

THE POWER OF SENDING GREAT SALES LETTERS

BY POST...

www.signalbizhub.org

The power of sending GREAT sales letters by post

A presentation for Signal
by Vanessa Lanham-Day



1



Business growth inspirer,
mentor and speaker



2



3

What is a 'sales letter'?

- Email
- Website
- Video script
- Landing page
- Flyer
- Direct mail

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4

Poll 1

Do you use a ***successful*** sales letter (*one which routinely delivers results*) – of any type – in your business?

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5

What is a 'sales letter'?

Email

Website

Video script

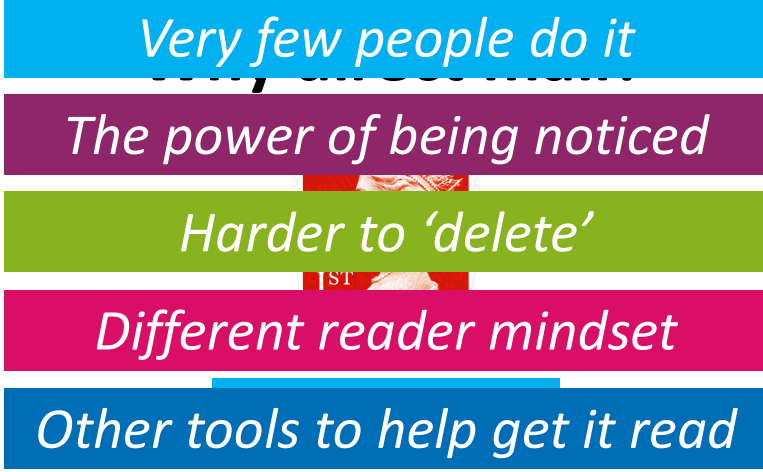
Landing page

Flyer

Direct mail

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6



Very few people do it

The power of being noticed

Harder to 'delete'

Different reader mindset

Other tools to help get it read

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7

Poll 2

Have you ever used printed direct mail – *the sort that requires a stamp?*

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8

Some myths dispelled ...

Just because you send it does **NOT** mean they will read it – *or even open it!*

Don't bang on about how great you are - *no-one gives a sh*t about you!*

It doesn't need to fit on one page

There is no '*proper way*' to write a sales letter – only **YOUR** way

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9

Stop, think and plan...

Who is your audience?

What are their burning issues?

How are you going to help solve them?

What do you want to happen next?

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10

What do I want to happen next?

You should simply be selling
your no-brainer next step ...

A conversation. A meeting.
A trial. A free review / audit.

... leave the reader in
NO DOUBT WHATSOEVER
what needs to / will happen next



11

What might that NOT look like...

Looking forward to be

People are **VERY** unlikely to

buy from a letter...

...you either need a **VERY**

compelling offer / deadline

or you need to follow up!!!



12

Essential elements of a great letter ...

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13

The headline...

Summarise WHY the...

**Piss poor headlines are the
PRIMARY reason people
don't open or delete emails**

*It
re*

*...should they be
interested in what follows?*

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14

Engaging and compelling copy is VITAL

*...are not obliged to read to the end...
Use stories, energy and momentum
...take them*

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15

Write compelling copy...

Write with energy and momentum

Use stories

Use humour

Tackle objections head on

Take them by surprise

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16

Dual readership path...

Use a strong dual readership path

Use sub-heads

Include bullets & lists

Photos / graphics / cartoons

And fonts matter!!

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17

March 15th 2017

Dear Lesley

I'd like to introduce **Rhythmworks Ltd** and **Japanese Taiko drumming**.

We've taken the essential elements of Taiko drumming - **rhythm, movement and energy** - to create highly effective team-building programmes for groups of 5 to 250.

Participants are taken from basics to performance as either a standalone workshop, or in conjunction with an existing training programme, reflecting and bolstering its training objectives.

Taiko is an all-encompassing activity that demands focus, discipline and above all, **teamwork**. Our events are accessible to all however, regardless of musical or physical ability.

Without exception, the result of our workshops is a **united team** - bonded by their experience of learning something new together and energised by achieving their final performance.

Our trainers are all experienced Taiko drummers with years of teaching and performance experience between them. Since 2000, Rhythmworks has delivered unique team-building events for man companies including Microsoft, Network Rail and Goldman Sachs.

"It was one of the best-regarded team events that we have done. The office was certainly buzzing the next day! A wonderful afternoon."

- Derek Rawlings, Partner, Rawlinson and Hunter

"An excellent lesson in what can be achieved in a short space of time when people work together in an intense but fun environment, exactly on message for our business. Every team should do this at least once in their lives."

- Jeremy Bird, Managing Director, Wickes

We operate Europe-wide and can either use tried-and-tested venues, find new locations or go to the customer's choice of venue. Our prices depend on location, duration and size. We are flexible though, and I'd be happy to discuss this further with you, along with how we could be incorporated into [company name's] activities on offer.

Could we arrange a phone conversation for next week sometime?


In the meantime, please visit our website at www.rhythmworks.com for more details.

Thank you and I hope to talk to you soon

Mark Alcock

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18



Why your clients might just benefit from marching to the beat of a **DIFFERENT** drum!

Dear XXXX

I'm not saying paintball is passé. Or that Quad bikes are quintessentially old hat. But let's be honest most of your clients have done them all before.

Specialising in helping your clients' team-building and corporate events, the expectation is that you can deliver something new and different.

And I think we could be just the difference you – and your clients - are looking for!

If you've got – or ever had – small children around you, you'll know just how much they like to bang a drum. Every grandparent's dream gift. Every parent's nightmare! But the fact is, deep down at a very primal, human level we ALL love the beat of a drum. The intoxicating rhythm they create.

Which is why RhythmWorks drumming workshops are proving so popular with corporate groups. A group workshop ticks 50 many useful boxes ...

- It is **easy to put on** – and not weather dependent
- It's **low cost** – if you compare it to a day out with Quad bikes
- You can do it **anywhere** – you don't need to travel miles
- And it's **MEGA engaging** for participants – making a sound together is a truly bonding experience.

You might well be wondering what a drumming workshop all about ...?

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Without exception, the result of our workshops is a united team - **bonded by their experience of learning something new together and energised by achieving their final performance.**

We really are good at this!

Our trainers are all experienced Taiko drummers with many years of teaching and performance experience between them. Since 2000, RhythmWorks has delivered unique team-building events for many companies including Microsoft, Network Rail, Wickes and Goldman Sachs. As well as many less well-known names.

We operate Europe-wide and can either use tried-and-tested venues, find new locations or go to the customer's choice of venue. Our prices depend on location, duration and size and we are very flexible.

So, here's what I'm thinking...

I'd really like to chat through with you to see how a RhythmWorks event could work with your clients. After all, great events come out of great relationships – and that all begins with talking to one another.

We can chat by Skype or on the phone, but even better would be if I can come and meet with you.

I'll give you a call in a day or two – **I'll say it's the DrumStick guy!** - to see if we can find a time that works for both of us and we can work out when we can get your first event scheduled in.

Looking forward to chatting with you soon

"An excellent lesson in what can be achieved in a short space of time when people work together in an intense but fun environment, exactly on message for our business. Every team should do this at least once in their lives."

Jeremy Bird, Managing Director, Wickes


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Mark Alcock
Head of Rhythmic Confectionery

PS – If we meet up, I'll even bring a drum with me so you can have a go!

PPS – And if I've ignited your creative juices and you don't want to wait until I call to talk, call reach me on my direct line on 07123 123456. 😊




Supporting proof...

Your credentials – why should I even consider working with you?

Social proof: who else - like me – is doing this?

*What guarantee can you offer?
Can you make it a 'no brainer'?*



The call to action...

What's the offer? And the deadline?

How do I access the offer?

Single call to action

Multiple ways to access the offer / CTA

The PS and the PPS

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21

Test it out ...

Always ask for feedback

Don't ask ...

"What do you think of this?"

Do ask ...

"How can I make this better?"

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The BIG DOs!!

Craft your letter: don't just write it

Challenge every word, paragraph and statement for its right to be there

Keep asking "Why should my reader even care?"

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The BIG DON'Ts

*Don't just talk about YOU
3:1 ratio of YOU to I/we*

*Don't try to have sex on
the first date! One step at a time ...*

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24

But whatever else you do...

*Be engaging, interesting,
controversial, challenging, witty,
memorable, obnoxious even ...*

*... but NEVER – EVER - commit the
cardinal sin of being DULL!*

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25

**You really ought to be ‘following
up’, so be pragmatic...
...try sending just 5 – 10 at a
time, not 500!**

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Why does 'lumpy mail' work?

Gets past gate keepers

It's more intriguing

Picks up on the psychology of 'reciprocation' ... our automatic need to 'balance the scales'

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31



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32

SSA Consulting Engineers
Super Structures Associates

The experience you'd expect from a key professional supplier ...

The ROI is now a staggering 472,700%, which you will know is not a typing error!

For example, we won £135,000 of fees in one week in November last year.

Name: _____
Company: _____
Address: _____
Town: _____
County: _____

Date: _____

This is a letter from SSA Consulting Engineers, Super Structures Associates. It is a letter of appreciation for the work you have done for us. We are very grateful for your help and support. We hope you are well and happy. We look forward to working with you again in the future.

Dear Sir/Ms,

If you're new to the company, please let me know. I'll be happy to help you get up to speed. If you're an existing client, please let me know how we can improve our service for you.

So, go ahead and let me know. I'll be happy to help you. I'll be happy to help you. I'll be happy to help you.

From a happy and successful team,

Of course, we will be happy to help you. We will be happy to help you. We will be happy to help you.

I started this company because I believe in the power of good design. I believe in the power of good design. I believe in the power of good design.

It means you and I can get a much better feel for one another, whether we can work powerfully together, and find out if we share the same professional ideas and philosophies.

PPPS - When I come to your offices, I'll be delighted to bring you a copy of my book, "Will It Stand Up?"

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33

The Devil is in the detail!

- All ways personalise the letter*
- Good quality paper*
- Coloured / interesting envelopes*
- Hand address / handwriting label*
- Don't frank it*
- Wrap it to avoid gatekeeper*



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34

Poll 3

How likely are you now to try using a direct mail letter?



35

Essential elements of a great letter

The checklist...



Prof. Vanessa Looze-Deeg

- Add a great headline - summarise WHY they will want to read on
- Make sure it answers the reader's questions - WHY should they be interested?
- Compelling copy...**
 - Engaging and compelling copy is VITAL - you've got to keep them interested through to the end!
 - Add stories, energy and momentum
 - Check there is a dual readership path - allow them to 'scan read'
 - Add bullets & lists
 - Add photos / graphics / cartoons
 - As well as photos / graphics / cartoons
 - Remember fonts matter - style, size, colour and weight
- Supporting proof...**
 - Your credentials - why should I even consider working with you?
 - Add social proof: who else - like me - is doing this?
 - I don't know you from Adam? What guarantee can you offer?
- The call to action...**
 - What's the offer? And the deadline?
 - How do they access the offer?
 - Add multiple ways to access the offer / CTA
 - Add a PSI - Remind them of the CTA perhaps

- And a PSI! - Give them a way to contact you
- The BIG DO!**
 - Craft your letter: don't just write it there
 - Challenge every word, paragraph and statement for its right to be there
 - Keep asking "Why should my reader even care?"
- The BIG DON'TS**
 - Don't just talk about YOU - 4:1 ratio of YOU to I/We
 - Don't try to have sex on the first date!
- Test it out ...**
 - Always ask for feedback
 - Don't ask - "What do you think?"
 - Do test - "How can I make it better?"
- Do whatever else you can to make it whatever else you can**
 - Be engaging, interesting, convincing, obvious even ...
 - but NEVER - EVER - commit

Essential elements of a great letter

The checklist...



36

How to write GREAT sales letters

Review the following letter ...

Dear Sir/Madam

Paul Barnes of Cariboo Digital

notes:
You clear who would benefit from receiving this letter?

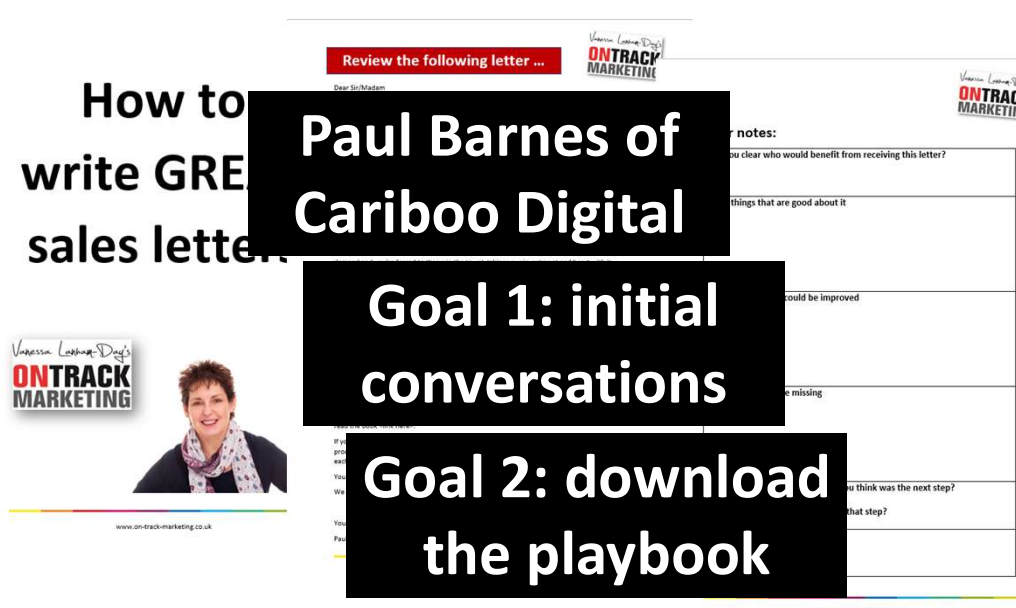
things that are good about it

could be improved

is missing

you think was the next step?
what step?

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www.on-track-marketing.co.uk

37

Are you clear who would benefit from receiving this letter?

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List 3 things that are good about it
List 3 things which could be improved
List 3 things that are missing

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39

If you received this,
what would you think
was the next step?

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Would you feel compelled /
motivated to take that step?

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41

Any other comments?

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42

cariboo



Name
Company
Address1
Address2
Town
CountyPostcode

**Congrats on getting your initial investment sorted...
But NOW is where the hard work *really* begins!!**

Dear First Name

So, you've got past the first big investment hurdle by sourcing your initial funding. You've convinced investors to buy in your big idea and they clearly believed in you enough to offer up the seed capital to get you to the next stage. *Seriously, that really is quite an achievement – they obviously saw something very special in your business idea – and you.*

However, investors are professional gamblers and they know that not all of their bets are going to win; *which means they will be ruthless in separating the wheat from the chaff at an early stage.* So, no matter how big that first hurdle may have seemed, it really is just a very small step on your overall investment journey.

If you want to keep investors interested, you'll quickly need to validate your idea with something much more substantial, or they are unlikely to help you getting your next round of investment.

So, whilst your idea, passion and communication skills were critical to get the first stage of funding – successfully getting through the next stage means developing a provably viable digital prototype – one you can back up with proper market data.

Which poses you major challenge – how do you achieve that with minimal risk? Hiring in a development team at this stage could quickly drain your resources - *and there's no guarantee they'll get it right first time.*

Which is why you might be VERY interested in finding out more about our 'Experimentation Engine' process...

There's plenty of technical gubbins out there telling digital entrepreneurs *how* develop new products but what if none of that matters? What if one – or even all – of these scenarios play out ...?

- *What if you're building a digital product for a customer need you don't truly understand?*
- *What if you build solutions to problems that your potential customers don't really have?*
- *What if those customers don't buy your big idea once it's launched?*

The sad reality, in my experience, is that more far projects fail at the initial development stage than succeed. *Primarily because the app simply does not meet a well-defined customer need.*

I frequently see business founders - like you - identify a killer idea but who dive straight into hiring in a development team to build their dream app. *The outcome often falls short of expectations due to lack of critical market information - and that just doesn't need to be the case for you.*

Our 'Experimentation Engine' approach simply removes your risk

We have created the Experimentation Engine with the specific purpose of reducing risk making sure you are **much more** likely to get it right first time.

"The guys at Cariboo have been instrumental in helping us bring our idea to market. They are super smart in the way they approach projects."

Its powerful, multifaceted approach combines hands-on consultancy with a suite of powerful experimental and tools for you to deploy.

It's a great way to ...

- ensure you build the right product for the right customer
- reduce your business's exposure to risk
- satisfy your need for being in control of your project
- inform you how to channel your investment capital

Bob Smith, MD of X

The Experimentation Engine was born out of our considerable experience helping dozens of entrepreneurs successfully bring digital ideas to market. It allows you to explore experimental and modelling techniques that will help you identify *real* customer needs and hence viable products.

It really is a lower-cost, no-brainer alternative to the 'hire first and work it out later' approach that most digital entrepreneurs take!


So where do we go from here?

What I suggest is that I give you a call in a couple of days and we can decide together whether an exploratory Zoom meeting makes sense at this stage. That way we can get a much better feel for one another and consider whether our approach is just what you need right now.

My very best wishes

**We've put together a FREE visual
playbook that offers up a mix of
techniques for you to try...**
www.caribooplaybook.co.uk

Paul Barnes
In charge of making seeds grow



How to write GREAT sales letters

Vanessa Lanham-Day's
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Why your clients might just benefit from marching to the beat of a DIFFERENT drum!

Dear XXXX

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Jeremy Bird, Managing Director, Wickes

Review the following letter ...



Dear Sir/Madam

How confident are you that you're building the right product for the right customer ?

Building software products these days is a challenging prospect. On one hand, everyone is telling you to use no-code tools and build it yourself. On the other, they're telling you to deliver in the latest software stack with the latest agile techniques.

But what if none of that matters? What if you're building a product for a customer you don't truly understand. What if you build solutions to problems that your customers don't really have? What if they'll never even pay for your product once launched ?

Spoiler Alert - it won't!

We see non-technical founders and established businesses alike, identify their killer idea, and get straight to hiring a development team to build the dream app. But unfortunately, this often falls short of expectations.

A development team that has cost a fortune before you've even got a customer, a digital product that doesn't satisfy a real unmet user need or a product that 🚀 but fails to capture customer demand and you're forced to throw in the towel, taking your investment and heart with it.

We don't have all the answers, but we do have an approach we think will:

- help you build the right product for the right customer,
- reduce your exposure to risk and
- satisfy your need for being in control
- Inform where to channel your investment capital.

We've written a visual playbook that puts together a smorgasbord of techniques, activities, processes and methods from design thinking, prototyping, Lean Startup, Agile and many more.

This, our **experimentation engine**, builds your confidence by accumulating evidence that your business can thrive. It helps you identify the techniques that get you from identifying real customer needs, by creating experiments that turn into products, that drive strategic business value for your organisation.

If this approach to building software products gets you thinking, please feel free to download and read the book <link here>.

If you'd like to know more about these techniques and how they might help you deliver better products for your customers, then we'd be pleased to schedule a call for us to learn more about each other.

You can select a suitable time for you <here>.

We hope to hear from you soon.

Yours sincerely,

Paul and Juan, The Experimentation Engine.

Your notes:

Are you clear who would benefit from receiving this letter?

List 3 things that are good about it

1

2

3

List 3 things which could be improved

1

2

3

List 3 things that are missing

1

2

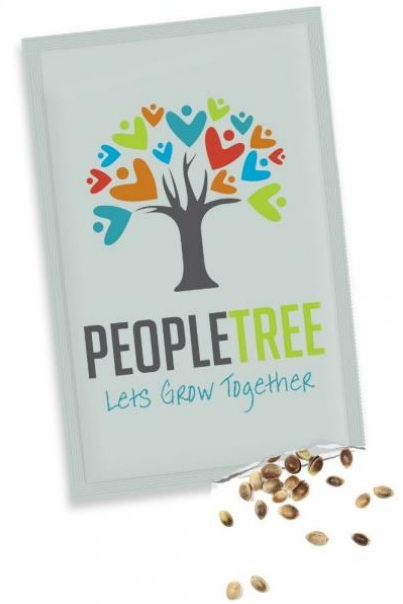
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If you received this, what would you think was the next step?

Would you feel compelled to take that step?

Any other comments?

cariboo



Name
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