



Sales Letter

The purpose of a sales letter is to persuade a specific reader to purchase a service or product. This is a persuasive letter, and must both enhance the author's credibility while also advertising the product or service. Follow the formatting for a business letter. (**Refer to the Formatting a Business Letter resource.**) Use headings and subheadings to enhance readability. Many companies will include useful information in their sales letters, so that the reader will feel compelled to save it on his or her bulletin board or refrigerator.

1. Elements:

- A. **Headline:** The headline is a sentence that grabs the reader's attention, offers a benefit, or makes a promise. It is placed above the salutation, and should be limited to thirty words. The headline should do the following:
 - I. Include the main selling point (cost, quality, aesthetics, or popularity).
 - II. Use strong action verbs and powerful descriptive words.
- B. **Introduction:** Your introductory paragraph should expand on the information in the headline. The introduction should do the following:
 - I. Provide the reader with an expansion of the headline.
 - II. Detail the product or service information.
 - III. Provide the reader with the cost, savings, and the access information—how soon you will get the product or service to him or her.
- C. **Body:** The body is where you are going to establish your and your company's credibility and provide additional information on the product or service. The body should do the following:
 - I. Provide the reader with more details about the product or service and the differences from similar brands.
 - II. Provide the reader with testimonials from satisfied customers.
 - III. Provide your reader with information: delivery, set-up, service contracts, support details, etc.
- D. **Call to Action:** In the final portion of your sales letter, you will direct your reader to respond. You are asking him or her to make a decision based on the information that you have provided. The call to action should do the following:
 - I. Provide the reader with the information for the next step.
 - II. Direct your reader to the self-addressed stamped envelope (SASE), the postcard, any order form, and the relevant phone numbers.
 - III. Persuade the reader to make the call with the contact information.
 - IV. Express gratitude.
 - V. Include a postscript that will further the appeal. Some companies offer a free set-up by a certain time, a discount, or a warranty.

2. The Eleven Steps for Creating your Reputation:

In order to convince your reader of your product or service quality, you must establish your credibility.

1. Know your product or service well.
2. Add high-profile endorsements from clients or associations—you could put one of the quotes at the top of your letter or immediately following the headline.
3. Introduce yourself and tell your reader what you are offering.



4. Make your letter useful—include tips or useful information on the letter so that the reader is compelled to save it as a reference tool.
5. Organize your letter for persuasive appeal, make it readable, and use effective discourse.
6. Include a call to action—provide your reader with numbers for ordering and support.
7. Offer an incentive for prompt replies.
8. Maintain a database of your clients, so that you can individualize each letter.
9. Use your sales letter as a means to build on existing relationships. Even if you are not expecting your client to buy the product or service, use this letter as a way to remind him or her of your genuine interest in how he or she is doing. People are loyal to those companies that they feel are invested in their wellbeing. Take time to invest in that relationship.
10. Always revise and edit your letter.
11. Do not sound artificial. Use a conversational tone and remain professional.