Here are your sales letter templates! You’ll find a short overview before each one to give you some idea of the strategy. In most cases, I’d recommend choosing one, sending it to a contact and then following up with a phone call. If you can’t seem to get them on the phone, you can always send another version a bit later. You can just copy and paste these into another Word document when you’re ready to use them—just be sure to delete the brackets and put in the real information!

\*\*\*

*VERSION 1 – FEAR*

*This version gets at the benefit by raising a few questions—and even fears—in their minds and presenting you as the solution!*

\*\*\*

Dear [CONTACT NAME],

**Do you have trouble finding just the right words for your brochures?**

**Can you explain what makes you better than your competition—but have trouble writing it?**

**Are you afraid that your signs and ads aren’t connecting with your customers?**

***Would you like some help?***

My name is [YOUR NAME HERE] and I’m an advertising and marketing writer. I help small business owners just like you create advertising and marketing pieces that bring in more customers and increase their bottom lines.

My services include:

* Brochures
* Newspaper and magazine ads
* Direct mail
* Sales letters
* Signage
* Newsletters
* Press Releases

I’d like to talk with you about **ways to increase your business**—get in touch with me today and **we can set up a** **free consultation**. I’m happy to come to you, and I look forward to sharing my ideas for increasing your business.

Best,

[YOUR NAME]

[YOUR PHONE NUMBER]

[YOUR EMAIL ADDRESS]

\*\*\*

*VERSION 2 – GAIN*

*This version puts that big benefit out there front and center to catch their attention.*

\*\*\*

Dear [CONTACT NAME],

**Want more customers and more sales?**

**It all starts with the right message.**

It’s a powerful statement, but powerful statements are what I do: I’m an advertising and marketing writer. My work helps small business owners just like you create messages that speak to just the right audiences and get them to take action.

**Make your marketing more effective—and bring in more customers than ever.**

My services include:

* Brochures
* Newspaper and magazine ads
* Direct mail
* Sales letters
* Signage
* Newsletters
* Press Releases

I’d like to talk with you about **ways to increase your business**—get in touch with me today and **we can set up a free consultation**. I’m happy to come to you, and I look forward to sharing my ideas for increasing your business.

Best,

[YOUR NAME]

[YOUR PHONE NUMBER]

[YOUR EMAIL ADDRESS]

\*\*\*

*VERSION 3 – LOGIC - FOR SERVICE PROVIDERS*

*This version speaks to their own experience and the clear logic of hiring a professional. This one is best for service providers—but if you want to try to revise it for non-service businesses, give it a shot! Flex those copywriting chops. ☺*

\*\*\*

Dear [CONTACT NAME],

As a [THEIR PROFESSION], you see it all the time: **People try to do things themselves instead of relying on experts, and they end up making costly mistakes.**

If you’ve ever struggled to write a brochure or ad for your business, that’s probably because you know how very important those words are…but that kind of writing isn’t in your realm of mastery. Why not do what your clients do? **Call in an expert at advertising and marketing writing.**

My name is [YOUR NAME] and I help small business owners just like you create messages that bring in more clients and increase their bottom line. My services include:

* Brochures
* Newspaper and magazine ads
* Direct mail
* Sales letters
* Signage
* Newsletters
* Press Releases

Your clients hire you because you [SERVICE PROVIDED] better than they could themselves. My clients hire me because I’m an expert at advertising and marketing writing.

I’d like to talk with you about **ways to increase your business**—get in touch with me today and **we can set up a free consultation**. I’m happy to come to you, and I look forward to sharing my ideas for increasing your business.

Best,

YOUR NAME

YOUR PHONE NUMBER

YOUR EMAIL ADDRESS

\*\*\*

*VERSION 4 – PERSONAL*

*This version is for the business down the street—the one you pass every day and you want to make your client!*

\*\*\*

Dear [CONTACT NAME],

As one of your neighbors, I’m a big fan of your business. I especially love [DESCRIBE A PRODUCT]! But I’m writing today because I’m concerned: I don’t think you have the number of customers you should or the customer loyalty you deserve. I’d like to help.

My name is [YOUR NAME HERE] and I’m an advertising and marketing writer. **I help small business owners just like your create advertising and marketing pieces that bring in more customers and increase their bottom lines**.

My services include:

* Brochures
* Newspaper and magazine ads
* Direct mail
* Sales letters
* Signage
* Newsletters
* Press Releases

I’d like to talk with you about **ways to increase your business**—get in touch with me today and **we can set up a** **free consultation**. I’m happy to come to you, and I look forward to sharing my ideas for increasing your business.

Best,

[YOUR NAME]

[YOUR PHONE NUMBER]

[YOUR EMAIL ADDRESS]