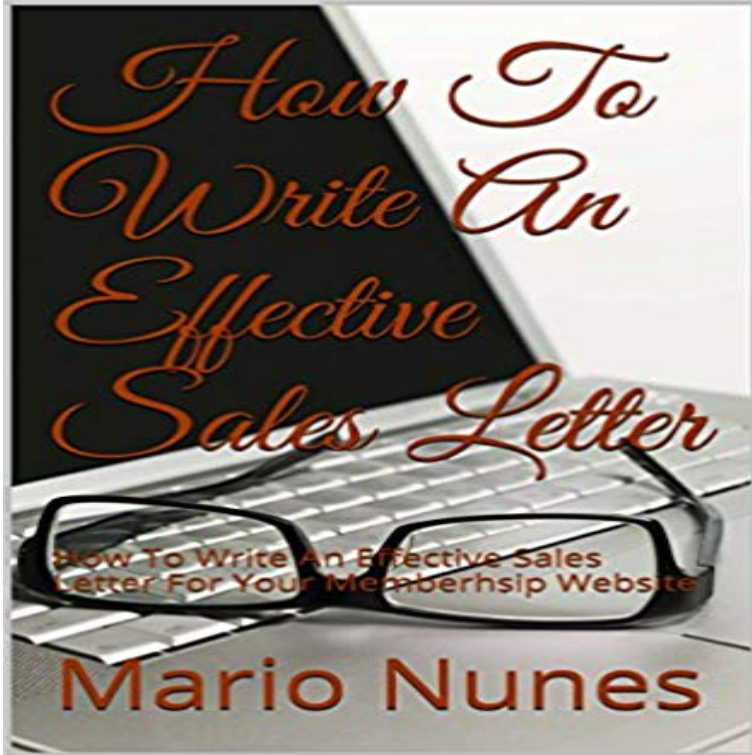


# How To Write An Effective Sales Letter: How To Write An Effective Sales Letter For Your Membership Website



In this report, we're going to take a closer look at something that is absolutely basic and fundamental to success as an Internet marketer. However, it's also the one thing that is most prone to mistakes and missteps that, in the end, lead to lost sales and reduced profits. You already know that the sales page is your biggest Internet marketing asset. It is where visitors land to find out more about your product, make their buying decision, and then make their purchase right away. Sounds pretty easy, right? Yes, it is pretty easy to construct an effective sales page if you know the following: ? What elements to include ? In what order to include them ? How to format them for maximum impact You can do a simple Google search and find all sorts of people out there offering their advice and suggestions for creating a high quality sales page. If you were to buy all of their information products, read all of their articles, and capture their overall main ideas, what you would most likely find is a hodgepodge of ideas and descriptions. Think about the last time you read through a newspaper, magazine, or some other printed periodical. How do you decide which articles to read and which articles to skip? The headline. If the headline doesn't grab you right away, engaging your interest and curiosity, then you'll most likely move on without checking out the article at all. The same concept holds true for your sales page! A great headline is absolutely vital to getting visitors to stick around and keep reading. Newspapers often use a main headline and a sub-headline to enhance the likelihood that you'll stop to read an article. On an Internet sales page, though, you need to use three different headlines: - The Gotcha Headline - The Main Headline - The Still Gotcha Headline. Each of these has a very specific purpose and must be used in a very specific way if you want to produce maximum results. And much more!

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