warmly,

{Owner's Name}

P.S. This letter is good for a free {gift} when you come back to {your store's name} this month.

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### Free Trial New Product

Dear {customer name}:

How many of these statements are true about you?

I'm not as {attractive/wealthy/successful} as I'd like to be.

I have the potential to {look better/make more money/be more successful/benefit they want} but don't know where to start.

I wish someone created an easier way to {make me beautiful/make money/be more successful}.

If you answered "yes" to any of the above statements, keep reading because we've got the answer you've been waiting for.

Finally, there is a way to make {looking better/making more money/being more successful} easier for folks just like you. It's taken {explain hardship, expense, etc.} involved in creating this (be specific)} to perfect the process.

Introducing {product name}. This amazing new discovery will change your life forever! Through a specially designed process, {product name} can help you achieve the level of {beauty/wealth/success} you've been working towards.

Imagine a new and improved you in less than {insert time frame}.

It can be yours. With only a minimal amount of {time/effort/money} you can become the person you've always wanted to be.

Listen to what other satisfied users of {product name} are reporting back:

{testimonial}

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{testimonial}

{testimonial}

And you too can experience these fantastic results for yourself. Because right now, as a special introductory offer, you can get {special offer you're making} for only \$xxx. That's \$xxxx off the regular price. Take the {time frame} challenge and you can see for yourself the revolutionary results of {product name}.

At the end of {time frame}, if you're not absolutely **convinced that {product name} will {look better/make more money/be more successful/benefit they want}** then just ship it right back to us and we'll give you a 100% no-questions asked refund. You just can't lose!

To sign up for your free {sample/trial} call xxx-xxx-**xxxx and tell the operator "I'm ready to {be more beautiful/make more money/be more successful}** with {product name} today."

Plus, if you're one of the first {#} to call - we'll also throw in a free {bonus}, valued at \$xxxx.

Sincerely,

**{Name}**

{Title}

P.S. Remember, there is absolutely no way that you can **lose - except by not taking me up on a free {time frame}-day examination of {product name}**. I personally guarantee that you've never experienced anything like **this. If you aren't more {beautiful/richer/ successful, etc}**, simply return it and owe nothing. Don't delay.

Instant Sales Letter Templates (Yanik Silver)

## Retail- Special Events Letter

### Special Savings For Our Best Customers - By Invitation Only

Dear {first name},

I'm writing to let you know about the special savings **you can take advantage of on {Date} from {0:00 to 0:00}** at our store.

This is strictly a "closed-door" sale and we will not be making this sale public in any way whatsoever. In fact, the only way you can get in is by bringing this invitation with you.

Here are some of the exceptional values you can look forward to at this special event:

**{List incredible deals}**  
**{More sensational bargains}**  
{Specials}  
{Close-outs, etc.}

But that's not all. If you're one of the first 50 people to come through the doors (with this invitation) you'll **also get a free {gift with high perceived value - but little hard cost}**.

One more thing: You are welcome to bring one (and only one) guest to this exciting event.

I look forward to seeing you there.

Best regards,

{Your name}

P.S. Mark {Date} on your calendar today and don't forget to bring this invitation with you so you can take advantage of incredible bargains - one day only.

## Instant Sales Letter Templates (Yanik Silver)

### *Marketing Test- New Product*

Dear {customer},

Our records show that you're one of our very best customers, and that's why I'm writing.

Will you do me a favor?

I'm asking you take part in a little "marketing test" I've come up with. You see, our company has a lot riding on the results, so I'm really hoping you'll agree to participate.

I want to make sure of the demand -- or lack of demand - **- for a new service, called {name of service/product}** before we sink too much money into promoting it. So, I've come to you as a valued customer for an honest opinion.

If you'd like to help, I'll reward you with a valuable **free gift of {name of free gift - high perceived value but little cost}**. This is a {\$xxxx} value, but yours absolutely free just for helping.

Now, before I explain the marketing test, let me share **with you the benefits of {the free gift for participating}**...

{Explain a few benefits of free bonus}

I think you can see why I think this product is really great, and it's your absolutely free for taking part in my marketing test. So what's this "marketing test" anyway? Well, here's the story...

**We've just added a new service, called {name of service/product}**. I believe it the most significant breakthrough in the {biggest benefit of new service}. And I'd like you to try it out entirely at my risk because I want to get your reaction to this remarkable {service/product}.

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And I think the best and most honest way to introduce any new {service/product} is simply letting people try out for themselves. It's far better than any expensive radio or newspaper ads.

That's why I'm inviting you to try {service/product name} for yourself. My bet is you'll love the results so much you'll continue using it and become a frequent user (at our special preferred customer rate).

But if after trying it you don't see immediate results, if your {skin doesn't look more youthful, vibrant and tighter - benefits of service or product} than before, then you can simply say "no thanks" and cancel your remaining sessions. And that's okay too, because I'd much rather get your opinion before we invest a lot of money in promoting this {service/product}.

Naturally, this offer is not being made to everyone, so whether you accept it or not, please let us know right away by calling {xxx-xxxx} because there are only a limited amount of slots available for this program. Thanks in advance for your input and I eagerly await hearing from you.

Sincerely,

{Your Name}

## Instant Sales Letter Templates (Yanik Silver)

### Create Appointments

Dear Friend,

With your permission, I'd like to send you a special free report called {"Everything You've Ever Wanted To Know About Cosmetic Surgery - But Were Afraid To Ask." (Intriguing title promising a benefit)}

Inside this informative guide you'll discover:

The 6 critical questions to ask any {surgeon(your profession)}.

What {days you should never schedule surgery (mistakes to avoid)}.

New Breakthrough Procedures That {Make You Look Years Younger (surprising benefit)}, and much, much more...

This reference guide is yours absolutely free by calling my office.

You see, as a {board certified plastic surgeon(profession)}, I have helped many people {get the bodies and faces they've only dreamed about (benefit of your service)}. And perhaps I can do the same thing for you. My office is located in {your town} just around the corner from {the Ritz Hotel}. However, since you don't know me - I thought this informative report would give us a chance to "meet".

This is your opportunity to take the first, risk-free step to see if {cosmetic surgery} is right for you. And there will not be any kind of obligation or pressure. I promise once you request your report, you will not be badgered by anyone in my office.

So give my office a call {xxx-xxxx} and ask for your free report to be confidentially mailed out to you. But please act today because I have only printed a limited amount of these educational reports.

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Sincerely,

{Your Name}

P.S. Here is what one {patient} had to say about their experience: "{testimonial giving wonderful benefits}".

Perhaps I can do the same for you. Call my office and request your free copy of {"Everything You've Ever Wanted To Know About Cosmetic Surgery - But Were Afraid To Ask"}



## Instant Sales Letter Templates (Yanik Silver)

### Congratulations You've Won A Free {Lawn Care Audit}

Dear Neighbor,

With your permission, I am going to make a careful assessment of the condition of your {lawn} and {soil} for free.

That's right, it won't cost one single dime for this valuable service. Imagine having the {lush, magnificent lawn} you've always wanted - without any headaches and hassles. That's exactly what our company, {your company's name} does for hundreds of people in {letter recipient's town}.

And that's the reason I'm writing to you. You see, since we have so many customers in your town, we don't have to travel all over the place and that means we save you money, usually about 20% or more over other {lawn care services}.

In fact, here's what one of your neighbors had to say about our services:

{"great testimonial about results gained from using service and money saved"}

And I'd like to do the same for you too. That's why I'm willing to give away a free {lawn care audit}. Now, this isn't some run-of-the-mill estimate like other companies provide. This is a very thorough analysis of your {lawn and soil} condition.

Here's exactly what we do:

1. First, I'll perform a comprehensive {chemical analysis of your soil}. We'll check the balance of {proper elements and nutrients}.
2. Next, I'll determine the correct {fertilizer}

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required for your {lawn's} specific type of {grass and shrubbery}.

3. Then I'll give you a determination of your {lawn's health}.

4. And finally, I'll provide you a full detailed written report on the condition of your {lawn}.

Plus, as another free bonus, when we meet, I'll hand you a copy of a free special report, called {"How to Avoid The 10 Most Common Lawn Care Mistakes."} Inside you'll discover the most common and critical mistakes most people make when trying to {take care of their lawns}.

I guarantee there will never be any pressure or obligation to use our company for your {lawn care needs}. If you use our services that's great, but if you don't that's fine too.

I just want a chance to come out and provide you with all the information you need to make an informed decision.

But please don't wait. Since each {lawn care audit} is so comprehensive and time consuming we only offer a few of these every month. And I can only reserve your spot until {date not more than 4 weeks away}, after that time I'll have to make it available to another neighbor.

So call {your number} today to schedule your FREE {lawn care audit} and get a copy of our special free report.

Sincerely, {Your Name}

P.S. Don't miss this chance -- you've won a free {lawn care audit} no strings attached. But you've got to call before {date}.

P.P.S. Even if you decide you don't want this valuable service, please call my office anyway for a copy of the free special report, {"How To Avoid The 10 Most Common

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Lawn Care Mistakes."}

## Instant Sales Letter Templates (Yanik Silver)

### *Executive Telephone Appointments*

May 1, 200x

1. John Jones, CFO  
ABC Corporation  
1234 River Road  
Anytown, CA 90210

Dear {Mr. Jones},

I'm writing to introduce you to a new {your product/service} that will provide {benefit} and {benefit}. Unlike other {your general product/service category} our {product/service} is {state why it's different}.

In fact, our research and testing has indicated that most companies that implement our {product/service} can save between \$250,000.00 to \$1,000,000.00 or more in {operations costs} each year.

We have documented results from {Fortune 500} clients like {XYZ Corp}, {Big Telephone Co}, and {MicroSoftie} verifying the increased cost savings. And I think we can do the same for you.

Due to {some restricting factor} we can only work with a **limited number of companies to implement {your product/service}** each {year/quarter}. I would appreciate a few moments of your time to speak about this on the phone because I really cannot provide you with a complete explanation of our entire process in this introduction letter. However, I can guarantee you will be very excited when we do speak.

I will contact your office on {specific date} to schedule a brief telephone appointment with you or the appropriate representative from your company. Otherwise, if you would like to reach me sooner you can contact me at {xxx-xxx-xxxx}.

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Sincerely, {Your Name}

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### Free Gift Offer For Meeting

Dear {customer}:

Don't throw this letter away!

Or you'll be missing out on receiving {high perceived value gift} absolutely free!

Give me just a few minutes of your time and I'll give you {free gift}. Why would I do that?

Simple.

You see, I'm part of a team trying to get the word out on {service/product}. Our marketing department thought about running expensive {newspaper, TV, and radio} ads but then someone suggested, "why not just spend our money on the people who will use {service/product}?"

So that's exactly what we're doing!

We know once you {see/hear/experience} what {service/product} can do for you, you'll be hooked.

Are you ready to get your own {free gift} absolutely free and with no obligation?

Fantastic! Just call me at xxx-xxx-xxxx to set up a meeting. You decide the time. You decide the location. (And I promise nobody will badger with endless phone calls if you accept this special offer.) I'll bring your {gift} and information on the {service/product} that may change your life forever.

Sincerely,

{Name}  
{Title}

P. S. This is a limited time offer, don't be disappointed - act fast to secure your own {free gift} while supplies last.

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### Invitation To Upcoming Seminar

Dear {Prospect},

I'm writing to cordially invite you and a guest, to an upcoming seminar I'll be presenting on {7 Little- Known Ways to Pay Zero Taxes Next Year -- Topic's Exciting Name}.

My name is {your name} and over the years I've discovered {7 relatively unknown yet completely legal methods} to {reducing the amount of taxes you are required to pay}.

And on {date} I'll be sharing some of my best secrets:

{curiosity arousing point}

{curiosity arousing point}

{curiosity arousing point} and much, much more.

The sad fact is, you're probably {paying too much in taxes} unless you come to this informative 1 hour seminar. The seminar will be from {o'clock} to {o'clock} at the {location} in {town}.

Reservations are free by phoning {your number}. Please do not delay because the seating is limited and the last time I presented this seminar it was completely sold out. I can only accommodate 24 attendees so everyone can have the opportunity to ask any critical questions.

I look forward to seeing you at this exciting seminar.

Best regards,

{Your name}

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### Sales Appointment Letter

Dear {first name}:

If you're in the market for a new {car/home}, I have some important news for you.

My name is {your name} and I've helped {## number ##} of satisfied customers improve their lives by helping them find the {car/home} of their dreams at a price they could afford.

Are you ready to join them?

You see, unlike some other {dealers/realtors} I really don't want to sell you the most expensive {car/home} around. Frankly, referrals account for {80%} of my business and I would never do anything to jeopardize that. That's why I never use high-pressure sales techniques, complicated jargon, or gimmicks of any kind to close a deal. My reputation is just too important

The fact is, I'm more interested in educating you than trying to make a "fast buck". I believe that once you are fully educated on all the pros and cons, we can decide together on the best purchase for you.

Buying a {car/home} is a major commitment. I don't want you to regret your decision two weeks or five years down the road, so we'll work with you to insure that you are totally satisfied (that's how I get all those referrals I mentioned earlier).

**Here are just a few of the reasons why more customers come to {your company's name} for all their needs since {19xx}:**

Going over every part of the contract before you sign it, answering all your questions, and giving you a grace period to consider your decision. We never ask you to sign anything or make any decisions until you are ready! I promise no pressure.

Looking for the best deal on what you want. You bring us your needs and your budget and we'll find the right {house/car} for you. We'll even work to get you the lowest price possible. Or if we can't get you that lowest price, we'll tell who can. How many other {dealers/realtors} will do that?

Staying with you for the life of your investment. Most other companies simply forget about you once you've signed on the dotted line, not here. We go the extra mile to make sure you're as happy with your new {car/home} that first week as you are ten years down the road. You'll get the benefit of these extras; {extra #1}, {extra #2},



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and {extra #3}.

So with all these advantages, doesn't it make sense to give me a call today?

I'll show you our selection and discuss all your options. I promise there's no obligation or pressure of any kind. Just come into our beautiful offices, have a cup of coffee on me, and let's talk {cars/homes}.

Plus, when we meet, I'll even give you a free {gift} when you come in as a special "thank you". I look forward to helping you find your dream {car/house}. Call today at {xxx-xxx-xxxx}.

Sincerely

{Name}

{Title}

P.S. Here's what a recent customer, {name} from {city} said about our services:  
"{testimonial about great service}"

## Instant Sales Letter Templates (Yanik Silver)

### Sales Appointment With Questions To Ask

Dear {first name},

Before anything else, I want to start by giving you something that'll save you time, money and hassles the next time to ready to purchase a new {car/home/etc}. I want to provide you with a set of questions that not one in a hundred people know to ask.

Here they are:

**Q. How will your company help me find the best price on the {car/home} I want without causing me to overextend myself?**

A. At {your company name}, we understand most people interested in committing to a major purchase, such as a {car/home}, worry about the daunting price tag. Depending on your needs (and your wants), prices vary considerably. So make an appointment with one of our knowledgeable representatives today and bring with you a list of all the must-have elements of you new {car/home}. We'll sit down with you and determine how much you can afford to spend, and then we'll find the {car/home} that fits both your needs and your budget. We're in the business of getting the best deals for our customers, so we make sure you'll never pay too much for the {car/home} of your dreams.

**Q. How will you help me understand the contract before I sign it? And what if I change my mind after I do sign it?**

A. At {your company name}, we will go over the contract with you and clearly explain everything in detail. We understand that this is a big commitment and a stressful situation, so we'll take our time and make sure you're happy before you sign. Unlike some {realtors/dealers} we do not use high-pressure tactics or sales gimmicks, so you can take the time to make up your mind before you sign. If you do still change your mind after the

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contract is signed, we'll do whatever we can to break the contract because your satisfaction is our main concern.

### **Q. How do I know what's available?**

A. By calling our office for an appointment to meet with a representative and browse through our current selection. We'll give you all the information on the {cars/homes} that interest you most. They'll even take you for a {test drive/tour}. We know you'll find something to strike your fancy in our enormous selection.

{Add additional questions and answers specific to your business}

### **Q. I'm not buying a new {car/home} for a few months, but I want to plan for the purchase now. Who can help?**

A. We'd love to. Come in today and meet with one of our reps who can outline the best way for you to get the {house/car} you want when you are ready. They'll explain when to discuss financing with your bank or alternate lender, when to start wheeling and dealing, and what questions to ask yourself before you start searching for that dream {car/home}. Then come back to see us when you're ready and we'll work on adding you to our list of satisfied new {car/home} owners.

For all of your {car/home} purchasing needs, remember us . . . {company name}. We're here to help.

Make a no-obligation, appointment today by calling {xxx-xxx-xxxx}.

We look forward to working with you.

Sincerely,

{Name}  
{Title}

P.S. No matter which {dealership/realtor} you choose,

## **Instant Sales Letter Templates (Yanik Silver)**

you need to know the answers to these important questions.

## Instant Sales Letter Templates (Yanik Silver)

### Endorsement Letter of Your Services

Dear Customer,

As one of our most special and preferred customers, I wanted to give you something really wonderful for {Holiday or Occasion}.

Instead of sending you some card or a box of candy, I thought I could give you something, which hopefully, **will be much more appreciated...a gift of {benefit of your product/service}**.

That's why I decided to buy you a {product/service}.

These {products/services} are normally {\$xxx}, but it's my gift to you for simply being a valued customer.

**{Description of free gift along with benefits -- A glycolic peel will help eliminate wrinkles, sun damage and other signs of aging. The peels are great, I use them myself and they really make a difference in my appearance.}**

This letter entitles you to one free {service/product} at {your business name} in {your city}.

There is absolutely no catch and there is no obligation to ever use their services again. This is just something I thought you would really enjoy.

Just give {your business name} a call at {xxx-xxx-xxxx } and ask for {your name} to schedule your {product/service} and tell {him/her} you're the person I bought a {product/service} for.

Thanks again for all of your business this year.

Sincerely,

{Endorser's Name}

P.S. Remember, there's absolutely no strings attached to getting the free {product/service}. It's my gift to you for being a preferred customer.

## Instant Sales Letter Templates (Yanik Silver)

**Note: This letter goes out on your endorser's letterhead and their envelopes for maximum results**

## Instant Sales Letter Templates (Yanik Silver)

### Welcome Letter to New Patient/Client

Dear {First Name},

I just wanted to say welcome!

It's a pleasure to have you as a new {patient/client}.

You are now part of a very special, small group of {patients/clients}, due to the fact we are a very busy {practice/firm} and are quite selective of who we accept.

Now before your next appointment, I wanted to give you several free gifts that you should find helpful. I've included {several free reports we've published, back issues of our newsletter, reprints of articles we've written} and a few other surprises.

Thanks again for choosing us and I look forward to seeing you soon.

Sincerely,

{Your Name}

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### Joint Venture Proposal Offering Percentage

Dear {Mr/Mrs. \_\_\_\_\_}: ,

I have a rather unusual proposition for you. It's something that I believe could provide a great deal of profit to you with absolutely no risk.

My name is {your name} and I'm the owner of {your company name}.

We're {mention one or two things about your company and what you do} And as you can see, our {products/services} seem very complementary to what you offer. That's why I wanted to write and introduce you to an idea that could create another source of revenue for you while providing a valuable service to your customers.

I would like to send a letter coming from you giving your clients a special {discount/offer} on {your product/service}. And for every one of your clients who takes advantage of this offer I'll give you {%} of the profit.

Plus I'll make even easier for you by writing the entire letter for you. But don't worry, you can have complete editorial control of it.

If this sounds like a good idea (and it really is), I'd like to discuss it with you personally over the phone, I'll give you a call next Monday at 9:00. Please ask your secretary to be expecting my call. Or if you prefer, you can call me at {xxx-xxx-xxxx} and I'll explain everything in full detail.

Sincerely,

{Your Name}



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### Fake Check Letter

**{Fake Check Attached Here}**

Dear {customer},

This check is not redeemable at any bank - however it could be one of the most valuable gifts you'll ever receive.

You see, this check is worth {\$xxx} towards your laser vision correction procedure.

Imagine how wonderful it would be to enjoy {benefit of your product}. At last, you could do away with {some problem they're having}.

You had originally come in for a consultation some time ago, but I never heard back from you. That's why I wanted to make you a special offer. In order to "nudge" you along and take that next step. If you decide to go ahead with {service} before the expiration date on this check you'll save {\$xxx.xx} off our already low fees.

So if you've put off having {service} done because of the price or some other reason, now is the **perfect time to reconsider. Why not give {your assistant} a call at {xxx-xxxx} and discover why over {1 million people have undergone this revolutionary procedure}**. You'll wonder why you waited so long.

Or if you have any further questions or concerns, {assistant's name} will be happy to answer them for you. But please don't wait because this special offer is only good until expiration date on this check.

I really hope you'll be able to take advantage of this tremendous opportunity.

Sincerely,

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XXX

P.S. If you would like more information on {your service} just go to our website at: {www.yoursite.com}.

## Restaurant Birthday Offer

### Here's A Special Birthday Offer Just For You

Dear {first name}, Dear {first name} or {Mr. and Mrs.  
Last name},

Happy Birthday from your friends at {your restaurant's  
name}!

To commemorate this special occasion - we'd like to have  
you as our guest for a free {birthday/anniversary}  
dinner. Yes, that's right a free dinner "on the house"  
is our way of wishing you a very happy  
{birthday/anniversary} (we thought it'd be a little  
better than a silly card).

Just bring in this letter and we'll treat you to a free  
dinner entree of your choice. Anything you want from our  
fabulous menu - choose from our succulent seafood,  
tender veal chops, {your specialties} or any other  
specials our chefs have created that day.

Here's what to do:

1. Invite any family and friends you want to bring  
along. (Don't worry we can easily accommodate  
parties from 2 to 200.)
2. Call xxx-xxxx to make reservations anytime during  
the week of your {birthday/ anniversary}. We'll save  
one of the best tables for you and your party.
3. Bring this letter with you so we can wish you a  
happy {birthday/anniversary}.

And that's it. There are no strings attached and no  
obligation to have anything else while you're dining  
with us.

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When you come in for dinner ask for me, {your name}, so I can personally wish you a Happy {Birthday/Anniversary}.

Bon Appetite,

{Your name}

P.S. Bring in this letter during the week of your {birthday/anniversary} and receive the free dinner we have reserved just for you.

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## Restaurant- Repeat Customers

### Free Dessert With Your Next Dinner

Dear {first name},

Thank you for dining with us at {your restaurant's name} for the first time.

I hope you enjoyed the food, the atmosphere and the service. We'd love you to come back to visit us soon and that's why I'd like to make you a special offer.

Here's what I had in mind: When you dine with us again anytime this month I'll give you and everyone in your party a free dessert "on the house". Take your choice from our mouth-watering and sinful {double, double chocolate cake, scrumptious key lime pie, luscious cheese cake or 5 other home-baked treats}.

Why would I give away free desserts?

Well, the answer is quite simple. I know from experience that if I can get you to come back here a second time, you'll keep dining with us over and over again. So giving away a free dessert is a small price to pay to earn your business.

I hope to see you soon.

Bon Appetite,

{Your name}

P.S. This letter is good for a free dessert when you come back to dine with us this month.

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### Financial advisor million dollar introduction letter

Image Not  
Available

Dear {First Name},

As you can see I've attached a Million Dollar Bill to the top of this letter. Why have I done this? Actually there are two reasons...

#1: What I have to tell you is extremely important and I wanted to be sure to get your attention.

#2: Since I help people increase their net worth by as much as {\$1,000,000.00} and save an additional {\$5,000} in taxes this year, I thought a Million Dollar Bill would be an especially appropriate eye-catcher.

My name is {Your Name}, and my **FREE Wealth Accumulation Analysis** has helped many of my clients significantly increase their net worth without spending a dime of their hard earned money. Often by as much as a Million Dollars or more!

Here's What My Clients Have To Say:

{ "Testimonial" }  
{Name, City, State}

{ "Testimonial" }  
{Name, City, State}

{ "Testimonial" }  
{Name, City, State}

#### **My Personal Guarantee...**

Give me 20 minutes of your time, and I will show you how you can increase your net worth by at least {\$100,000}

## Instant Sales Letter Templates (Yanik Silver)

(probably more!) without any out of pocket expense, or I will gladly pay you or your favorite charity \$50 no questions asked.

Call {xxx-xxx-xxxx} anytime between the hours of 8am - 6pm Monday through Friday to schedule your **FREE Wealth Accumulation Analysis**, or use the return reply card that's enclosed.

Sincerely,

{Your Name}

P.S. Schedule your **FREE Wealth Accumulation Analysis** by {date} and you'll also get a FREE Report called, "**7 Greatest Wealth Building Secrets of the Smartest Investors of All Time!**"

Note: This mailing success relies on using a "grabber" (which is the million dollar bill). A grabber is used to immediately grab your prospect's attention. I know one marketer who has tested the million dollar bill and he doubled his response! Here is a special report detailing all the benefits of using million dollar bills and a great source for them. [Click here to read it.](#)

## Million Dollar Prospecting Letter for Insurance Sales

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Dear {Name},

As you can see I've attached a Genuine Looking Million Dollar Bill to the top of this letter.

Why have I done this?

Actually there are two reasons...

1. What I have to tell you is important and I wanted to be sure to get your attention,
2. Because I help business owners save up to {71%} on annual insurance expenses I thought a Million Dollar Bill would be an appropriate eye catcher.

If you're like most business owners, you're probably too busy "putting out fires", dealing with employee issues and working long hours to even begin to think about saving money on insurance.

That's why I have developed a FREE No Obligation Phone Quote service that only takes 5 or 10 minutes and is guaranteed to save you at least 25% on your insurance this year.

**{Save Up To 71%!} (use an exceptional figure like this and tie it in with one of your testimonials below)**

I might be able to uncover an ENORMOUS savings for you just like I did for these clients:

**{Testimonial}** (tie in the 71% savings in one of these testimonials...use specific money savings and/or



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percentages with name of customer and phone number if possible on all of them.))}

{Testimonial}

{Testimonial}

Let me help you save an exceptional amount of money. My FREE No Obligation Phone Quote service will only take 5 or 10 minutes of your time. I'll call you {or my assistant will call you} {Wednesday at 9:20am}. Please forward the Million Dollar Bill to your assistant and let them know I'll be calling.

Or, if you would like your FREE No Obligation Phone Quote right away call my office at xxx-xxxx anytime.

In fact, I'm so convinced I can help save you money on your insurance that it comes with this unprecedented guarantee:

### 100% Guaranteed To Save You Money

If I can't save you at least 25% on your insurance without sacrificing the quality of insurance, I'll write you or your favorite charity a \$50 check with no questions asked. How's that?

Also, just for taking the time to get your FREE Quote I'll send you a (name of high perceived value gift). It's absolutely FREE and there's no obligation to buy from me.

Sincerely,

{Your Name}

PS: Remember, my FREE No Obligation Phone Quote service will help you save hundreds maybe thousands of dollars - I absolutely GUARANTEE it!

{Member of the Name Of City Chamber Of Commerce,  
The Better Business Bureau, and The 5 Star Business Review.}

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Available

## Mortgage savings letter with million dollar bill

Dear {First Name},

As you can see I've attached a Million Dollar Bill to the top of this letter. Why have I done this? Actually there are two reasons...

#1: What I have to tell you is extremely important and I wanted to be sure to get your attention.

#2: Since I can help you save thousands of dollars on your mortgage I thought this Million Dollar Bill was an especially appropriate eye-catcher.

My name is {Your Name}, and my FREE Mortgage Needs Assessment has helped many of my clients save a significant amount of money on closing costs, pay off their mortgage faster, and save on other related financial expenses.

Here's what a few of my customers have to say:

{"Testimonial"}  
{Name, City, State}

{"Testimonial"}  
{Name, City, State}

{"Testimonial"}

## Instant Sales Letter Templates (Yanik Silver)

{Name, City, State}

Give me just 20 minutes of your time, and I will show you how to achieve similar or even better results!

My Personal Guarantee...

If I can't show you how to save at least {\$10,000} on your mortgage AND help save you time and money on your closing costs and other related financial expenses, I will pay you or your favorite charity \$50 no questions asked.

Call {xxx-xxx-xxxx} anytime between the hours of 8am - 6pm Monday through Friday to schedule your FREE Mortgage Needs Analysis, or use the return reply card that's enclosed. Call or send in your reply card now!

Sincerely,

{Your Name}

**PS: Schedule your FREE Analysis by {date 2 weeks ahead} and you will receive a FREE report called, "Ten Biggest Mistakes People Make On Their Mortgage Plan and How To Avoid A \$10,000 Mistake!"**

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## Million Dollar Prospecting Letter for Realtors

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Dear {name},

As you can see I've attached a genuine looking Million Dollar Bill to the top of this letter.

Why have I done this?

Actually there are two reasons...

#1: What I have to tell you is extremely important and I wanted to be sure to get your attention.

#2: Since I help people {name of benefit get a \$500,000 for as little as \$300,000 or, get Million Dollar Homes for as little as \$700,000} I thought these Million Dollar Bills were an especially appropriate eye-catcher.

My name is {John Sample}, and my FREE Home Discovery Analysis will help you decide on a home-style that is right for you, what you can afford, and what kind of home will fit your lifestyle now and in the future.

With your FREE Home Discovery Analysis you'll also get a personalized report that summarizes your most important interests in a new home. This will give you and I a model to work from making it much faster and easier for you to find a new home!

But that's not all...this report can be updated and changed at anytime and as many times as you want. So if you change your mind about something on your report we can create a new model to work from. A \$225 value, yours

## Instant Sales Letter Templates (Yanik Silver)

FREE until {date}!

My FREE Home Discovery Analysis has helped many of my clients get a new home that they are proud of and without sacrificing their current lifestyle and spending their entire life savings...

Here's what a few of my clients have to say:

{Testimonial}

{Testimonial}

{Testimonial}

You can get similar results from working with me, and I guarantee it!

Here's My Home Discovery \$100 Guarantee...

If after your FREE Home Discovery Analysis you decide to let me help you find a new home I guarantee to find you a home that you want and can afford within {3} months or I'll right you a check for \$100.00, no questions asked!

Your Home Discovery Analysis is FREE, there is no obligation to work with me, and I will not bother you with any sales pressure. I don't work that way.

Call {xxx-xxxx} anytime between the hours of 8am - 6pm Monday through Friday to schedule your FREE Home Discovery Analysis, or use the return reply card that's enclosed. Don't wait, call or send in your reply card now!

Sincerely,

{Your Name}

PS: Schedule your FREE Analysis by {date} and you will receive a FREE Report called, *"Ten Ways To Instantly Increase The Value Of Your Home By As Much As 45%!"*

## Instant Sales Letter Templates (Yanik Silver)

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## Million Dollar Letter for Realtors to Turn Renters into Buyers

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Dear {Name},

I've attached this genuine looking Million Dollar Bill to this letter for two reasons...

1. I have something very important to tell you about and,
2. Since it involves the most important investment you need to make, I thought this Million Dollar Bill would be an appropriate eye catcher.

Here's what this is all about...

Money is flowing out of your checkbook every single month...Money you'll never see again...

I'm talking about -- Rent money.

That's right, "When you're renting, you're just throwing your money away." I know you've heard it a million times but it's true.

And as rents continue to rise, you continue to part with bigger and bigger chunks of your hard-earned money. Money is going right into the pocket of someone else. But it could easily stay in your pocket and this money will grow as the value of your new home increases.

Before you set this letter aside think about this...

Most homeowners today were just like you. They thought



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that buying a home was simply out of their reach, but now they are enjoying a new lifestyle in their very own home (see the attached pink sheet).

No more rent. No more putting money into the pockets of a landlord.

Buying a home is the smartest financial decision you will make for two reasons...

Equity build-up and,

Tax advantages.

Let me explain...

Real estate values have risen steadily over the last 60 years (sometimes there are peaks and valleys), but over the long run there has been a consistent increase.

This means that every month when you make a payment on your new home, the amount that you owe goes down.

PLUS, since home values typically increase (and this includes apartments and condos), it is worth a little bit more every month. This is how you build up equity in **your home. For example, if your home is worth \$120,000 and you owe \$70,000, the equity is \$50,000.**

Also, all of the interest and property taxes that you pay on your home are fully tax deductible! (Check with an accountant or tax specialist.)

**Buying A Home, Apartment, or Condo is Easier Than Ever!**

There are lots of different ways to buy a home, and often for the same or less than you are paying in rent this month.

My FREE 20 Minute Rent Analysis will help you decide if home, apartment, or condo ownership is right for you

## Instant Sales Letter Templates (Yanik Silver)

now, or in the near future (it's free, and there is no obligation to buy anything.) It might be the most important 20 minutes you make in your financial life.

I'll call you {Day} at {time} to schedule a time for us to go over your FREE 20 Minute Rent Analysis. Or, call me at {555-555-5555} anytime to schedule a mutually convenient time to meet.

This letter is going out to {number} families and individuals that we feel have a very good chance of making their dream of owning a new home, apartment, or condo come true. So don't delay. Schedule your FREE 20 Minute Rent Analysis before all of my open appointment slots are closed. In two weeks I'll be too busy finding new affordable homes for people just like you!

Plus, as a special bonus for acting early and scheduling your FREE 20 Minute Rent Analysis I'll hand you my Special Report, "10 Costly Mistakes New Home Owners Make And How To Avoid Them!"

Home ownership is right around the corner. Call right now: {555-555-5555}.

Sincerely,

{Your Name}

{Contact info}

PS: In {name of your area} over the last ten years home values have risen {%!}! Where do you want your rent money going?

PPS: I've attached a pink sheet titled, "*What Past Renters Are Saying About Owning Their New Homes and Apartments!*" for you to review.

PPPS: Remember, your FREE 20 Minute Rent Analysis may be the most important step you take in your financial life,

## Instant Sales Letter Templates (Yanik Silver)

and it's only 20 minutes! Don't delay. There are only a few slots available at this time.

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