"The Robert Plank Show"

Episode #026

How to Create Direct Response Sales Letters

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Let's talk about direct response sales letters. I honestly believe that the best way of creating a sales letter is using the Paper Template WordPress plugin.

Making money on the internet these is based around the fact that everyone's distracted. The confused mind never buys! It's tempting to make a webpage with tons of tabs to click on... but in the long run, that's going to cost you sales and money. Send traffic to blog, shopping cart or e-commerce store with lots of options to click -- and that's not going to convert as well as a webpage with nothing else on it but one simple thing to buy.

An example of this is at papertemplate.com. There's only one thing to buy on that page. I've tried every most possible website designs because, at the end of the day, I'm not as interested in the most arty-fartsy website design, or the most beautiful, stunning or incredible website design. I want the design that makes me the most money and I hope that's your case too.

I don't want a crappy looking website, don't get me wrong. I don't want blinking text and crazy backgrounds. BUT I want that compromise. I want a webpage that makes me the most money possible because if I send 1,000, 10,000, or 100,000 clicks to a webpage and it converts at 1% at $50 per sale... I can make a few tweaks and bump that up to 2%, to 4% to 5%. I have now doubled, quadrupled, 5 times the amount of money.

The internet is a numbers game. Send traffic to a webpage and most people won't buy. That's a fact. That means you need to send MORE traffic to that web page. It's a matter of how much. Many times, we're preventing people from buying for the silliest reasons.

Paper Template has a white background with a white piece of paper on it. Why does this convert the best? I have a few ideas butwe don't really know. All I know is that out of all the possible website designs I've tried, this is the best. I've ALSO tried different types of headlines, sizes and fonts. A white webpage with a red headline and a black sub-headline looks cheesy, but it converts the best.

Seven Conversion Boosters

There are little things we can do on a webpage make it convert...

Conversion Booster #1: One thing to buy in a webpage. That means don't link anywhere else.

Conversion Booster #2: A "white piece of paper" style long-form sales letter. That helps quite a bit.

Conversion Booster #3: Attention-getting headline that grabs people right away. I've seen people with a giant logo at the top of their webpage or the name of the product. They don't think in "newspaper" terms. The newspaper will print something like, "San Francisco Burns to the Ground" in giant print so that it grabs you when you're walking by. Check out the front page of websites like CNN.com, The New York Times, The Huffington Post, TechCruch, to see more of what I mean. The headline is going to grab people.

You might have heard the cliché that you only have X number of seconds to hook someone. It used to be 12 seconds and now it's closer to 3 seconds. If someone's on your webpage, you can't assume that they care about your product or your service as much as you do. They probably don't! We need something newsworthy and clever that grabs them. Print it in a red headline and then a black sub-headline. The red headline stops them in their tracks and gets them to read that black sub-headline, then the black sub-headline gets them to read the first sentence of the "deck copy" and on and on.

Conversion Booster #4: The bucket brigade. In the old days, if there was a fire and they had to get water from the well or the river to put out the fire, people would line up, dip the bucket in the river and pass the bucket from person to person until they could dump it on the burning house. In the same way, we want to get someone to read from the top, then the next chunk, next chunk... go on a journey with us and at the end, buy from us.

Conversion Booster #5: Autoplay video or audio. Let's say you're selling a course and you don't have a video to show on a sales letter. Record a quick audio where you read the headline right off the page. Then the sub-headline. Then first part of that "deck copy" (the wording after the headline and sub-headline). Place an audio player on that webpage and have it automatically play.

Every time I add audio that automatically plays on a webpage, it's increased conversions. People have opinions on this and say things like, "What if someone is visiting your webpage from work, from their day job, in a meeting? They're going to get angry!" Will they get angry? Sure, but the average person is more likely to buy. Every time I've done this, it's increased conversions and I'm going to keep it. Autoplay either audio or a video.

In my case, if I'm selling software or a membership course where I'm demonstrating something, I'll have a quick 5 minute video on that webpage that automatically starts playing as soon as they arrive. Armand Morin has a term called "obvious marketing." We assume that when people come to our webpage they'll know what to do and know what to click but they don't. We're going to increase conversions by telling people what to do or making it automatically play for them when they get there.

Conversion Booster #6: AIDA (Attention Interest Desire Action). Our headline and sub-headline grabs their attention with a shocking statement, the interest phase hooks them with a very short micro story that identifies the problem they're going through. D or "Desire" introduces our solution and our offer and then A or "Action" tells them to buy right now.

We're going to list out exactly what the offer is (called an offer stack) and clearly state what the price is. We're not going to make people click that button to checkout and to see what the price is. We're going to tell them right there on the webpage to make it simple.

Seven rules of copywriting:

1. only one thing to buy
2. white piece of paper looking template
3. have a red headline and black sub-headline
4. bucket brigade from the top to the bottom
5. autoplay audio or video (obvious marketing)
6. Attention, Interest, Desire, Action
7. call to action with the offer stack, price and a guarantee

How to Set It Up

Would you rather have your webpage perfect or would you rather have your webpage online? Most people tell me they would rather have it online and imperfect BUT they have that inner perfectionist (self-sabotager really) telling them, "You need a professional logo."

Inner Perfectionist says, "Get a logo made. You need the right wording." When I first started online, I was jealous about copywriters. I was only a programmer. I made cool products but I couldn't get a flood of people to buy it. People looked at my sales letters and thought... "That's geek stuff. I don't want to LEARN that."

I had to figure out over time how to hit those hot buttons. How to give people what they wanted. Focus on the WORDING of your sales letter and not what it looks like. That's why I want to give you the Paper Template. You can go to papertemplate.com and get this. It's a WordPress plugin that you can install on your site and it will make your webpage look like a white piece of paper. As far as I know, we were the second or maybe the third people to do this on the internet.

You can make these webpages by hand or you can hire someone to do it but the easiest and fastest way is if your webhost has what's called the control panel, or cPanel (HostGator is great for this for $9 per month). They'll give you this backend, this control panel where there's a thing called Fantastico. Use it to install WordPress, which is a "blogging" or online journaling tool.

You have your website and WordPress, install Paper Template and it will transform this blog, with too much to click on... into a plain white piece of paper. You don't have to learn about FTP-ing, databases, uploading, none of that. You click around, have WordPress, turn on Paper Template and you can use

their "What You See is What You Get" editor to fill in what you want on your sales letter. If you want to have a blog in addition, that's fine, this will not overwrite your blog. You have this white piece of paper and fill in these things using the "7 copywriting rules" from earlier.

You have WordPress and Paper Template fill in your sales letter so people will want what it is that you have to buy. That's the big question. How do we make an exciting sales letter? A direct response webpage, where someone sees it and says, "I've got to have it. I'm going to buy that real estate course, I'm going to join this weight loss membership site. I'm going to get those diet pills. I'm going to get this weight loss powder. I'm going to get this stock trading system." Whatever it is, they see it, they want it, they buy it. How is that possible?

Let's keep it simple. The first webpage I made consisted ONLY of a headline at the top of the webpage that said, "How to: Spice Up Your Site With Simple PHP." That's not the best headline in the entire world, but if you had a how-to kind of headline like that, that's good enough to make sales.

If you had a weight loss program and said, "How to reduce fat, build muscle and increase energy in 5 minutes a day without diet or exercise..." If that related to your product, that would be a pretty darn compelling headline. Is it the most fancy-smanciest kind of headline? No, but it gets the point across.

BEWARE of high octane headlines. If you're looking into how to makes sales copy, you might have looked at the most powerful headlines of all time. These are cheesy ads from the 1950s and 1960s from classifieds. There's one for a piano playing course that says, "They laughed when I sat down at the piano but when I started to play…" People have analyzed it and have reasons why it's a powerful and emotional headline.

Or this John Carlton headline: "Amazing Secret Discovered by One-Legged Golfer Adds 50 Yards to Your Drives, Eliminates Hooks and Slices and Can Slash Up to 10 Strokes From Your Game Almost Overnight." Good headline. People have tried to knock that off and tried to make the most exciting, crazy headline. They'll promise $50,000 in cash as part of the headline, for example. At the end of the day if you look at the most basic way this headline works, even ignoring the "One-Legged Golfer" and that it's "Almost Overnight" and these clever tidbits... he promised 3 things.

I'll read it again... "Amazing Secret Discovered by One-Legged Golfer Adds 50 Yards to Your Drives, Eliminates Hooks and Slices and Can Slash Up to 10 Strokes From Your Game Almost Overnight."

You could look at it and you cool look at it too closely. If we're looking at the big picture, he's promising three things: Add 50 Yards, Eliminate Hooks and Slices, Slash 10 Strokes.

If you had a headline that said, "How to get this, this and this..." That is good enough for now. Say what you want to say, then have a good copywriter spruce it up. They might not even improve it or it'll improve conversions 20%.

If your products don't sell or your headline sucks, or your sales letter sucks (the only real way is to send REAL targeted traffic)... if it's still not selling, you're probably missing the point. You're not tapping into what people want.

If you know 3 things people want, the top 3 things people want and you make your headline: "How to do this, this and this..." Then that's all you need to do. I see people spend weeks or months on the perfect headline. You don't even know if it's going to convert or not. Put it out there, say how to do these 3 things and that's it.

Bullet Points

You make a webpage, use WordPress, use [Paper Template](), you put out your headline and say, "How to do this, this and this." Then what do you do? My first sales letters were nothing but a headline and 10 bullet points. I'm not telling you to write a 20-page sales letter. But if you make this headline, "How to Blank, Blank, and Blank..." If you listed 10 bullet points below that headline and had a buy button, that would be something, wouldn't it? That would be better than nothing.

Think of not 10 pieces, not 10 videos, not 10 chapters but 10 THINGS someone can do using your product, 10 exciting things. I'm looking at our Paper Template's sales letter right now. It says, "You're 7 clicks away from a professionally written sales letter, a high converting opt-in form, pre-made legal forms and pages. No installation required, video replay pages, download pages, webinar registration pages." If I was limited to 10 bullet points then I would say, "How to... (whatever it is that they could actually do)."

"How to get a complete business system set up in 5 minutes or less." I could talk about the opt-in page component and I say, "How to start capturing leads from an e-mail opt-in page and have your whole funnel set up in 5 clicks from now."

We don't want to say, "Isn't it cool that we have this tab and this link and this feature?" But what is it that someone is actually going to DO with this product once they have it? If we were talking about whatever a weight loss product, we could say, "How to lose weight without changing any of the foods that you're currently eating." We could say, "How look and feel 10 years younger by changing these 3 habits."

List 10 things someone can do and someone can get from your product. Maybe you have to list it out 3 times. Lance and I call this pushing it one step further. We'll ask, "Why is Paper Template so great?" It's a WordPress plugin. We'll that's fine. It can host your sales letter. That's fine. We might say, "How to set up your sales letter today" You think, okay that's fine but the real question is "So what?" Underneath that we write, "So what?" Now we have to answer that question!

"How to set up your sales letter today." So what? I can set up my sales letter. What does that give me? To take it one step further, I'm going to say that you can have a webpage ready to take orders in 5 minutes from now.

So what? I can have a webpage ready to take orders in 5 minutes, what do I care? Need to take it one step further and hype it up to say, "You no longer have to stress out about editing webpages or coding files. In 5 clicks from now you can have an online business to take orders." See how we developed that bullet point?

Register a domain name (like Example.com or TotalWeightLossSystem.com). I'm sure that name is taken but if that's your product, brand, and course they you need to own the .com of that. Get hosting for that .com, setup WordPress, install Paper Template and type a headline saying "How to (Blank), (Blank), and (Blank)." List ten bullet points that explain how to do this, how to do this, different activities that someone can accomplish from your product.

Point & Click Headlines

Once you have these 10 bullet points, develop them by asking the question, "So what?" Ask it twice. We could say, "How to lose weight in the next 7 days." So what? Here's my better reason, list that and write down, "So what?" List the actual reason. It seems silly but you need to type these things out because you won't take shortcuts in your head. We have the headline, 10 bullet points and the call to action, a payment button so someone can click it, pay you money and get an access to what they bought.

These are built into [Paper Template](). In WordPress, go to "Add a New Page" to your site, and once Paper Template plugin is installed, new dropdown menus appear where you can drop in a pre-written sales letter or individual headlines or bullet points. You change things and fill things in. If you don't like the headline, change the headline.

We have 70 headlines and 60 bullet points. I looked at literally thousands of ads and hundreds of the sales letters I've written and looked at things from a high level. Remember that "golfer" headline from John Carlton? I could have looked at that and said, "Let's change one word." Instead, I ask, what is this golfing headline actually trying to accomplish? What's the real underlying structure? It talks about hooks and slices what's the template? There are 60 templates like that, where you can dropdown and now you have a headline and you change what's there.

It's easier to edit crap than air, it's easier to put some text on a webpage and change it later. Make small, tiny tweaks once you've seen how it looks.

Headline, 10 bullet points and then a call to action. With Paper Template you create a sales page, fill in the blanks and even remove those components you don't have time to change right now. Go back later to make it better, and set that sales letter as the front page of your entire website.

Create a new webpage and you create what's called a download page and we have a template for that too. If you're writing your product in a Word document or in Google Drive and then you save it as a PDF document and you put it on your website or if you have videos and you're hosting them on YouTube or Vimeo or one of those kinds of services and you put those on the download page but the way this works is you have your sales letter that everyone can see, you have your download page which only the buyers can see and then you have a payment button, we recommend PayPal.com and you put it on your sales letter. Someone reads your sales letter, they click the button, they pay, they're sent to that download page to get this thing that they paid for.

Once again, Paper Template has a premade template for a sales letter and download page. That on its own is a complete selling system for you to make sales on automatic pilot but how do you turn up to

choose what's the next logical step. Well, it's this things called an e-mail opt-in page. What you do is, you have this course for sale and you take a small chunk out of it and give it away for free. Whet their appetite, solve their basic problem.

Opt-In Page

Now there's a larger issue. Maybe you make a free gift about how to lose a pound today, how to lose a pound in a hurry, how to lose 5 pounds this weeks. You can share quick ideas like drinking more water, how to count calories, simple exercises people can do. How about ten quick lifestyle changes that they can apply? Cut down on drinking, cut down on smoking and fast food. Easy band aids to solve their initial problem.

They come to a webpage with nothing else to do other than sign up. Go to ExitRescue.com to see what an opt-in page is, if you haven't seen one. An opt-in page is very simple, once again, white piece of paper, headline, this time only 3 bullet points. Why 3? Because the attention span is much lower here than on a sales page and we don't need to talk that much and you're going to lose conversion rates the more you talk about it on opt-in page.

I've heard advice saying, "Write a big, 20-page long opt-in page so that will scroll. They'll think there's something for sale, they'll be pleasantly surprised when there's nothing for sale and they can opt-in."

That actually doesn't work!

What DOES work is something very short, for the low attention span crowd. We're talking about a headline, 3 bullet points, a call to action and then your opt-in form. You look at what's on exitrescue.com and don't copy it but model it and look at the underlying structure and strategy of what it is you're trying to do, so they land on an opt-in page.

I'm going to give you a template here for a headline. It's "Who else wants to (Blank), (Blank), and (Blank)."

Is, if you have a product already created or you have a course or something like that, then you take a chapter or a chunk of it but we're really looking to solve 3 of their basic problems.

Even if you don't have an easy way of doing that or even if you don't have a product finished, go to a site like ezinearticles.com. I feel like I explained the system in the Income Machine podcast Episode 18, I'm not too sure but you can go to ezinearticles.com. They will allow you to use a certain number of articles for yourself per a year as long as you give credit to the author.

Go to this ezinearticles.com type in weight loss, grab 3 articles on weight loss, open up this tool called Google Drive, create a new document, paste in these 3 things and then save it as a PDF file. You saved this PDF file, you create the free gift to download page is what we call it. This is also built in to Paper Template and then you create your free opt-in page. Basically, this is similar to a sales letter where someone comes to the opt-in page, it says "Here's this thing I'm going to give you for free. It's going to

help you with this, this and this." then you list 3 bullet points and that's it, 3 and each of those 3 is what they can do with that part of the free report.

I went to ezinearticles.com and I found an article on weight loss and sugar, aerobics for effective weight loss and then jogging. You would have a bullet point on, "How to kick your sugar habit for good, this alone can increase your weight loss for 50% or more", "How to use aerobics or why aerobics is the best solution for losing weight as it burns the excess calories" and then "Forget about pushups, weight lifting, running, swimming, hiking, instead use jogging to lose weight from 10 minutes a day" We'd have bullet points like that.

We are saying, "Who else wants to do this, do this and do this, bullet point, bullet point, bullet point" and then you say something like, "Go ahead and fill in the form below to claim instant access to your free report" We use an autoresponder such as aweber.com to have this opt-in form. Someone fills in their first name and their e-mail address and then it redirects them to that free gift page where they can download the free report.

They have this free report from you, they have subscribed to your e-mail list and they can quit at any time. You also have a link where someone can click over and see your paid products for sale. We're talking about 4 kinds of webpages.

First, there's your opt-in page, they fill that in, they go to your gift page and get that free gift and then they go over to your sales letter and then if they buy it there, then they end up on your download page. That is what the whole sequence is, that's what an opt-in page is for.

When you have business cards or if you write articles or blog posts, or do guest blogging, or have forum posts, or you post on Facebook or Twitter, or you e-mail to your list, or you have someone e-mail to your list... you send all that traffic to your opt-in page so they can see what you're all about.

They get their appetite fixed with this free gift, they see what you have for sale and can decide to buy or not. Even if they don't buy, you have an e-mail follow up sequence encouraging them to buy every couple days.

This is all possible using this point and click tool called Paper Template. You can get it at papertemplate.com This will allow you to use easy point and click tool, a free tool called WordPress and then you install our paid plugin on top of that and then you can create these white pieces of paper looking webpages that area easier than normal webpage, that convert better than any other design I've tested. It gives you prewritten legal pages, point and click bullet points and headlines. Create your whole funnel without any editing of code, you click, click and it's done.

Go to papertemplate.com and use it to at the very least get your opt-in page set up so you can start building a list today. If you need a little bit of extra help, because I know we talked about a lot of things like your whole funnel and your download page and opt-in page, once you're in the members area, there's a way to upgrade to what's called Income Machine, to get the whole training, the whole

rigmarole on how to make a follow up sequence, how to make a blog, how to make a membership site but I want you to crawl before you run.

How do you make money? It's simple, you have something to sell. Maybe it's a service, probably it's a product. I don't know what niche it's in, I don't know if it's a report or a video, if it's a high price, low price, that's up to you but you can't get anywhere unless there's the possibility of someone paying you money. That's why you make a sales letter.

That's why we have a convincing argument of why they should buy. They click, they buy, they get their download page. To help things along, we create a free gift, we create an opt-in page where someone can see what that free gift is all about, they sign up, they get that free gift, they go to the sales letter. Then it's this 4 page process. Opt-in page, free gift download page, sales letter and then download page for that paid product.

You can do it all, once again using our Paper Template WordPress plugin. Go right now, literally open up your web browser or your smartphone, go to your computer if you're nearby, go to papertemplate.com Make sure to stay in touch. Make sure to e-mail us at support@doubleagentmarketing.com and let us know where you are using Paper Template and what kind of sales letter and opt-in page you have and how that's all doing. We'd love to hear it from you.