

Vince's Sales Letter Template

(Headline) How To _____

(Subhead) Amazing as it sounds, you can now _____

Dear Friend,

If you'd like to/ If you're looking for a quick, easy way to/ etc.
_____, this will be the most important letter you will read all day!

Here's why:

(opening: exciting his curiosity to read further)

(description or explanation)

(motive or reason why)

(bullets)

(PROOF)

(GUARANTEE)

(price and why it's a good value)

(snapper for sitting on his or her ass –free bonus for fast orders, etc.)

(close) Look: 30-days from now you can be nothing more than a month older, or you can be on your way to _____. You decide. (restate guarantee and phone number to call)

Thank You,

YOUR NAME
1-888-888-8888

PS: (re-state the offer, benefits, guarantee etc)

PPS: (insert a few testimonials or more proof or clinical study results, etc.)