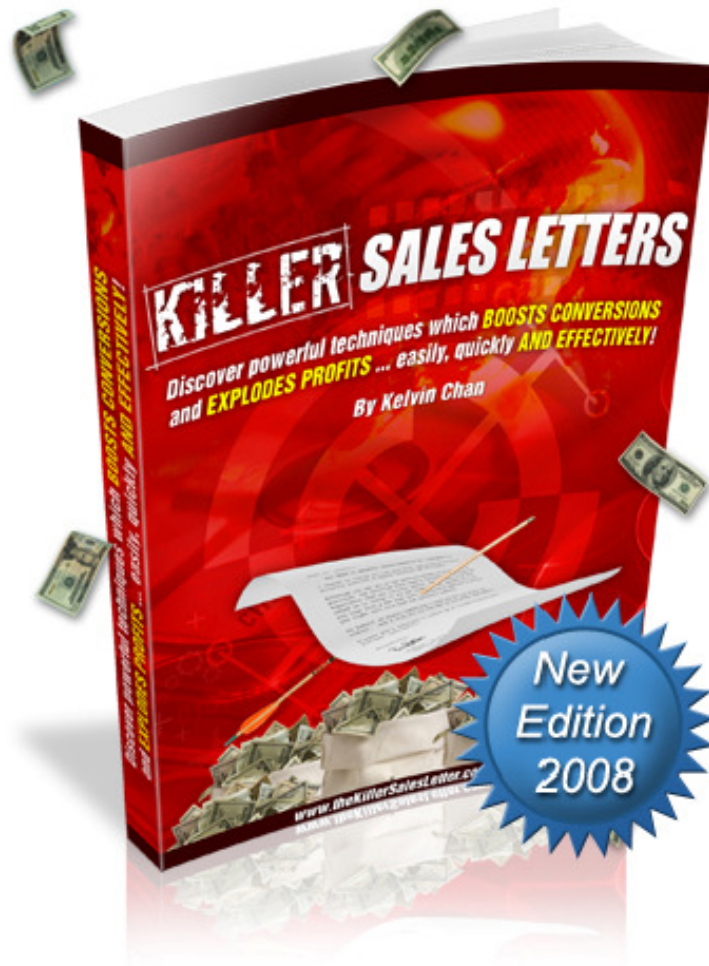


Killer Sales Letter

By Kelvin Chan, **the World's #1 Sales Letter Coach**



Powerful Techniques to Boost Your Conversions and Explode Your Profits

Version: Leaked Bite-Size Edition

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Killer Sales Letter Notes:

- 1) All the following points / techniques / principles (most of them) which you are about to read are **NOT** hard and fast rules that apply to **EVERY SINGLE** sales letter.
- 2) Generally speaking, the more of the techniques you apply, the better your sales letter will convert.
- 3) Ultimately, the headline is the **most important** element of the entire sales letter. No power headline, no copy to be read, no sale to be made. **Period.**
- 4) Examples are scattered throughout this report. Make full use of them to serve as your guide and starting platform.
- 5) If perchance your product is criticized here, please do not take it to heart. I don't have any agenda against you. If it really bothers, get in touch with me and I'll remove any references (graphical or otherwise) to it.
- 6) If you're observant and really reading and understanding what I say throughout the report, you will know that certain points are related but because each point is important, they deserve a section alone for explanation.
- 7) There's no such thing as the "**PERFECT SALES LETTER**"
- 8) You are **free to distribute this to any of your contacts or friends** but you have **no re-selling rights whatsoever**. Action will be taken in violation of this.

Tips for Killer Sales Letter:

1. Grab a notebook and jot down ideas and notes as and when they come while reading the Killer Sales Letter report
2. Apply what you have written down in your notebook

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Point 1: Attention Grabbing and Eye-Popping Headlines

LISTEN UP because research shows that the headline is 50%-75% of the ad. (other studies say up to 80%)

I like to say it this way ... "**Your headline is your sales letter for your sales letter**". (some say your headline is your ad for your ad)

Point #1 states that you need to have **Attention Grabbing and Eye-Popping Headlines**. Headlines that are catchy and thought-provoking. This point happens to be **point #1** for a very excellent and logical reason.

Think about it ... if you fail to grab their attention within the first couple of seconds (IMO, you need to catch them **within 7 seconds**) after viewing your sales letter / squeeze page, the very next thing they head for is the "**X**" button (which incidentally closes you out). And when that happens, you're a goner. You haven't even started pitching when you have lost the deal. Goodbye, dead goose.

Here are some pointers that I have for you (**remember**: they aren't hard and fast but rather, they serve as very good guidelines):

- Use **2-4** colors (Either as highlights or worded colors ... note that most will use the deadly combination of **red, black, blue, white and yellow**) and maximum of 3 underlines
- Keep your headlines shorter than 33 words (Don't turn it into an essay pls) ... **16 words or so would do generally good** because we **ARE LAZY** by nature (to read) though it's worthy to note that some of the most successful headlines in history are well over 17 words
- Headlines need to pique human curiosity and inspire
- Exaggerate your headlines when possible. Consider "**3 Mistakes That Copywriters Make**" vs. "**3 BIGGEST Mistakes That Copywriters Make**"
- Reframing your headline in the negative as opposed to the positive will work better. We are more motivated by pain than pleasure
- Consider adding an image around your headline if it's relevant
- Consider adding a brand name in your headline if relevant (such as Nike, Clickbank, Paypal, Microsoft) or even someone famous (such as Bill Gates, Donald Trump, etc)
- Start with a bolded **POWER** word
- Headlines that are emotional work well
- Use your headline to sell benefits

Let's look at some headline examples now:-

Example 1:

**"PROSECUTE Me! I'm Guilty of Raking
RM45,663.82 Just Within A Month From
Google AdSense.. Did It All Using A
Controversial Underground *Made In
Malaysia Only* Technique Mah!"**

Comment: Specific figures mentioned. Good! Using the words "controversial underground" implies that he has some insider secrets. Could have been a stronger headline if the word "You" was present.

Example 2:

**"Website Owner Uses New Software To
Discover 579 Affiliates, 145 'Active'
Keywords And Gets It All Directly
From His Competitor's Advertising
Campaign!"**

Comment: 2 specific numbers mentioned. Promotes software's ability right from the headline. Great stuff!

Example 3:

**FACT - More Heart Attacks Occur on
Monday's Than Any Other Day of The
Week.**

Comment: This headline is rather weak because no benefits are mentioned and no attempt on selling made here. Positive thing is that he started with a power word and also managed to draw attention with the headline.

Example 4:

“You’re About To Learn Secrets That Most People Will Never Know About Hypnosis...”

Comment: You generally can’t go wrong when you start with the word “You” because the prospect is directly addressed here. Effective headline because prospect is bound to read on if he was a targeted prospect for hypnosis stuff.

Example 5:

“Discover The *7 Steps To Financial Freedom* That Transformed Me Into A Millionaire At Just Age 26...”

So YOU Can Sack Your Boss, Quit Your Dead-End Job, And Catapult Yourself To Financial Success!”

Comment: This headline was more “I” focused than “you” focused. Starting off with the keyword “discover” is good. Author attempts to show that he has a plan for the prospect within the sales copy and product.

Example 6:

“Internet Marketer Gets **\$87 Million in Google Pay-Per-Click Ads **FREE!** ... And Makes Over **\$314 Million** as a Result! ... And Now He's Going to Give You This Same Secret for **Next to Nothing!**”**

Comment: The use of words “free” and “next to nothing” are pretty powerful. Established his credentials very quickly and effectively.

Example 7:

"WARNING: Do Not Read This Unless You Are Already Rich!"

... Or Curious About The First Commercially Available Stock Trading "Robot" Which Earns \$346.77 Per Week (Managing \$1000 Capital).

Comment: Starts with the word "WARNING" which is extremely effective as a power word. He pre-qualifies the prospects by telling them to not read unless they are already rich (presumably they aren't so they should go on reading). Oh and notice the color red isn't used here?

Example 8:

Insider Reveals Five Quick, Slick & Zero-Cost 'Secret Techniques' That Earns Him As Much As \$13,150 For Just 2 Hours Of Smart Work!

Comment: Interesting headline but tells nothing of what sort of work it entails. Could have used another word instead of "work" such as "effort", etc. Also, I would have used the number "5" instead of the word "five".

Example 9:

"How To Approach Any Woman, Anywhere And Know Exactly What To Say To Get Her To Give You Her Number And Go On A Date With You - NOW"

Comment: Powerful and effective. "How To" implies that author is already an expert.

Example 10:

How to Get Your First Real Copywriting Client in...

"14 Days Or Less!"

Comment: Short, sharp and sweet. 12 words in the headline. And extremely effective. Prospects will definitely read this.

Example 11:

"When You Download This Free Success Report We Will Donate A Plate Of Food To A Starving Child On Your Behalf. It's That Simple. No Strings Attached."

Comment: This headline was not for a sales page strictly speaking. It was for a landing page but I thought it might be useful for some of you guys.

Out of these 11 examples, which ones start with a power word? I would venture to say 1, 3, 5, 7 and 8 do so. Of these, the 5th one is the weakest. If you're going to use a **POWER** word to start off, I suggest using one of these words:

- WARNING	- FACT
- STOP	- DANGER
- LISTEN	- SECRETS
- DISCOVER	- HURRY
- IMPORTANT	- IMAGINE
- GUARANTEED	- EASY

As a guide to you, the following 3 are headline generating templates that are proven to get attention:-

- 1) "HOW TO _____ "
- 2) "SECRETS OF _____ REVEALED"
- 3) "WARNING: DON'T EVEN THINK OF _____ "

P.S Images aren't normally employed to grab attention when it comes to above the fold headlines but check out <http://www.guygetsgirl.com/> and see how attention is drawn. If you're a normal guy, I'm pretty sure you won't leave the page within the first 7 seconds! :D

Ok ... just to give you **MORE VALUE**, I'll suggest one **POWERFUL HEADLINE** that most of you can make use of (all you need to do is tweak to your own needs):

YOUR COST: \$97 and some sweat
YOUR PROFIT: A CASH RAKING SALES LETTER THAT CONVERTS LIKE CRAZY!

MY GUARANTEE: IF YOU DON'T BENEFIT FROM MY KILLER SALES LETTER, I WILL PAY YOU 110% WITHIN 36 HOURS OF CONTACTING ME ... HASSLE FREE!

Or you could do this:

YOUR COST: \$97 and some sweat
YOUR RISK: YOU HAVE 0% RISK. THE RISK IS ON ME BECAUSE IF YOU DON'T LIKE MY PRODUCT, I WILL PAY YOU 110% WITHIN 36 HOURS OF CONTACTING ME ... HASSLE FREE!

Or how about this:

"IF YOU MAKE AT LEAST \$351/day, PLEASE IGNORE THIS LETTER!"

For some of you, you might also like to have a pre-head. A pre-head is a short sentence that comes before the main headline. It's used mainly to qualify your prospects. I'll give you some examples:

- **Attention:** Information presented here is only intended for people who are serious about success
- **Warning:** What you are about to read can potentially change your life in just 7 short days
- **Disclaimer:** Some people will hate me for what I'm about to teach you

Summary: You need to invest some time into getting your headlines right. If you're not sure, have a shortlist of 3-7 ones that you like and get others to critique them. Have fun!

P.S Enjoyed this leaked bite-size version? Then you'll definitely be in love with the full report available at <http://www.theKillerSalesLetter.com>

P.P.S If you have any comments / suggestions / JV proposals for me, please email me at Kelvin [at] theKillerSalesLetter [dot] com

Bye for now and all the very best! ;D
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<http://www.theKillerSalesLetter.com>