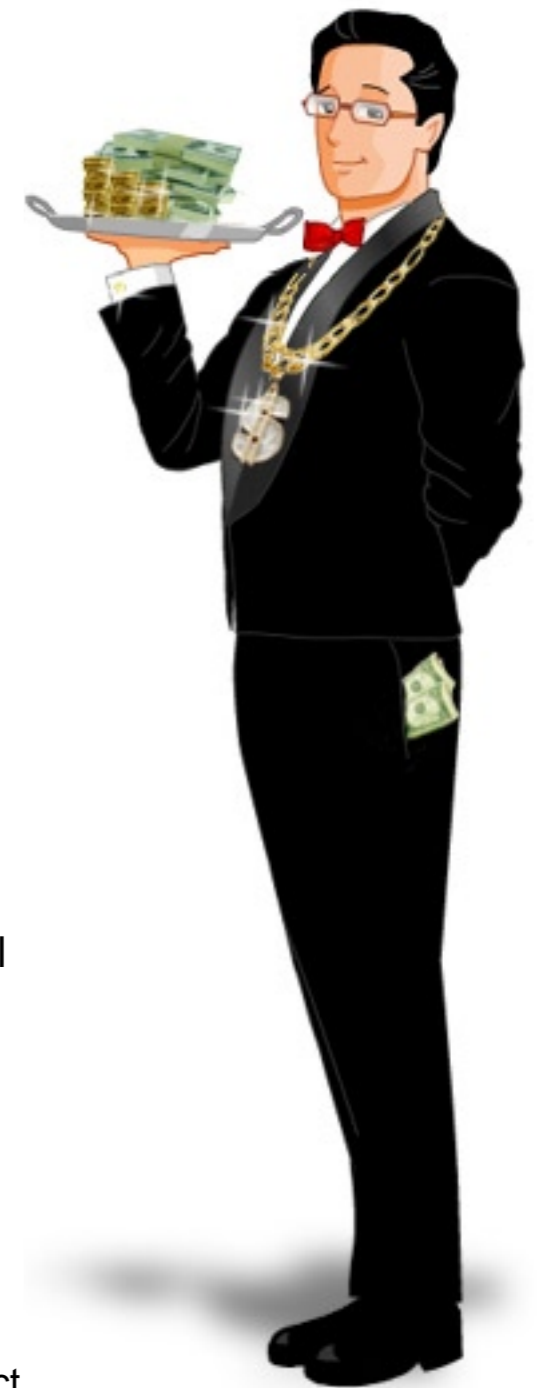




Welcome To Butler's Tip N Tricks

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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.

It turns your letter into copy that the reader just cannot resist.

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

Your sales letter must influence your reader to take specific action 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 it, see for yourself. I offer a full 90 Days No Risk Guarantee.”



Sample 2

Order Now You'll Receive My Bonus Book
“Maximum Traffic for Your Website” A \$99 Value
 Loaded with never before seen traffic secrets
 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 your 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 that you just know will solve their problem and get them exactly what they want.

If you keep it about them, they will eventually ask 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.

Its one person that is going to buy your product, the rest of the people wouldn't have bought it anyway. So I say again, don't write to a group of people.

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

Make it easy for your reader to QUICKLY understand your offer.

Make your offer attractive and put it right up front. I believe you have 3 seconds before the reader decides to read further or move on.

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

Your sales letter must be specific, aimed at the right audience, and appeal to the reader's hopes, dreams, desires and fears.

It **must** be informative and most of all it must be interesting. Explain the benefits in detail.

Technique 3

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

Now that I got your attention, let me tell you about the headline of your sales letter.

It is the billboard for your letter. Use your main selling point in the heading.

If the headline doesn't get read the rest is doomed.

It should:

- Get your readers attention and create immediate interest
- Make your reader read on to the first sentence
- Target your audience
- List at least one of your biggest benefits
- Make a promise

Your promise should be unique to what you are selling and different from that of your competition. It should be bold, using powerful words such as: Free, How to, Cheap, Secrets, Imagine, Proven, Revolutionary etc.



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, wait for it... Traffic, traffic and more quality traffic, lots of it and a killer sales letter waiting for them at the other end. The truth is "There is actually NO Secret", just experience, determination, continuous testing and action. Break down your long term goal into smaller medium term, manageable goals. So there you have it!



Samples

"How I sold 1 Million copies of my e-book, and how you can too."

"Undergrounds secrets, you have been lied to again"
"Discover how to smash all previous sales records fast"

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 then flow smoothly into the visionary part of your 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.

It could be about spending money or losing weight. Your product is their answer.

Show your potential customers what's in it for them. Show them clearly all the benefits and what it can do for them.

Use your action words here to list all the fantastic benefits for your product will bring them.



Sample

Imagine waking up in the morning to the sound of 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 the nice cool breeze...

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

I guarantee you need to do this or your money back

Always offer a minimum 45 Day 100% No Risk Guarantee with your product; better still, make it a 90 Day Guarantee. If you can't stand by your product then why should they.

Throw powerful words into your guarantee like:

- Bullet Proof, Iron Clad
- Life-Time Guarantee
- No-Risk
- Risk-Free Trial Offer
- No Hassles
- 30 Day Trial Offer
- Cancel at Any Time
- Double Your Money Back
- Send No Money
- Order by Credit Card for 3 Easy Monthly Installments

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.

Guarantees increase your sales ratios. It answers their doubts about getting a refund if your product

doesn't do what it's supposed to.

I like to go one better and also offer service with my guarantee. Good service gives good rapport and helps build a strong and trusting relationship with you.

Usually a 90 Day Email Support offer on your 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%,
Ironclad money-back guarantee

There is no reason not to try our product. **It is 100% risk free.** Our Ironclad guarantee assures you total satisfaction.

If for any reason you are not satisfied, just contact us. **We will refund 100% of purchase price**, quickly, no hassle, no questions asked. **That's how confident we are about this product.**

"The way I see it is that if my package isn't the best investment you have ever made, then I don't want to take your money. You deserve your money back!"



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 product does its job. Testimonials are a wonderful way to market yourself and your product. They give you and your product credibility. It shows the reader that you are not the only person that likes your product and your company. It is someone else saying that you and your product is fantastic! When you place an ad, everyone knows that you have paid for it. It is you "blowing your own horn." Much more believable and credible is someone else "blowing your horn!" Use testimonials in your marketing 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.

Usually around 3 to 4 testimonials upfront does the job and a link allowing the reader to decide if they 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

So what's in it for me?

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 in your powerful headline and in your first sentence. The reader's interest is plain and simple and always the same. What is in it for them and how will they benefit if they read your sales letter. Tell your reader 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 benefits.

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

If you find it difficult to write a sales letters then writing down your benefits is the right way to start. By simply writing down every benefit your product has, you will find yourself getting into that perfect writing mindset.

Benefits have an exciting effect on the reader. If done correctly, the stream of flowing bulleted benefits directed to the right target group is guaranteed to give results.



Samples

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

Technique 9

The secret to finding those niche markets that sizzle

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

Finding a niche market is not the problem these days. It's quite easy once you have the know-how. There are many, many ways to find niche markets. Are they profitable? Well you can research the most popular keywords or keyword phrases using tools such as [ClickAdEqualizer](#), or you can browse your local library and/or bookstore looking for common book ideas?

The problem is, just because a keyword or keyword



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.

It doesn't matter how well you know your topic, if people in that market don't spend on online products, then your niche idea is doomed from the start.

Where are people looking to spend their money online?

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

Steps

Go to www.ebay.com, when the home page loads click on the "Buy" on the top menu.

You should now be on the "**Buy page**". Leaving the Search field 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. Now let's see how we might find a popular niche market.

Click "**See all Sporting Goods categories...**" you will see hundreds of niche markets within the Sporting Goods category right there.

Now this is niche marketing. The category "**Sporting Goods**" alone is very broad indeed. If you go after this one, your doomed, however if you go after a sub category such as "**Fishing> Fly fishing**" or "**Fishing>Rod Building and Repair**", you niche

market chances are looking brighter.

Now click on the "Sell" on the top menu, then "Seller Central" on the bottom menu.

Select the "What's Hot" topic, then "Hot Items By category" or go to <http://pages.ebay.com/sellercentral/whatshot.html> and see if your niche sizzles.

I think it's time to start writing a new how to hot seller. Now if only I knew something about fly fishing.

Technique 10

Friends, massive traffic and huge dollars – Now your talking!

Traffic doesn't come easier than this, and it costs you nothing.

When is the last time you received an email from one of your friends? Probably yesterday.

Did it contain a classic joke or funny picture that had you laughing in stitches? More than likely.

I also bet that when they sent you that funny joke or picture, they 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.

I've seen this done many times.

In fact most people, if they find the joke worth passing on just 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 to you from one of your friends. Now I know you don't mind receiving email from your friends. Or do you?



It's amazing how many friends one has when you see the list that it was forwarded to.

So next time you pass on a hilarious joke to your buddy don't forget to include your signature on the bottom. Maybe even a logo and irresistible sales pitch complete with website link.

It's amazing how that joke you sent or forwarded gets passed around the world, many times over. In fact you can bet it will come 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 forwards it to their 50 friends and each of their 50 friends sends it to another 50 friends each. It spreads like a virus with no cure. Sending 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 potential traffic to your site from that one funny joke. And I bet this joke passing game happens all week every week. 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.**

It's simple! I will re-brand the contents of Butler's Tips N Tricks FREE e-book with your ClickBank affiliate link for you.

Every time you giveaway your copy of Butler's Tip N Tricks FREE e-book, it will spread containing your affiliate link. A customer clicks on your links to go to my website. When they purchase "The Ultimate Recipe to Make Money Online" e-book, you will receive 50% of the commissions. Watch how much 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.

The best way to attract traffic to your website is to giveaway free information.

The more you spread your free e-book containing your affiliate links, the more money you'll be making for nothing.

Get started NOW. It won't cost you anything.

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Send email to affiliates@wealthybutler.com

GET STARTED TODAY



ALL NEW INTERACTIVE Secret Recipe to Make Money Online TODAY!

Finally, an e-book that shows you how to make money online – the EASY WAY. No matter what your previous experience, this ALL NEW Interactive e-book is suitable for everyone. If you are a beginner, great, my user friendly recipe can turn you into an expert.

It's presented in a cookbook recipe format, that's so easy to follow. I not only tell you how it works, but show you how to do it. Just like a recipe. Except this time we're cooking up a traffic storm that can make money online for you while you sleep.

Making money online is just a matter of steps. Anyone can do it. Simply use the right ingredients and follow the correct method. This is your recipe to success!

This book is seriously one of a kind. You will be thrilled when you see it.

Do you believe it's possible to get what you want?
What would you do with an extra \$1000 plus a month?
How about a \$1000 a day, day after day?
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;
Going on a shopping spree all around the world;
Finally purchasing your dream car or boat;
Not having to travel everyday, stuck in mindless traffic, just to get to work;
Having your own butler (sorry I've retired from butler duties).

Let me help you make your dream a reality. This is the recipe to make it happen for you.

I know you've heard this all before, but honestly, this is not like all other e-books.

This is an ALL NEW exciting interactive e-book which is truly unique. I have seen nothing like it. It's amazingly easy to understand. It not only tells you everything you need to know to make money online, but also shows you how to do it step by step.

Just like a cookbook recipe. Beautifully presented and so easy to follow with all the secrets to help you along the way. Don't take my word for it; see for yourself, you will not be disappointed.

Go to www.wealthybutler.com for more info and to see the benefits this e-book has for you. Incredible all-in-one money making package.



DOWNLOAD NOW

My personal guarantee!

Sound like the ultimate recipe? Well it is. But don't take my word for it. Give the recipe a shot, you have nothing to lose. **TRY it RISK FREE.** If you aren't absolutely **THRILLED** by this e-book, you are protected with my **60 Day 100% REFUND Satisfaction GUARANTEE.** There is absolutely **NO RISK!**

And the Price..Well it's a bargain

CLICK HERE TO DOWNLOAD

