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A CALL TO ACTION

HopeNotHype

The Most Important Part Of Your Sales letter (It's Not What You Think)

Lesson One



Welcome to the “*Hope, Not Hype*” copywriting course!

I'm really excited you chose this course.

Because over the next ten lessons, you'll discover how to attract more orders with your sales letters - offering hope, not hype.

Let me explain...

Have you ever read a sales letter and cringed?

Chances are – it's because the sales letter was full of hype. And included huge, exaggerated claims...

Using mental gymnastics and psychological tricks to get people to buy. And it may have even preyed on the desperate - crossing ethical lines to make the sale.

That's the sort of sales tactic that makes your skin crawl. If nothing else, you'll want to take a long, hot shower after the words have ravaged your mind.

So listen, I know you don't want your prospects to feel that way. You don't want to trick them or "hard sell" them into buying anything from you.

And you definitely don't want to use "tricks" to make a few bucks - only for it to come back and bite you in the tail.

What you want is to HELP your customers. And you want a sales letter that genuinely reflects your desire to help them and fill them with hope - so they can march forward knowing their problems and dreams will be resolved.

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And that's why I've developed this course.

Over the next 10 lessons you're going to learn how to create effective sales letters offering **HOPE**, not hype. You're going to learn how to "earn" money by making a real difference in people's lives.

So with that in mind, let's jump directly into **Lesson 1**.

Starting with a question...

What's the most important part of your sales letter?

If you've spent any time learning about copywriting, then you're probably thinking it's the headline?

Sure, that's an important part...

But you know what?

It's NOT the most important part. And neither is the postscript, the call to action, the opener, the price, or any other part of the sales letter...

The most important part of your sales letter is the ultimate claim you're making throughout the sales letter.

This is the **big idea** – the main premise around which you're going to build your sales letter.

I'm talking about the **primary purpose and promise of your product**. This is the desired outcome your prospects have been hoping for.

Selling is easy when you're delivering what people want.

Stoking the flames of desire... People will want to buy your product when you can help them achieve their dreams.

So, with that in mind, let's discuss how to develop this big idea, the main premise for your sales letter.

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What you need to do is determine what the audience wants, what your product delivers, and the primary message your sales letter can present to serve as a bridge between those two sides.

Let's look at these separately...

1. What does your audience want?

To answer this question, you will need to do some market research. This includes:

- Researching marketplaces like Amazon, ClickBank and Udemy to see what your audience is already buying (because this is the strongest indicator you'll have for what they want).
- Reading reviews on popular products to learn more about what your audience likes and doesn't like and what they desire in products.
- Checking the top sites in your niche to see what they're selling. If multiple marketers are selling similar products (that's a sign it's something your audience wants).
- Seeing what sort of content is popular on niche blogs and social media. Check out the blog comments too, which will give you insight into what your target market thinks.
- Talking to and even surveying your audience to get more insight as to what their biggest challenges are, what solutions they're seeking, and what outcome (result) they want.

Here's the next question you need to answer...

2. What does your product deliver?

To answer this question, you'll want to sit down and list all the benefits and outcomes of your product. This is where you define what your product does for the prospect.

Tip: *If your product or service doesn't tick the right boxes in your customers minds - it doesn't matter how good your sales letter is (Search for a hungry market first).*

Once you list all the benefits, then think about what, collectively, all those benefits do. That is - what outcome do they produce?

For example, a feature of the Hope, Not Hype course is, it includes a salesletter template.

The benefit of this template is to make it quick and easy to create a salesletter using the principles outlined in this course.

The overall outcome of this course is ...

students will learn how to craft highly effective sales letters offering hope...not hype, tricks or mind games.

3. What is the bridge between the two? What hope do you want to offer the prospect?

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Now you need to compare your two lists of the benefits and outcomes your audience wants versus what your product delivers. You're looking for the overlap here.

Once you've determined the main outcome your audience wants that your product also delivers, you'll want to distill it into a **succinct sentence**. This is your main premise.

You're then going to build your entire sales letter around this premise.

The point being - there's a huge difference in how you frame your sales letter depending on who your audience is and what they want.

Example One: *Let's suppose you have a weight-loss product...*

Your "big idea" for a letter aimed at 20-year-old men - who want to look good on the beach this summer - will be much different from the big premise for a middle-aged man who wants to lose weight because of a recent health scare.

Namely: "Shed the love handles safely and quickly so you can turn heads on the beach this summer" versus

"Slim down safely and quickly so you can look and feel healthier than you've ever been before".

Example Two: *The premise for a "make money online" product is going to be different for stay-at-home moms than it is for someone who wants to retire early.*

E.G., "Now you too can watch your children grow up when you discover how to make money from the comfort of your home" versus

"Here's how to create a financial security net so you can retire early and enjoy your dream life."

So, here's the guiding principle underlying those statements: Give your prospects hope. Hope they can see real results for the challenges they face. Hope that your product can deliver what they want.

ASSIGNMENT: Your Turn

Your assignment for this lesson is to take the steps outlined above. Namely:

1. Determine what your audience wants.
2. Outline the main benefits and outcomes of your product.
3. Create a statement that serves as the bridge between these two (and which will serve as the main premise of your sales letter).

And that's it for this time... the next lesson will blow your socks off!

You'll be shown how to build powerful headlines, that'll relentlessly pull your customers into your sales message...

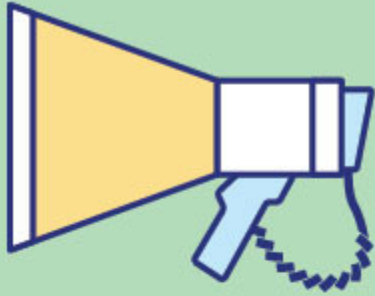
See you there !

P.S Don't be fooled by the simplicity of this first lesson. And make sure you take the time to fully integrate the core elements.

For instance, imagine constructing a skyscraper... the first stage is to build a rock solid foundation. Only then can you erect the rigid steel skeleton that'll hold the bulk of your building for everyone to admire.

This my friend is how you assemble a sure fire "solid" sales letter.

One Floor At A Time...



Give Your Customers Hope - Not Hype!

"You are not here to merely make a living, you are here in order to enable the world to live more amply, with greater vision, with a finer spirit of hope and achievement.

You are here to enrich the world, and you impoverish yourself if you forget the errand." - Woodrow Wilson