Successful Web Sales Letters

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"You're just one good web sales letter away from a million dollars" At Last, a Unique Treasury of 37 Proven, Successful Web Sales Letters -- Yours for Only $14.95 Special Bonus - You Get Unlimited Free Re-Sale and Re-Distribution Rights To All Would-Be Internet Marketing Millionaires, Famous copywriter Ted Nicholas (who has made many millions of dollars) didn't say "*web* sales letter." The Internet didn't

exist when he started making his direct marketing millions. Think what an advantage we have over him. You want to sell more of your products and services on the Internet, am I right? Sure I am, or you'd be a chat room right now. Odds are, many of you have so far failed to sell much at all of your products and services. Are you blaming the so-called recession? September 11? Are you driving traffic to your site but failing to make sales? Paying more for your ads, banners and pay per click engine placements than you're making? How much do you want to succeed online? What difference would it make to your life to know that you had the skill to sell any worthwhile product on the Internet? Despite what you've read, the 3 keys to Internet success are NOT "traffic, traffic and traffic." They're NOT even "targeted traffic, targeted traffic and targeted traffic. The ONE key to mining the Internet gold mine is "targeted traffic converted to sales." Whether you have a 500 page content rich site or a stripped down to the barest essentials minisite, what you need is a web sales letter that *makes the sale* If you can talk, you can write a web sales letter. You don't have to know any secret ways of putting words together -- just keep them one after the other :) The trick to learning how to write web sales letters as anything else is to learn the *structure* That's what this book teaches you -- the pieces of web sales letters plus the principles that make them work. As you'll see, a lot is common sense. Not rocket science or brain surgery. You learn by example - taught by many of the greatest web copywriters online today. * Jonathan Mizel * Yanik Silver * Terry Dean * Declan Dunn * Dr. Ken Evoy * Mark Joyner * Jimmy D. Brown * Collin Almeida * Neil Shearing * Phil Wiley . . . and more. I'll let you in on a deep secret -- none of these success stories was BORN a good web sales copywriter! Nope - they all came into this world just as naked as you and me. Imagine that! :) What's made the big difference in their lives is that sometime between that birth and the beginning of their online wealth they studied GOOD copywriting. They read and re-read books by copywriters. They read and re-read the junk mail they received. They read and re-read the classic sales letters. They learned the structure of sales letters. They learned the principles behind that structure. They learned by example. They practiced. They wrote sales letters. Then they read and re-read the proven winners and compared their efforts to the masters, and changed and re-wrote their letters. Then they tested their efforts in the marketplace and tested and changed what still didn't work. Some of the greats included in Web Sales Letters Supreme were professional copywriters before they started their online careers. But many started their online businesses first and learned copywriting because they had to. Many of them are NOT professional copywriters. They started out as a doctor, a pizza delivery dude, a Kinko's clerk, a reporter . .

. all self-educated, self-trained copywriters. Now you can leverage their efforts by studying the successful web sales letters they have produced What these Internet pioneers had to do was adopt traditional direct sales letter techniques and methods to the Internet. There are technical differences related to the media, plus some different psychology involved. In Web Sales Letters Supreme you get: * Easy to understand explanations of the 8 main parts of a web sales letter supreme. Once you know the structure, you can piece together an acceptable letter. * The psychological principles you use to convince your prospects they MUST BUY your product * The 3 Ps that are the foundation of a successful web sales letter. You must understand these before you start thinking about the mechanical parts of a web sales letter. They're not hard, and they're basic. * 11 more examples of great web sales letters to visit online * An entire chapter of tips on how to format your web sales letters. When I put up my first web sales letter I made a basic typography error because of what I knew about offline printing. You can avoid repeating that mistake and others that I and others have made. * A web copywriting resource site Learn from 37 different proven web sales letters Aspiring copywriters have always studied successful sales letters. The reason is obvious. The best way to learn what works is to learn from what works. You can buy books that consist of nothing but direct mail sales letters. For aspiring Internet marketers, there are two problems with these books. 1. Some of the letters are quite old. Is the venerable headline "Do You Make These Mistakes in English?" inspiring for copywriters aiming for modern Internet customers? 2. All of the letters are direct mail pieces. Although there is much for web copywriters to learn from direct mail copywriters, the media are different and have some different technical requirements. Aspiring direct mail copywriters have been using books such as this for many years. Until now, there has been no such book for web copywriters. I just went to Amazon and found a good example of a book that direct mail copywriters can use to learn their craft. The World's Greatest Direct Sales Letters by Herschell Gordon Lewis and Carol Nelson You should also notice that the retail price is $79.95. Amazon's price is $55.96 plus postage and handling. That's three times more than you'll pay for Web Sales Letters Supreme. You can also learn copywriting by attending one of Randy's copywriting bootcamps. Last time I received a mailing for one, the price for one week's training was only $5000. That's how much aspiring direct mail copywriters value that skill. Cost savings and anthrax are forcing many small and large businesses to substitute web sites for direct mailings. Web Sales Letters Supreme consists of WEB sales letters, not direct mail pieces. If you want to send out direct mail sales letters, buy those books and study direct mail sales letters. If you

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