

Top Tips on How to Write an Effective Sales Letter

- 1. Make sure you are sending your letter to the appropriate audience**
If you are selling home insurance for example, you wouldn't want to send your letter to people who rent their home. Making sure your target audience correctly will go a long way to a successful sales letter.
- 2. Write different sales letters for different target audiences**
Each target audience has different wants and needs. Ensure that your business recognises these needs by creating different versions of your letter to satisfy each segment of your target market.
- 3. Personalise your letter**
Always address your letter with a first name. Always ensure that name is spelt correctly. Your response rates will increase if you do.
- 4. Don't forget a strong call to action**
There is no point in writing a sales letter if the call to action is lost in the body text or not obvious to the reader. Make sure your call to action is obvious and easy to carry out.
- 4. Never use fancy graphics or images**
Don't make the mistake of making your letter look like an ad. Leave brochures and advertisements for this purpose.
- 6. Use attention grabbing headlines that are short and powerful**
Such an important part of a sales letter that is often overlooked. Make sure your headline includes your best offer.

7. **Write your letters in a friendly, conversational style**
Sounds easy but this is perhaps one of the more difficult aspects of any sales letter
8. **Ask yourself – “what’s in this for me?”**
And make sure you answer this question within your sales letter
9. **Always use a P.S.**
Studies have shown plenty of people read the P.S. before the sales letter – use it wisely
10. **Make it as easy as possible for potential clients to contact you**
Include ALL of your contact information
11. **Make your letter stand out from the crowd**
Include something interesting and worthwhile in the packaging - this will encourage your audience to open it.

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