

21 Step Sales Letter Formula

This effective sales letter formula was created by copywriting heavy weight Perry Belcher and it is designed to cover every possible angle so that prospects can't help but to make a purchase.

This sales letter formula has 21 specific elements to it and would be a great option to use if you are writing a long form writer sales letter.

- 1) Call out to your audience:** Call out your audience so that they know that you are speaking to them
- 2) Grab attention by making a big promise headline:** Speak to your audiences desired end result by making a big promise
- 3) Backup the big promise:** This will be a sub-headline under your headline
- 4) Identify the problem:** Use story-telling to identify your prospects most painful problem
- 5) Provide your solution:** Show how your product or service will benefit your prospect and show the transformation that they will experience (their before and after state)
- 6) Show pain:** (with empathy and affinity)
- 7) Explain ease of use:** Show that your product or service is easy to use and is not complex in anyway
- 8) Show speed of results:** Explain that your product or service will get results quickly
- 9) Future cast:** (Show how their life will be better because of your solution)
- 10) Prove that you are the expert:** Show that you are the expert and that you are the go-to person for the solution that your prospects so desperately need
- 11) Detail the benefits with bullet points:** Simply list the benefits of your solution as bullet points
- 12) Show proof & testimonials:** Clearly display testimonials and proof of results to prove that your product or service gets results
- 13) Make your offer in detail:** Start listing all of the elements of your product or service
- 14) Build up your value:** Build up the value of your product or service
- 15) Add bonuses:** Add any bonuses to the end of your offer along with their value

16) Reveal your price: Price drop and from the value build and reveal the killer price your prospects will actually pay

17) Inject scarcity: Give your prospects a reason to buy now. Use time deadlines, limited spaces/products etc.

18) Give a guarantee: Give a no-brainer guarantee that removes all buyer fear

19) Give your call to action: Make a strong and clear call to action so your prospects no exactly what to do next

20) Give a warning if they don't buy: Explain if they don't make a purchase and take action, your prospects will continue to feel the pain that they are feeling and will continue to be stuck where they are.

21) Close with a reminder: Recap your offer with P.S's