

Get rid of the “I” and “ME” as much as possible because people care about themselves.....it’s called: **WIIFM**. What’s in it for me? People care about themselves and you need to focus on THEM not you.

Most of us naturally write letters as if we were writing to ourselves because we’re all comfortable with ourselves. You must write to your audience. If your audience has certain buzzwords or a language they are familiar with (by that I mean terms or slang your Prospects might use) than for Pete’s sake use those terms and make your Prospect comfortable.

Because if your Prospect quits reading your sales letter you got problems

Make your sales letters interesting to your Prospects. The one Cardinal Sin you cannot do is BORE your Prospect. Boring inspires the trashcan. It’s like the internet and remote channel clickers. If the viewer gets bored they click the channel and you don’t want your Prospect to click the channel on your sales letter...

Because BORING is bad!

Someone recently asked me about price. What about price? Well, price is a tricky subject as if you didn’t know it already. Here’s the deal about price. If you reduce your product/service to: it’s about price. Well, you’re in trouble because once you make your stuff about price it becomes a commodity and the lowest bidder wins.

Take Wal-Mart for example. These folks have built a business on being the lowest priced place in town. I can guarantee you if another store opened today advertising lower prices Wal-Mart would soon be out of business.

And you’ll be out of business if you focus on prices

I wouldn’t even address price in your sales letter to new Prospects. The reason is simple. You, through your sales letter, need to sell the “need”. All of us will need final arrangements at some point in the future. We just don’t know the exact day or time. If we did know the day and time we’d go to the funeral home the day before and make all the arrangements.

But, for most of us, we just don’t know where and when. If you’ve been in this business any time at all you know the devastation a death causes in a family. Heck, I