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The Ultimate Sales Letter: Attract New Customers. Boost Your Sales.



Synopsis

Write Well to Sell Big! In the age of e-mail and instant communication, great sales copy is indispensable to closing a deal. But too many sales letters end up in the junk file or the wastebasket. In this new edition of his top-selling book, author Dan Kennedy explains why some sales letters work and most don't. And he shows how to write copy that any business can use. Among other things, he provides: Completely updated text and examples Great headline formulas New exercises to spark creativity The best way to use graphics Kennedy is the most successful, highly paid direct-response copywriter in the country. In this book, he shares his step-by-step formula so everyone can write letters that will nail the sale.

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Customer Reviews

For someone who is completely new to the world of sales letters, this book takes you through the whole process from A-Z. The book is extremely accessible (minimal use of jargon), gets right to the point (do this, don't do that), and you'll find yourself using the principles almost immediately. I had a freelance sales letter opportunity fall in my lap soon after reading this, and I made myself sound like an old pro; the client was satisfied from the first draft forward. The book really is that good. The only

item that irked me, especially as the book drew to a close, was the amount of "upselling," both for the author's products as well as those of some of his colleagues. However, this is ultimately a sales book, the author apparently knows what he's doing, and it did not detract from any of the real content. Overall, I couldn't recommend more highly, whether you're a complete beginner looking for the inside track, or a seasoned pro searching for some fresh ideas.

If you want one reference book that you will refer to over and over again when writing copy, this is it. This book begins with the basics of copy writing for mine and my clients' projects. It and gives you a few formulas and samples to get you started. I use this book whenever I have a new marketing message to create. It is also the same formula for video sales letters, tele-seminars, and selling from the stage, so don't think this is dated material if you think long form copy writing is dead.

Most people who would buy this book are familiar with Dan Kennedy and his material and know he is a copy writing and direct mail legend. If you are new to copy as I am and looking to learn how to write great copy for my own small business this book delivers. I read on Kindle on my iPad mini and some examples of sales letters didn't show clear enough to read how every that was only a few where 99% of the example were clear. These examples help the novice copy writer learn how it's done by the best. Value far exceeds cost of book but 100 times or more.

The book is all about practicality. I believe the strongest advise he has is to make swipe files. I created a sales letter from just the instructions but did not look at what others have done and it flopped. So, copy what works. Do not reinvent the wheel. He says the process is less creative and more formulaic. I would say stick to exactly what he says.

While some information in this book is a bit dated and it was primarily focused on direct marketing, Dan Kennedy also shares timeless principles of writing sales letters that can be applied even today no matter what kind of sales letters you are writing. Getting to know your target audience will never become outdated, and the suggestions he shares from his past experience are quite thorough. He mentions that in order to get into the mind of his readers, in this instance dentists, he'd read every industry publication every month, visit websites that host discussions forums for dentists, subscribe to email groups where only dentists communicate back and forth, attend industry functions, conventions, seminars, trade shows, he'd play prospect, and routine mastermind with dentists. He then shares a step-by-step process he used to write a copy, very detailed with various examples.

He shares a fill-in-the-blank headlines with examples, different ways to attract attention and to overcome barriers, how to re-write and then he offers an extensive check-list with 35 points to check your copy. Yes he does have a plug for his website and services which I find appropriate in this book, and he also has a plug for few other tools like Mike Capuzzi's CopyDoodles. He then suggests re-writing for passion, and editing for clarity, and how to test your copy. At the end of the book you'll find additional resources.

There is no more comprehensive guide to writing a sales letter than this. Dan goes from A to Z on how to write a killer letter. It is packed with examples and in-the-trenches-stuff that will help you to be as good as a copywriter. As with his previous book, this is also a NO B.S. book as all of the examples are battle tested. I went to the largest Direct Sales company and just based on ONE idea I got from the book, landed a HUGE deal. Dan Kennedy is a MUST read!

I have read several of Dan Kennedy's books. This one is one that I return to all the time. If you are in marketing, this is a great resource for you and I recommend it as it stands the test of time. Kev

For someone just learning about copy writing with serious intentions of using sales letters to grow my business, I found it very informative. Some of these copy writing books are light on the how to's. This met expectations. Didn't have to work through a bunch of fluff to get to the meat. Well written.

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