

Your sales letter must be conversational just like you were speaking one-on-one with your Prospect. It's okay to use slang terms. When testing the readability of your sales letter read it OUTLOUD. If you want to really test out a letter have a 12 year old read it and if he/she understands it you're on the right track. Keep it simple and don't show off your College writing talents because most people write and read at grade school level.

Eliminate formal and make it informal. I know what you might have learned in school but sales letters work better when they are less formal and look like you wrote it even if there are misspellings.

Side note: I've had people call me up to tell me I had a misspelled word in my sales letter. Ironically, the folks who tell me I misspelled a word also made appointments to meet with me. To this day I haven't corrected that misspelled word.

### **Rule of Thumb Two**

Eliminate the Madison Avenue look. Make all of your correspondence appear like you wrote it. In the old days I'd recommend you use "courier" font and make it look like you wrote it on the old typewriter.

Today I recommend "Palatino Linotype" for the body and "Verdana" for headlines. By the way, you need a headline on all of your sales letters. You also need subheads. Make sure you never end a sentence at the bottom of the page (always break the sentence up similar to what I've done on the bottom of page one).

Side Note: There's a concept called "duel-readership-path". A duel readership path is a creative way to satisfy two types of individuals. One type of person is detailed and will read every line of your letter while another individual will read the headline and subheads. Use subheads to summarize your sales letter

### **Rule of Thumb Three**