

The Secrets of Sensational Sales Letters

So, you want to build sales? You want to create more listings? You want to create relationships with people this year who will do something next year? Then it's simple! Write them a letter or two or more.

But, first understand that there are some secrets to writing sensational sales letters. Secrets that will give you results that other people just dream about. So let's look at them, one-by-one.

1. **Forget the school rules:** All that stuff your teachers taught you about letter writing is for your competitors. That stilted, formal writing observing all the rules of grammar keeps English teachers happy but racks up no results.
2. **Write letters like you talk:** That's it. When you write to somebody it should sound like you are talking to them. So write your letter just like you talk. In fact, one of the best ways to write a great letter is not to write but to say it, just as if you are talking to the person, into a tape recorder. It might sound like this "G'day Joe! I reckon I should remind you of the 3 most important things in selling. Yes, that's right. There are 3 things most people who are going to sell their house don't know. And what they don't know generally costs them heaps....."

Now that's how you would say it. So why shouldn't that be how you'd write it. It would look like this.

G'day Joe!

I reckon I should remind you of the 3 most important things in selling.

Yes, that's right. There are 3 things most people who are going to sell their home don't know.

And what they don't know generally costs them heaps.....

Now your English teacher might frown but, for anybody else, this letter is pretty compulsive reading. You'd want to read on wouldn't you?

3. **Decide the objective of the letter:** Too often people write letters that give far too much information. For example, they try to make the sale in the letter rather than merely gain an appointment with somebody who might be interested in buying. Or they try to get somebody to get a valuation when all they really want is for somebody to request some information.

So, to make sure your letters work, its essential that you decide your objective. And that objective should generally be to get the recipient to take one small step, not a giant leap.

If you, for instance, are looking for potential vendors then its probably silly to ask them to ring for a "free valuation". Better to offer them a research report on local home values.

You see asking for the former action is a giant leap, asking for the latter is a small step. But, probably, some one who asks for the report is thinking in the back of their mind about selling.

Ask yourself, what small step do you want people to take? Do you want them to phone you, fill out a coupon, or ask for information?

And then ask yourself why they would do it? Are the reasons you give them compelling enough for them to take the action you'd like them to take?

Remember too that curiosity is compelling. The more curious you make people the more they'll want to get what you offer.

Good morning Mrs Smith!

There are 3 streets in our town that are better to live in than any others!

And, guess what? They probably aren't the streets you think they are!

We have recently compiled some amazing research which rates the streets in Hometown according to a number of what we call "desirability factors". These factors all add up and define how well particular streets and areas rate.

The information is essential reading for anybody, and you may be such a person, who is contemplating the sale of their home in the not too distant future.

It could mean substantially more dollars than you anticipated.

And what if your street is low on the desirability scale?

Well, its not all bad news. You see there are several steps that you can take..... (etc, etc)

4. **Have a great headline:** No matter what you write.....an advertisement, a brochure, a handbill or a letter..... around 80% of your success comes from the headline. Think about it. What sells newspapers and magazines? Headlines, that's right. If you don't attract their attention with a headline which has a big fat W.I.I.F.M. (what's in it for me) they're not going to read the rest of your letter.

So think about who you are talking to and write a headline that appeals to their self interest. Attract their attention with something that seizes them by the throat and makes them say "That's interesting, what's that all about....."

And, by the way, look for advertisements with headlines that have great appeal or are continually repeated, obviously, because they work. The titles of Reader's Digest stories are often great headlines you can mould or bend to fit what you want to say.

Don't these headlines compel attention?

How to get an extra \$25,000 for your home!
5 secrets your bank manager won't tell you!
What you should know before you auction your home
How to tell whether a real estate agent is lying!
The 7 secrets to negotiating the best sale price for your home (or any other real estate).
Confessions of a real estate agent: What you should know that costs you money.
I must tell you this before I explode!
I am writing to you because of a phone call.
The strange story of the man with the grasshopper mind.

5. **Elaborate on the headline:** If your headline has seized their attention they'll want to read on. So get right into it. Take 3 - 5 paragraphs to amplify, elaborate and explain what you've got in the headline, starting with the most important points first.

Write about that point, briefly and succinctly, so that your reader is nodding and saying to themselves "This is interesting, I'd like to know more".

And, as they read on, the information you give them kindles their desire so that they are saying to themselves "Gee I must do that (or get that or call them as the case may be)" To get them to do this make sure that you do make them an offer. It should be very clear as to what you want them to do.

Get them to act right away by offering them an incentive for doing it now. And make it easy for them to do so, for example, by making sure that they can get answers after hours, or by fax or by filling out a coupon.

By the way, keep your paragraphs and sentences short. Use 2 to 4 sentences of 10 -15 words in each paragraph.

6. **Make the signature legitimate:** Either sign the letters personally or have them printed in process blue ink (assuming the other print is black). It will certainly increase your response.
7. **Always have a PS:** Many people only read the headline and the PS. So use the PS to restate your offer forcefully and appealingly. For example:

P.S. If you ring me now on 1234 5678 I'll send you your free personal copy of the just released report called **21 things you should never tell a real estate agent.**

8. **And make sure you personalise the envelope:** Not "to the Householder" or to "Somebody who wants to sell" but to the recipient by name, with their address. Make it look personal ... from you to them ... because you care.

I'd want you to send 200 letters with real postage stamps through the post rather than letter box drop a 1000 circulars. And when you find out which of these work best, so will you.

9. **And don't expect instant action:** If your first letter doesn't work, follow up with another one. After all, why should they take action just because you want them to?

So there you are then. Some secrets of sensational sales letters. If what you've done to date hasn't worked why not try some of these ideas? You might just turn letter boxes into money boxes.

Dear Mr Jones,

Right now, even in this market, there are six simple steps you can take to get top dollars for your home!

Hello my name is Fred Jones and I'm with Jones Real Estate. Like many agents I'm anxious that you should consider asking me if you are thinking of selling your home. But, unlike many agents, I can guarantee you one extra special advantage. **I can help you get top dollars for your home.**

You see there are **six simple things** that you can do to make your home worth even more in the mind of a buyer. In fact these steps are so simple, so easy, that you'll be amazed that no one ever told you about them before.

Obviously, I'm not about to tell you what they are in this letter because you could steal my secrets without trying my service. However, if you are serious about selling, then I'm prepared to tell you the six simple secrets in return for letting me also explain why you should use me to handle the sale.

If you are not convinced then there's no obligation. But, somehow, I'm sure you will be. Why not call me now on 123 4567 to get these amazing secrets working for you right now?

Yours sincerely

Fred Jones

Real Estate expert

P.S. That's right. Ring me for the 6 simple secrets to get thousands of dollars more for your home. And, strangely, most people have no idea what they are.

This article has been written by Winston Marsh who is recognised as one of the leading business speakers at conferences and seminars where the objective is to motivate and train delegates in how to increase their sales results.

For more information or to book Winston for your conference contact him or his business partner Peter Gosden on Tel + 61 3 9569 1100 Fax + 61 3 9569 1181 or by e-mail to peter@bgrowth.com.au