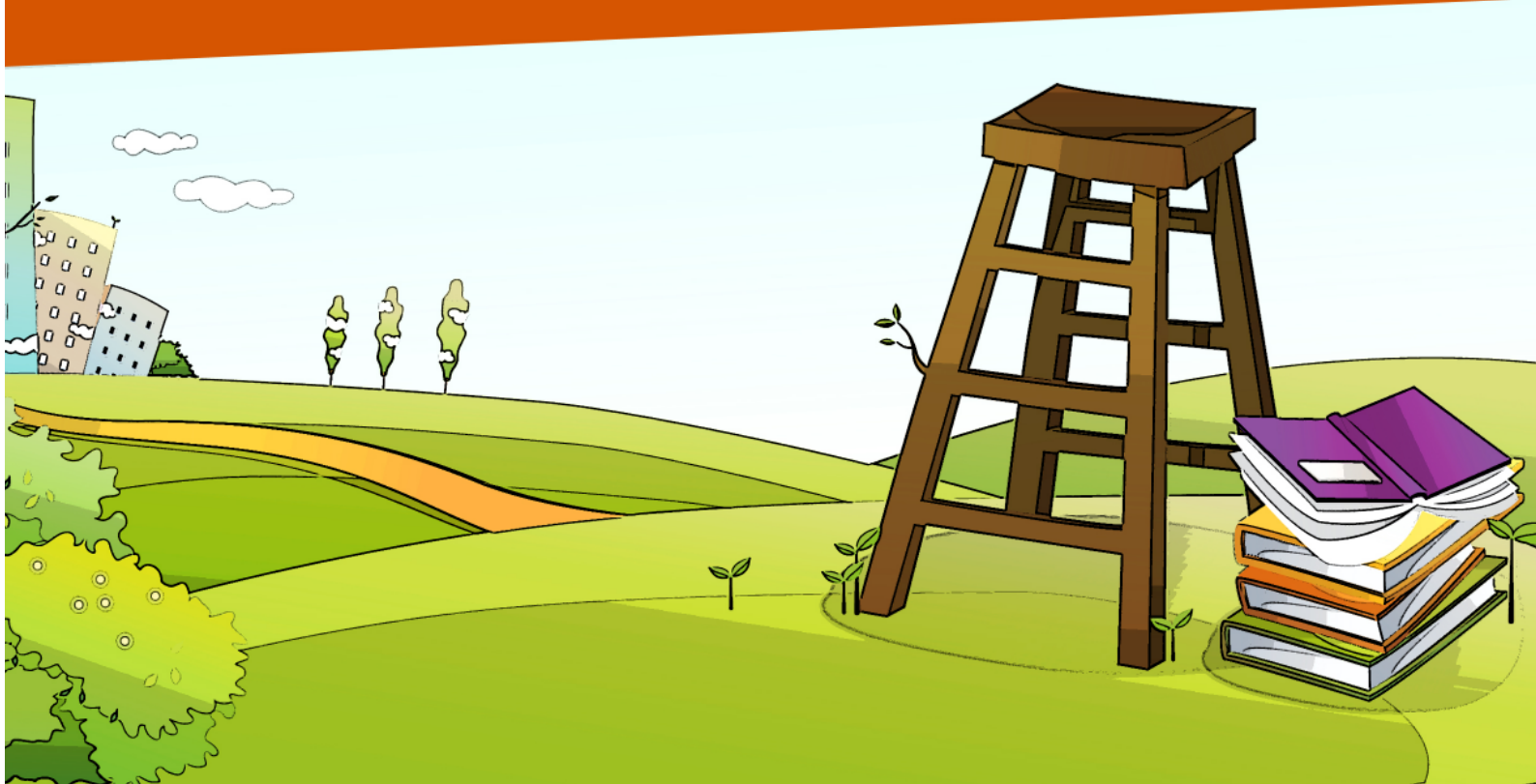


The 25 Point Sales Letter Formula:

# “A Step-By-Step Guide To Crafting Winning Sales Offers Guaranteed To Convert Sales”



By Tim Erway

ELITE  
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## “A Step-By-Step Guide To Crafting Winning Sales Offers Guaranteed To Convert Sales”

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## From The Desk of Tim Erway

*Satellite Beach, Florida*

Dear Marketing Student,

Congratulations on taking action and claiming my proven, step-by-step formula for crafting sales letters, videos and presentation guaranteed to convert prospects into customers.

This formula came as a result of my 10+ years as a student and practitioner of direct response copywriting. In that time, I've had the opportunity to create sales offers that have resulted in multiple 8-figures in online sales of **information**, goods and services.

I originally created this sales letter formula as a tool for my coaching and consulting clients, many of whom have gone on to create 6 & 7-figure online businesses using this very checklist.

The beauty of this formula is in its simplicity and effectiveness. It's meant to be a tool to help guide budding copywriters to learn the process of crafting mouthwatering sales offers, even if they have little or no previous copywriting experience.

The process, or framework provide herein is proven to convert sales, yet the impact of the sales letter is largely determined by the ability of the writer to effectively integrate basic persuasive copywriting principles.

In short, there is no magic bullet I know of that will allow a new copywriter to hit a homerun their first time at bat. The only way truly master the art of copywriting is to study and practice. This formula is not a replacement for learning the basics, however when used in conjunction with some fundamental copywriting skills, it can certainly cut the learning curve way down and get new writers well on their way to creating winning sales copy much faster and easier than any other system I'm aware of.



## “A Step-By-Step Guide To Crafting Winning Sales Offers Guaranteed To Convert Sales”

This formula was taken from The Ultimate Sales Conversion System course. To unlock the entire system, which includes more training videos and sales templates, such as “*The 7-Figure Webinar Presentation Formula*” plus “*Igniting The Buying Conversation*” and many more plug-and-profit sales templates and formulas that can multiply your sales, simply visit:

<http://TheUltimateSalesFunnel.com/conversion>

Once again, I want to congratulate you on taking action and I look forward to hearing about your success with the 25-Point Sales Letter Formula!

Sincerely,

Tim Erway

**P.S.** Be sure to watch the free companion video for *The 25-Point Sales Letter Formula* to get the maximum benefit from this checklist. In this training, you will get actual examples of how to effectively use this formula and get you to your goal of crafting killer copy FASTER and with less effort.



## Acknowledgements:

I want to offer a very special thank you to all of my coaches, teachers and the legendary direct response copywriting greats who most inspired me and without whom, I wouldn't have had the necessary foundational knowledge upon which to build this formula.

Although I can't list all of them here, I want to give credit specifically to the few individuals who provided the greatest inspiration for the creation of this particular formula.

**David Garfinkel**

Copywriting Templates

**Dan Kennedy**

The Ultimate Sales Letter

**Jon Benson**

Creator of the video sales letter

**David Frey**

The 12 Step Foolproof Sales Letter

**Perry Belcher**

Digital Marketer

**Dave VanHoose**

Speaking Empire



## 1. Flag your audience (pre-head)

### Examples:

*Attention frustrated \_\_\_\_\_: Are you sick and tired of \_\_\_\_\_? If so, read on to discover...*

*WARNING: The shocking truth about your \_\_\_\_\_*

*FREE Presentation especially for \_\_\_\_\_*

*Attention \_\_\_\_\_ sufferers...*

*Tired of suffering from \_\_\_\_\_?*

*Frustrated Ex-\_\_\_\_\_ insider reveals the shocking truth about \_\_\_\_\_*

*Attention: If you or someone you love is suffering from \_\_\_\_\_, then this will be the most important letter/presentation you'll ever \_\_\_\_\_.*

## 2. Grab their attention (headline)

### Examples:

*You're About To Discover \_\_\_\_\_*

*Here's The #1 Secret To \_\_\_\_\_*

*How To \_\_\_\_\_ In \_\_\_\_\_ Easy Steps*

*How To \_\_\_\_\_ Without \_\_\_\_\_ In \_\_\_\_\_ Or Less 100% Guaranteed*

*Here Is A Shockingly Simple \_\_\_\_\_ That Is Helping \_\_\_\_\_ To \_\_\_\_\_*

*Now You Can \_\_\_\_\_ And \_\_\_\_\_ Without \_\_\_\_\_*

*New Breakthrough Reveals How You Can \_\_\_\_\_*



The Revolutionary \_\_\_\_\_ That Allowed An Ordinary \_\_\_\_\_ Go From \_\_\_\_\_  
To \_\_\_\_\_ In \_\_\_\_\_

7 Little-Known Ways To \_\_\_\_\_

How To Get Rid Of \_\_\_\_\_ Quickly, Easily And Naturally

(Do Something) Like A \_\_\_\_\_

5 Things Every \_\_\_\_\_ Should Know About \_\_\_\_\_

Don't \_\_\_\_\_ Again Without This \_\_\_\_\_ Secret

NOTE: if you really want to grab attention, especially if you're using a video sales letter, consider using a “pattern interrupt” either as your headline, or leading to your headline.

**Pattern Interrupt Example:**

Hi, I'm \_\_\_\_\_, and this is \_\_\_\_\_ (show picture of something strange and unusual). In the next few minutes, you're going to discover how this \_\_\_\_\_(something strange and unusual), was the secret to \_\_\_\_\_ (getting desired result).

### 3. Backup your promise (sub head)

**Examples:**

Using this miracle \_\_\_\_\_, you can actually \_\_\_\_\_ while you sleep!

In the next \_\_\_\_\_ minutes, I'm going to reveal how you can stop \_\_\_\_\_, eliminate \_\_\_\_\_ & finally \_\_\_\_\_ by \_\_\_\_\_.

What your \_\_\_\_\_ never told you about \_\_\_\_\_, and the shockingly simple \_\_\_\_\_ that guarantees you'll \_\_\_\_\_ without \_\_\_\_\_.



*This is the little-known \_\_\_\_\_ secret that's quietly \_\_\_\_\_ and I'm going to reveal exactly how you can \_\_\_\_\_ in \_\_\_\_\_, guaranteed.*

*Shocking new \_\_\_\_\_ breakthrough reveals exactly how \_\_\_\_\_ are now able to \_\_\_\_\_ without \_\_\_\_\_.*

## 4. Identify the problem (opener)

This portion of your copy is where you open up the conversation. It's about you and your story.

If you used a pattern interrupt, this is where you would start to explain how it ties into your solution and offer.

Also, you will want to share your experience with the problem so you can relate to your audience who is having the same problem.

Be sure to twist the knife, pour salt on the wound and really get them to feel the pain and experience it in their mind.

Use this as an opportunity to build credibility and make your prospect feel you were just like them before you discovered the solution.

This is considered your opener, and is one of the most important parts of your copy after the headline and sub-headline. It's important to get this part right and I highly recommend learning how to write emotionally engaging copy.

## 5. Provide the solution

Talk about the pivot point, what changed for you and how you discovered the solution.

**Examples:**



*Then one day everything changed when I finally found...*

*That all changed the day I met...*

*It wasn't until I accidentally stumbled onto...*

*That's when by a total freak accident...*

*After \_\_\_\_ years, I finally found this amazing breakthrough...*

## 6. Show pain of and cost of development

The idea here is to get people to see YOUR solution as the answer to the problem they have.

### Examples:

*After \_\_\_\_ years of painstaking research and trial and error, I finally discovered a foolproof...*

*It took over 5 years & I invested well over \$\_\_\_\_\_ before I was able to finally crack the \_\_\_\_\_ code...*

## 7. Explain ease-of-use

Explain here how easy it is to get the same result when they get the formula/blueprint/system etc.

### Examples:

*The best thing about this is just how fast, effective and EASY it was to integrate into your life...*



*With this simple weight loss system, you can shed 3-7 pounds per week without starving yourself, without calorie counting and without doing any crazy exercise regiments...*

*What I really love about this system, is just how simple it is to start getting results. For instance, check out the results \_\_\_\_\_ got when she plugged into my easy \_\_\_\_\_ program.*

*All it takes is one small, simple tweak to what you're already doing and you can...*

*This is the real beauty about this \_\_\_\_\_ is just how easy it is to \_\_\_\_\_ quickly, safely and naturally...*

## 8. Show speed to results

This is a great place to talk about case studies and results you and/or others have gotten.

### Examples:

*What makes this \_\_\_\_\_ unlike anything else out there is just how FAST it works. In fact, you can get results in as little as \_ days from now...*

*Here are some shocking real-world results we've gotten in the first 30 days...*

*After working with \_\_\_\_\_ just like you, here's our results... \_\_% of our clients reported \_\_\_\_\_ in their first 21 days. No other \_\_\_\_\_ even comes close to...*

*I already shared what my results were, however I was really shocked at just how quickly others were able to \_\_\_\_\_. Here are just a few examples...*

## 9. Future pacing/casting



This is a powerful way to get people to say “yes” to your offer by helping them envision themselves getting their desired result.

**Examples:**

*Imagine how much more \_\_\_\_\_ when you plug in to \_\_\_\_\_...*

*Just picture looking in the mirror and seeing the new \_\_\_\_\_ you...*

*Think how good it will feel when you're finally able to...*

*Your friends will be BEGGING you for your secret when they see how you...*

*I'm sure by now you can clearly see just how life-changing this can be for you when you finally \_\_\_\_\_*

*How much will it mean to you if you can make an extra \_\_\_\_\_ starting next month?*

*What will you buy when you \_\_\_\_\_? What will you do with all the free time you have? Where will you travel?*

*Picture the look on your \_\_\_\_\_ face when you...*

## 10. Show your/program credentials

What makes you or your program credible and believable?

**Examples:**

*By now, you're probably asking yourself, why \_\_\_\_\_? Well, the answer is simple...*

*This is the only system that's clinically PROVEN to \_\_\_\_\_*

*This amazing \_\_\_\_\_ system was developed by 13 of the worlds top \_\_\_\_\_ experts*

*I have helped \_\_\_\_\_ busy/frustrated \_\_\_\_\_ just like you finally get...*



## 11. Detail the benefits

Here you can use short benefit statements and/or bullet points to emphasize the main benefits of your program.

### Examples:

*Let me break down what you're going to get when you... (follow with bullet points)*

- *Bullet*
- *Bullet*

*Looking for the fastest way to \_\_\_\_\_ without \_\_\_\_\_? No problem, you'll get that at minute 13:49 (you'll be amazed at how simple this is)*

*Sick and tired of the \_\_\_\_\_? We've got the answer for you on page \_\_\_\_\_. (you won't find this in any other \_\_\_\_\_.)*

*Want to learn the secret to getting \_\_\_\_\_ quickly and easily? No problem, just turn to page \_\_\_\_ and you'll discover \_\_\_\_\_.*

*Once you've discovered this proven formula, you're going to finally \_\_\_\_\_*

*With my simple system, you'll start \_\_\_\_\_, \_\_\_\_\_ even \_\_\_\_\_ in as little as \_\_\_\_\_.*

*It only takes \_\_\_\_\_ a day to start \_\_\_\_\_ and won't interfere with your busy life...*

*You never have to \_\_\_\_\_ so you can \_\_\_\_\_ without worrying about \_\_\_\_\_...*

## 12. Get social proof



Put in testimonials, case studies, etc.

**Examples:**

*Here are just a few success stories about....*

*Just look at what some of our fans are saying about \_\_\_\_\_...*

*Check out this real-world case study to see how \_\_\_\_ was able to...*

*(Enter case studies or testimonials)*

## 13. Make your offer

**Examples:**

*Now it's your turn to \_\_\_\_\_, and here's how...*

*Here are the details about how this amazing system is going to help you...*

*I'm going to take \_\_\_\_ people who are serious about...*

*Let me break this down for you so far, so you can see exactly how powerful this \_\_\_\_\_ can be, and why you should consider taking me up on what I have for you...*

*Here's exactly how this \_\_\_\_ is going to help you...*

## 14. Add bonuses

**Examples:**

*Yet I want to make this an even easier decision for you, so for the next \_\_ people...*

*If you act in the next \_\_\_\_ minutes/hours/days, you're going to get \_\_\_\_\_, valued at \$\_\_\_\_\_...*





*If all this system did for you was \_\_\_\_\_, would it be worth it to you?*

*Picture being able to \_\_\_\_\_. Would it worth \$\_\_\_\_\_ for you?*

*Just imagine \_\_\_\_\_. Would it be worth \$\_\_\_\_\_ for you to finally \_\_\_\_\_?*

## 17. Reduce price to the ridiculous

### Examples:

*As you can clearly see by now, this is an unbelievable value at \_\_\_\_\_, however I know times are tough right now, and I want to give you every reason to take advantage of this amazing system today, so I'm going to give you a chance to pick this amazing system up right now at steep discount...*

*When I originally ran this by some of my top students, they said I would be crazy to offer it for anything less than \_\_\_\_\_. Obviously, they know the value because they've experienced the results for themselves. However, we don't know each other, so I want to give you every reason to say yes to what I have for you...*

*At first, I was going to cut the price in half, which is only a one time investment of \_\_\_\_\_. Now I know if you've gotten this far and you're reading/watching this, you're probably ready to get started, and I want to do one even better and make this an absolute no-brainer for you...*

## 18. Reveal your reduced price (pop buy button)

### Examples:

*Now I want to make this an absolute no brainer for you...*



So for the next \_\_\_\_\_ (# of people or time period), I'm going to make this amazingly powerful \_\_\_\_\_ system available for the one time low investment of \$\_\_\_\_...

That's a whopping \_\_\_% savings from the normal retail price of \_\_\_\_\_

(OPTIONAL) And because I want to make this affordable for everyone, I'm even offering a \_ pay option, so for \_ easy payments of \_\_\_\_\_, you can start enjoying the benefits of \_\_\_\_\_ right away.

## 19. Inject scarcity (if any)

### Examples:

I'm only taking on \_\_\_\_\_ this week/month...

I only have \_ spots...

This won't last long because...

This video will come down when...

Because I only have limited availability/quantity/etc.

After the first \_\_\_\_\_, all the fast-mover bonuses will be gone...

## 20. Give guarantee

### Examples:

Look I'm going to give you the absolute best guarantee I possibly can...

I'm taking on all the risk...



*You have nothing to lose and everything to gain...*

*My iron-clad 100% money back guarantee*

*I'm so confident in your results, I'm going to put my money where my mouth is*

## 21. Call to action (desire based)

**Examples:**

*To take advantage of this offer and to experience \_\_\_\_\_ for yourself, take action right now.*

*I want you to experience these results for yourself, and I know you're going to love the results. This is your chance to finally \_\_\_\_\_, and you have nothing to lose and everything to gain by saying yes...*

## 22. Give a bigger reason

**Examples:**

*Now I know you're probably thinking to yourself “\_\_\_\_\_, why would you make such an insane offer by practically giving this away?” Well that's a great question and the answer is because I have a bigger vision. You see,*

*I want to get \_\_\_ new case studies and testimonials...*

*I'm on a mission to help \_\_\_\_\_ this year...*

*I know once you get results with \_\_\_\_\_, you're going to want to do business with me in the future...*



## 23. Call to action (logic based)

### Examples:

*So here's \_\_\_ more darn good reasons to take action now...*

*Your investment is tax deductible...*

*You are saving \_\_\_\_% when you order today...*

*You're getting \_\_\_\_\_ in free bonuses*

*You're guaranteed results or you get your money back...*

*Basically, you have nothing to lose by saying yes, so go ahead and...*

## 24. Call to action (fear based)

### Examples:

*Now I want to give you fair warning...*

*I'm taking this letter/presentation down when...*

*I'm only taking on \_\_\_ more \_\_\_ and...*

*This amazing \_\_\_\_\_ will never be made available again at this ridiculously low investment*

*Why pay more later when you don't have too?*

*If you don't do anything about your \_\_\_\_\_ problem, you will continue to \_\_\_\_\_, miserable and your life will continue to suck...*

*If you don't do something today about \_\_\_\_\_, how will your life be different \_\_\_\_\_ from now?*



*The definition of insanity is doing the same thing over and over and expecting a different result...*

## 25. Close with a reminder

**Examples:**

*Remember...*

*Once we hit \_\_\_\_\_...*

*We have very limited \_\_\_\_\_...*

*And you are completely covered by our risk-free 100% money back guarantee, so you have nothing to lose and everything to gain by decisive action and claiming your \_\_\_\_\_ right now and \_\_\_\_\_.*



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