





Welcome To Butler's Tip N Tricks

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Hints, Tips and Techniques

Hints, tips and techniques

The heart of your products success is the infamous sales letter. When you get a sale, your sales letter will usually be responsible 80% of the time. The rest is the supporting documents, site design, graphics, brochures etc.

You can become very rich with a brilliant sales letter even if you produce a crappy product. On the other hand, you can make no money even if you have a top product but your sales letter is crap. So if you get anything right, make sure it's your sales letter more than anything else.

To put it simply, a killer sales letter equals big \$\$\$.

Technique 1

Writing for action and those magical verbs

Always write with the intention that you want the reader to buy your product NOW, today!

Your letter must contain sentences that stimulate the reader to take the action you want.

Keep sentences small and easy to understand. Short sentences and simple words turn into sales.

Remember you want the sale today. Powerful verbs can make this happen.

Use verbs that entice the reader to read more because it keeps your letter exciting.

Trigger their emotions to make them keep reading and then buy.

by making an offer, not an announcement, to them. Verbs are perhaps the most important part in your letter. Your verbs should express action.

Some examples below:

Teaches, loaded, discover, create, reveal, explode, improved, performed, produced, updated, invented, uncover, eliminate, save, accomplish, unravel, sweeping.



Sample 1.

“You product sales will literally explode overnight; discover what the big companies don't want you to know. Don't take my word for



Sample 2

Order Now You'll Receive My Bonus Book
ÍAUÍ]a i a 'HfUZÙW'Zcf'Mc i f' KYVg]hYÎ CEÁÅJJÁXæ|~^
 Š[æâ^âÁ, äc@Á}^ç^!Áà^~[!^Á•^^}Áciæ~, &Á•^&!^c•
Absolutely FREE

Tip



Passive voice is boring. Active voice generates excitement.

Passive voice: "It has come to our attention the sales team have exceeded all sales expectations."

Active voice: "The sales team have smashed all sales records."

Tip



Always use P.S. at the end of you sales letter. Tell your reader exactly what to do.

The P.S. should be used as your final action message to get them to order today. Link your message to the order.

i.e. "This offer is never to be repeated. So act now and save 50% While stocks last!"

Technique 2

Make it all about them, make it personal, and know your audience

This is important to remember. Your sales letter will be read by individual people, so it should be written to ONLY ONE PERSON in mind, not to a group of people, which makes it boring and impersonal. Pretend that two of you are sitting down over a cup of coffee. Tell them all about the product or service them exactly what they want.

Q-Á^ [~Á\^^] ÁãÁæà [~cÁc@^ { ÉÁc@^ ^Á , ä||Á^ç^ } c~æ|| ^Áæ• \Á you to stay for dinner too.

So remember, know as much about the person who will read your letter as you can. And write to that person.

Qc•Á [} ^Á] ^! • [} Ác@æcÁã•Á* [ä } *Ác [Áà ~ ^Á ^ [~!Á] : [ä ~ &cÉÁc@^Á rest of the people wouldn't have bought it anyway.

Ù [ÁQÁ•æ ^Áæ*æã } ÉÁã [} qcÁ , !ãc^Ác [ÁæÁ*! [~] Á [-Á] ^ [] | ^È

Talk intimately with the reader, chat informally with short sentences and simple words.

Tæ\ ^ÁãcÁ^æ• ^Á~ [!Á ^ [~ !Á! ^æã^!Ác [ÁÛWQÔSSÿÁ ~ } á! •cæ } áÁ your offer.

Make your offer attractive and put it right up front. QÁà^ |ã^ç^Á^ [~Á@æç^ÁHÁ•^& [} á•Áà~ [!^Ác@^Á! ^æã^!Á decides to read further or move on.

That's not a lot of time considering you probably have more to say about your product.

ÿ [~ !Á•æ| ^•Á|^cc^!Á { ~•cÁà^Á•] ^&ã , &ÉÁæã { ^ãÁæcÁc@^Á!ã* @cÁ audience, and appeal to the reader's hopes, dreams, desires and fears.

QcÁ **must** be informative and most of all it must be ä } c^! ^•cã } *ÉÁÔç] |æã } Ác@^Áà^ } ^ , c•Áã } Áã^cæã|É

Technique 3

The real secret formula for making money on the internet – right here!

P [, Ác@æcÁQÁ* [cÁ ^ [~ !Áæcc^ } cã [] ÉÁ|^cÁ { ^Ác^||Á^ [~ Áæà [~ cÁ the headline of your sales letter.

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~Á Ö^cÁ ^ [~ !Á! ^æã^! •Áæcc^ } cã [] Áæ } áÁ&! ^æc^ immediate interest

~Á Tæ\ ^Á ^ [~ !Á! ^æã^!Á! ^æãÁ [] Ác [Ác@^Á , !•cÁ•^ } c^ } &^

• Target your audience

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• Make a promise

Your promise should be unique to what you are selling and different from that of your competition.

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Tip



Write to the level of your audience, we're not all college professors or lawyers you know. The majority of the population read on a 6th grade level, so keep simple. Always Keep It Short and Simple (KISS).

Tip



If your sales letter is about helping the reader make money, use pictures of luxury cars, big houses, and palm trees on a tropical island. These help amplify your selling points and paint the picture in their minds.

Oh yeah, the secret to making money on the internet is to write to the level of your audience. The truth is "There is no such thing as a free lunch." Continuous testing and action. Break down your long term goal into smaller medium term, manageable goals. So there you have it!



Samples

Discover how to smash all previous sales records. This is the main body of your sales letter. You will do this by telling them a story and putting the

Technique 4

Creating the scene they desire

When creating your killer sales letter you must talk to your reader by creating an image in their mind. Set the scene by appealing to a desire or need and pitch by describing in detail how wonderful life will be and how good they will feel after they buy your product. This should be the main body of your sales letter.

You will do this by telling them a story and putting the

reader in the scene they desire. Your product is their answer. Show your potential customers what's in it for them. Use your action words here to list all the fantastic



Sample

Picture yourself driving down the road in the car of your dreams listening to your favourite soundtrack as you overlook the ocean and beautiful views. Having breakfast on your huge terrace in the nice warm morning sun overlooking the beach.

Or

Picture yourself driving down the road in the car of your dreams listening to your favourite soundtrack as you overlook the ocean and beautiful views. Having breakfast on your huge terrace in the nice warm morning sun overlooking the beach.

Or

Picture yourself lying under the big beach umbrella on the beach on a tropical island knowing that your ClickBank account is ticking over with sales.



Tip

Next time you're browsing for a magazine, look for the headlines that catch your eye. They know how to write headlines. Their headlines have to generate sales. Learn from these magazines or newspapers. They have been doing it for years and they know what works for their target markets.

Tip



How long should a sales letter be?

Tests have proven over the years that a longer sales letter can pull even better than shorter ones.

Just make sure it sells the product for you. Make your sales letter so interesting, full of the benefits the reader wants, that they can't resist reading it all the way through. Use short, punchy sentences and highlight important points you're trying to make.

Technique 5

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Always offer a minimum 45 Day 100% No Risk
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Öæ^ÁÖ~æ!æ}c^Á^ÉÁQ~Á^ [~Á&æ}qcÁ•cæ}áÀ^Á^ [~!Á]! [ã~&cÁ
then why should they.

Throw powerful words into your guarantee like:

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~Á Šã~^ÉVã { ^ÁÖ~æ!æ}c^Á^

- No-Risk
- Risk-Free Trial Offer
- No Hassles
- ~Á HÉÁÖæ^ÁV!äæ|ÁU~^!
- Cancel at Any Time
- Double Your Money Back
- Send No Money

~Á U!á^!Áà^ÁÔ!^ãcÁÔæ!áÁ~ [!ÁHÁÒæ•^Á T []c@|^

Á Q}•cæ|| { ^}c•

Those are some of the words that get people excited about your guarantee, because they remove the risks of ordering away from your prospects. A powerful guarantee can mean the success or failure of any ad campaign, especially when it comes to selling on the net.

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their doubts about getting a refund if your product

doesn't do what it's supposed to.

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*~æ!æ}c^Á^ÉÁÖ [[áÁ•^!çã&^Á*ãç^•Á* [[áÁ!æ]] [!cÁæ}áÁ
helps build a strong and trusting relationship with you.

W•~æ||^ÁæÁJÉÁÖæ^ÁÒ { æá|ÁÜ~]] [!cÁ [~^!Á []Á^ [~!Á
product is enough to get most people up and running. Of course the support should be clear that it's on your product and your product only.



Samples

**You have our
90 Day No Risk Money back Guarantee
You can't lose**

Try it risk free with our 100%,
Q! [] &|æáÁ { []^~Éàæ&\Á*~æ!æ}c^Á^

There is no reason not to try our product. **It is 100% risk free**ÉÁU~!ÁQ! [] &|æáÁ*~æ!æ}c^Á^æ••~!^•Á^ [~Ác [cæ|Á•æcã~æ&cã []É

=Z'Zcf'Ubm'fYUgcb'mc i 'UfY'bch'gUh]gÜYXÉÁb~•cÁ& []cæ&cÁ~•ÉÁ**We will refund 100% of purchase price**, quickly, no hassle, no questions asked. H\Uhbg'ck'WcbÜXYbh'kY'UfY'UVc i h'h\]g' **product.**

%V@^Á , æ^ÁQÁ•^^ÁäcÁã•Ác@æcÁã-Á { ^Á]æ&\æ*^Áã•}qcÁc@^Áà^•cÁ
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^ [~!Á { []^~ÉÁÁY [~Áã•^!ç^Á^ [~!Á { []^~Áàæ&\Á+

Tip



The customer is interested in themselves first then maybe your product. Tell them about their needs and that your product is perfect to fulfill their needs.

Tip



A common mistake is to scream "Full refund if not satisfied" or "Money back guarantee" etc. This is negative as it sounds like warning signals to me. Instead, say "Try and examine it for 45 days with No risk" Now that sounds more positive.

Tip



Remember to use the words "You and Your" a lot more than the word "I and me" A ration of about 10:1 will do the trick nicely.

Technique 6

Testimonials the proof is in words

Without short testimonies your sales letter has no power

Short of giving your product away for free, you will have to rely on testimonials to prove that your way to market yourself and your product. They reader that you are not the only person that likes saying that you and your product is fantastic! When you place an ad, everyone knows that you have paid believable and credible is someone else "blowing materials, use them on your web site, use them in advertisements, use them in your success stories and certainly use them in your sale letter.

Want to see more.



Samples

Testimonials

Read what other people have to say about Wealthy Butler.....[here](#)

This is great product. I will definitely be recommending this e-book to my friends. This info literally saved my online business.

I can't thank you enough. Let me know when you new e-book is released. You can count me in. Definitely one of the best investments I have ever made. You can save a lot businesses a lot of money with this info.

Keira Shae - Webmaster
<http://www.keirashaedesigns.com>

Unsolicited Testimonial

"WB,
You have come up with the ultimate weapon for online businesses trying to win the online marketing game. I have been using your techniques for the past few weeks now and it has been making me more money then any other program I have used in the past.

Thanks... and keep up the good work."

Samantha Ray
Sydney Australia

Technique 7

The minute the reader starts reading your headline they are unconsciously looking out for what he can have, get, do or be. They need that question answered quickly or else your sales letter is history or worse still they may leave your site altogether never to return.

Supply your most convincing answer to that question The reader's interest is plain and simple and always the same. What is in it for them and how will they exactly what they get if they order.

Exactly what they get if they order.



Tip



Do not make up testimonials; they must be the real deal. Supply their web site address and company name if they have one. The more credible the better

Using the satisfied customer's name greatly increases your credibility. It is far stronger to have an endorsement with a name than without. Make sure to ask permission to use their name first.

Scattering your short testimonials to break up your sales letter at certain points helps to strengthen your pitch.

Tip



People don't want to know about you, or your product. They want to know about how you can help resolve their problems!

Business isn't about selling - it's about building relationships!



Sample

**“Lose 10 Kilos in 10 Days – Without Starving Yourself.
Safe and Guaranteed to Work”**

Technique 8

Your golden bullets

Bullets are the persuader on your sales letter. They drive prospects to know more. You will notice that most of the best money making websites have one thing in common. Bullets! And more bullets! Each bullet is a mini headline in its own right that arouses curiosity. Your customers are looking for results so show them what they get when they order. Show the products

They want to see the secrets and information that your products can bring to them.

writing mindset.

directed to the right target group is guaranteed to give results.



Samples

- How to become a _____ with no money
- The truth about _____
- 10 Ways to increase your _____
- Only 1 Hour a Day can _____
- No more _____
- 7 Simple Ways to _____
- The complete truth about _____

Technique 9

There are niche markets out there that have not even been tapped yet or if they have they are poorly

Finding a niche market is not the problem these popular keywords or keyword phrases using tools such as [ClickAdEqualizer](#), or you can browse your local library and/or bookstore looking for common

is popular or there are hundreds of books available on a particular topic doesn't really mean that people are willing to spend their hard earned currency on a similar online offering.

Writing about your favorite hobby or what you know best doesn't always reap the rewards either.

market don't spend on online products, then your niche idea is doomed from the start.

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Look where people are buying in real time for the answer. EBay. Your ultimate niche source.

Steps

Ö [Ác [Áwww.ebay.com, when the home page loads click on the %Ó ~ ^ + Á [] Ác@^Ác [] Á { ^ } ~ È

You should now be on the "Buy page" ÈÁŠ^æçã } *Ác@^ÁÙ^æ!&@Á, ^|^ÁÁ blank and All Categories selected in the drop down list (This should be the default) click on the Search button.

You should now see the "All Categories page". This shows you every product currently for sale on eBay in real time. Here you can also see how many products are for sale for each category and sub-category. What a treasure chest of niche topics right here.

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Click "See all Sporting Goods categories..." you will see @ ~ } ã! ^ ã • Á [~ Á } ã&@^Á { æ! \ \ c•Á , ãc@ã } Ác@^ÁÙ [] |cã } *ÁÖ [[ã•Á&æc^* [] ^ Á right there.

Now this is niche marketing. The category "Sporting Goods" æ [] ^ Áã • Áç^! ^ Áà! [æãÁã } ã^^ãÈÁQ-Á ^ [~ Á * [Áæ~c^! Ác@ã • Á [] ^ ÈÁ ^ [~ ! Áã [[{ ^ ãÈÁ however if you go after a sub category such as "Fishing> Fly Ûg \] b [Î or "Fishing>Rod Building and Repair", you niche

market chances are looking brighter.

Þ [, Á&|ã&\Á [] Ác@^Á%Ù^|+Á [] Ác@^Ác [] Á { ^ } ~ ÈÁc@^ } Á%Ù^|!ÁÔ^ } c!æ!+Á [] Á the bottom menu.

Ù^|^&cÁc@^Á% Y @æcç•ÁP [c+Ác [] ã&ÈÁc@^ } Á%P [cÁQc^ { •ÁÓ^Á&æc^* [] ^ + Á [] !Á go to <http://pages.ebay.com/sellercentral/whatshot.html> and see if your niche sizzles.

QÁc@ã } \Áãcç•Ácã { ^Ác [Á•cæ!cÁ , !ãcã } *ÁæÁ } ^ , Á@ [, Ác [Á@ [cÁ•^|^!ÈÁÞ [, Áã-Á [] | ^ ÁQÁ \ } ^ , Á• [{ ^c@ã } *Áæà [~ cÁ' ^ Á , •@ã } *È

Technique 10

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V!æ~, &Áã [^• } çcÁ& [{ ^Á^æ•ã^!Ác@æ } Ác@ã•ÈÁæ } ãÁãcÁ& [•c•Á ^ [~ Á] [c@ã } *È

When is the last time you received an email from one of your ~!ã^ } ã•ÑÁÚ! [àæà|^Á^ ^c^!ãæ^È ÖããÁãcÁ& [] çæã } ÁæÁ&|æ••ã&Áb [\ ^ Á [!Á~ } } ^ Á } ã&c ~ ! ^ Ác@æcÁ@æãÁ ^ [~ Á |æ ~ * @ã } * Á ã } Á • cãc&@^•ÑÁ T [! ^ Ác@æ } Á |ã \ ^ | ^ È QÁæ | • [Á à ^ cÁc@æcÁ , @^ } Ác@^ Á•^ } cÁ ^ [~ Ác@æcÁ~ } } ^ Áb [\ ^ Á [!Á] ã&c ~ ! ^ ÈÁc@^ Á also sent it to 50 other friends on their mailing list. You'll know this especially if they didn't blind carbon copy (bcc) the other email recipients.

Qçç^Á•^^ } Ác@ã • Áã [] ^ Á { æ } ^ Ácã { ^ • È Q } Á-æ&cÁ { [•cÁ] ^ [] | ^ ÈÁã-Ác@^ Á , } ãÁc@^ Áb [\ ^ Á , [!c@Á] æ••ã } * Á [] Áb ~ •cÁ forward it to everyone in their friends list with the full body of message intact, exactly how they received it.

Now you wouldn't exactly call this spam because the email came c [Á ^ [~ Á-! [{ Á [] ^ Á [~ Á ^ [~ ! Á-!ã^ } ã•ÈÁÞ [, ÁQÁ \ } [, Á ^ [~ Áã [] çcÁ { ã } ãÁ ! ^ & ^ ãçã } * Á ^ { æ! Á-! [{ Á ^ [~ ! Á-!ã^ } ã•ÈÁU!Áã [Á ^ [~ Ñ



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it was forwarded to.

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forget to include you signature on the bottom.

Maybe even a logo and irresistible sales pitch complete with web site link.

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æ! [~ } áÁc@^Á , [!|áÉÁ { æ } ^Ácã { ^•Á [ç^!ÉÁQ } Á~æ&cÁ^ [~Á&æ } Áà^cÁãcÁ , á|Á& [{ ^Á
back to you from a friend of a friend through a friend. Probably more than once.

You see, your 50 friends receive it, and each one of them forward it to their 50 friends and each of their 50 friends send it to another
Í€Á~!ã^ } á•Á^æ&@ÉÁQc•Á•] !^æá•Á|ã\^ÁæÁçã! ~•Á , áç@Á } [Á&~!^ÉÁÙ^ } áã } *Á
your little sales message all over the place to millions of friends of friends.

Now you can bet that out of all those friends and their friends, a lot of them could be interested in your particular niche and they will click on your irresistible link if it catches their eye. This is where that beautiful headline does its magic. That could mean a lot of
] [c^] cãæ|Ác!æ~ , &Ác [Á^ [~!Á•áç^Á~! [{ Ác@æcÁ [] ^Á~ } } ^Áb [\^ÁÉÁCE } áÁQÁà^cÁc@ã•Á
b [\^Á] æ••ã } *Á*æ { ^Á@æ]] ^ } •Áæ||Á , ^^ \ Á^ ç^! ^ Á , ^^ \ É
Make sure you have that killer sales letter ready at the other end. Here come those sales.

Here's how to make yourself very RICH \$\$\$ just by giving away a FREE product.

- NO website or money required;
- The more you giveaway the more money you can make.

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à [[\Á , áç@Á^ [~!ÁÓ|ã&\Óæ } \Áæ~ , |ãæc^Á|ã } \Á~ [!Á^ [~É
Every time you giveaway your copy of Butler's Tip N Tricks FREE e-book, it
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to my website. When they purchase "The Ultimate Recipe to Make Money
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money you'll make.

You can give away your Butler's Tips N Tricks FREE e-book as a bonus, in newsletters, on your website or even to all your friends. And tell them they can give it away to anyone FREE also.
V@^Áà^•cÁ , æ^Ác [Áæcc!æ&cÁc!æ~ , &Ác [Á^ [~Á , ^à•áç^Áá•Ác [Á*áç^æ , æ^Á~!^ÁÁã } ~! [{ æcã [] É
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more money you'll be making for nothing.

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Ù^ } áÁ { ^Áæ } Á^ { æá|Á , áç@Á^ [~!ÁÓ|ã&\Óæ } \Áæ~ , |ãæc^ÁQÖÁæ } áÁQÁ , á|Á•^ } áÁ^ [~Á^ [~!Á
Branded Butler's Tips N Tricks e-book to giveaway FREE.

Send email to æ~ , |ãæc^•Ó , ^æ|c@^à~c|!^É& [{

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ALL NEW INTERACTIVE Secret Recipe to Make Money Online TODAY!

Finally, an e-book that shows you how to make money online – the EASY YCEYÉÁP [Á { æcc^!Á , @æcÁ^ [~!Á]!^çã [~•Á^ç]^!ã^ } &^ÉÁc@ã•ÁcÉŠŠÁPÒYÁQ } c^!æ&cãç^Á ^Éà [[\Áã•Á• ~ãcæà|^Á~ [!Á^ç^!^ []^ÉÁQ~Á^ [~Áæ!^ÁæÁà^*ã } }^!ÉÁ*!^æcÉÁ { ^Á~•^!Á~!ã^ } ã|^Á recipe can turn you into an expert.

Qcç•Á]!^•^ } c^!ãÁã } ÁæÁ& [[\à [[\Á!^&ã]^Á~ [! { æcÉÁc@æcç•Á• [Á^æ•^Ác [Á~ [|| [, ÉÁQÁ } [cÁ []|^Á tell you how it works, but show you how to do it. Just like a recipe. Except c@ã•Ácã { ^Á , ^q!^Á& [[\ã } *Á~] ÁæÁc!æ~, &Á•c [! { Ác@æcÁ&æ } Á { æ\^Á { []^Á []|^Á~ [!Á~ [~Á while you sleep.

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This recipe will show you how!

Imagine:

- Living life exactly the way you want;
- Spending more time with your family and friends;
- Living or holidaying wherever you choose;
- Earning thousands every week, working your own hours, being your own boss;
- Having more time for your hobbies;
- Ö [ã } *Á [] } ÁæÁ•@ []] ã } *Á•]!^Áæ||Áæ! [~ } áÁc@^Á , [!|áLÁ
- Finally purchasing your dream car or boat;
- P [cÁ@æçã } *Ác [Ác!æç^!Á^ç^!^ãæ^ÉÁ•c~&\Áã } Á { ã } ã|^••Ác!æ~, &ÉÁb~•cÁc [Á*^cÁc [Á , [!\LÁ
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Let me help you make your dream a reality. This is the recipe to make it happen for you.

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