



INCREASE YOUR SALES COPY'S
CONVERSION RATE BY MAKING
MINIMUM CHANGES THAT
DELIVER MAXIMUM IMPACT!

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Copywriting Today

The use of sales letters had been around for as long as direct response marketing have been practiced in the conventional “brick and mortar” world.

And ever since the Berlin wall came down and the World Wide Web came up, it did not take long for people from business backgrounds to tap into the growing world of E-Commerce.

And it certainly didn't take long for direct response marketers to carry their offline practice into the online world.

Thus, you see the practice of one-page-long sales letters being used widely today by businesses of various sizes to sell and push their products and/or services into the Internet marketplace.

This is the case, because sales letters in this fashion have been proven to be all **time-tested**. As you probably know by now, sales letters are really just one **LONG** page with one person in mind: **to help sell the product to the prospect**.

It's like an electronic salesperson on your behalf, and it certainly beats having you to prospect and sell to someone else face-to-face or gamble on sending out hard copy mails (that can span 5-20 pages long when printed) and face the chance of not covering your investment on printing back.

A sales letter is considered to produce a good decent conversion rate at **2 to 4** percent. You are doing better if your sales letter produces above 4 percent. Some marketers reportedly produce 6% and some as high as 20-30% to cold prospects!

Believe it or not, online sales letter consists of mainly the use of **mostly words** and then some images. And words are indeed powerful tools; you should consider them **double-edged swords**.

If used correctly, **words can sell literally**. If used improperly, not only would your sales letter suffer in conversion rate, it might just deliver the wrong message and the worse case scenario can be that of offending your prospects (besides not closing the sale).

I have a sneaky suspicion that your sales letters are currently not producing the kind of conversion rates you want. Or this is your first try at developing a life long asset or skill where marketing online is concerned.