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Your attention getting pre-headline can go here to setup your main headline, it should not take up more than 2 or 3 lines and half way across... "Your Benefit Oriented Main Headline Goes Here, It's A Good Idea To Make It In Quotes, Capitalize Each Word, And Make It An Inverted Pyramid By Adjusting The Line Lengths Using Shift-Enter At The End Of The Lines" Here is your first sub-headline to amplify the benefits or competitive positioning of your offer From: Firstname Lastname RE: Attention getting topic line This is your opening paragraph, it should draw your reader into your page, hold their interest, and make them want to continue to read. You could tell them the two or three major benefits they receive from reading this letter, or you could state a little know fact or ask a question that creates curiosity as to what you're about to reveal to them. Sub-Headline Into All The Benefits They Get Now you want to pile on all the benefits your reader receives, like this: This is not the time to make a list of the features of your product or service. No, you need to tell them the end result they get from those features... the benefits, and notice there is no period after each of these bullets, you may use an exclamation point, but sparingly Benefits are the positive results your customer gets Features are the characteristics and specifications of

your product or service To help you come up with benefits, start off by listing all the features of your product Then come up with the resulting positive benefit that your customer gets from that feature The best way to see how to do this is to look at successful salesletters Once you have your benefit list, make a list of them in your salesletter using headlines as Benefit Bullets. It's kind of like a rapid fire presentation of the major benefits your customer gets when they buy your product And you can see I've alternated font settings to help give a little visual relief... (bold, then default, then bold, then italic, etc) And much, much more! Master Ressel Rights! _____ See My Store For More Deal!!!
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