

The Tracy Biller Newsletter

© 2010 Tracy Biller. All rights served.

“Tracy Biller Newsletter” comes with reprint and redistribution rights as long as it is done so in its entirety with no editing. All past “Success-Training” newsletters are available in PDF files at: www.UltimateSuccessCDs.com

To receive a **FREE** subscription to “Tracy Biller Newsletter” go to: www.UltimateSuccessCDs.com

A great sales letter.

by Tracy Biller – Network Marketing’s #1 Trainer

Randy Stager wrote a great sales letter.

This newsletter will tell you how he did it.

Read this newsletter carefully and learn from it.

Dear Network Marketer,

For several years I have offered a leads package that comes with a complete consultation on any one of your sales tools. (Click [HERE](#) to view this package.)

This marketing consultation is tremendously valuable. What makes it so valuable is the fact that most network marketers are using ineffective sales tools.

Because most network marketers have no experience in being persuasive and/or they have no formal education in persuasion, they are totally unaware that the sales tools they’re using simply don’t persuade the prospect to do, think, feel, believe what you want them to do, think, feel, believe, etc.

Time and time again, I’ve been on the phone with network marketers who tell me they’re getting a good “yes-ratio”, but yet they aren’t signing up anyone. I’ll ask

A great sales letter.

Copyright © 2010 Tracy Biller. All rights reserved.
www.UltimateSuccessCDs.com

them for the URL of the website that they're telling their prospects to visit. In virtually all cases, I'm quickly able to show them why that web site is flawed, and why it won't persuade their prospects to join their company.

For those customers who invest in my leads package that comes with the consultation, I suggest to them that they submit to me a persuasive sales letter. That's because a well-written, well-crafted, and persuasive sales letter will serve as the "hub/nucleus" for the creating of **ALL** of your other sales tools.

-----o-----

Randy Stager writes a great sales letter.

This newsletter is about a network marketer named Randy Stager who wrote a great sales letter.

Randy lives in Torrance, California which is near Los Angeles. He's just a stone's throw from Hermosa Beach, Redondo Beach, and Manhattan Beach. All three of them are great California beaches. I love that area! (If I lived there I wouldn't get any work done. I'd hang out at the beach and bodysurf all day!)

Randy's the musical director of his church, which I'm quite sure takes up a tremendous amount of his time. And yet he made the time to learn how to write a great sales letter, and then he wrote it . . . TWICE.

You see, the first sales letter Randy submitted to me wasn't any good. It was too over-the-top sales-y. It had no character. It had no warmth. It had no personality. It didn't "speak" to the prospect. It didn't come across as if a real person was speaking to the prospect. And I told Randy these things.

And then I gave Randy a "second chance". I told Randy what I've told many others. I told him that I didn't feel right having him waste his consultation on an ineffective sales letter, and I told him I'd like for him to go back and listen to my CDs, and then start the process over again. I emphasized that he do the exercises that are on the Persuasion CD. And I warned him that the second letter he submitted to me would count as his consultation, and that he needs to do a good job with it.

I give many people a “second chance”.

I’ve done this for many people. I point out why their first sales letter is ineffective, and I give them a second chance.

Unfortunately, most of them don’t take advantage of their second chance. They don’t learn what’s on the Persuasion CD, and/or they don’t do the exercises, etc. And of course the result of the second effort is yet another ineffective sales letter.

I WILL SAY THIS UNTIL MY LIPS TURN BLUE: You simply **MUST** learn how to **THINK** and **COMMUNICATE** persuasively if you are going to succeed in network marketing. There are no exceptions to this rule. The exercises I advocate on my Persuasion CD will take you to that level. **But you have to do the exercises. Way too many people DO NOT DO THEM. They are only cheating themselves.**

Randy learns to be both “persuasive” and “personal”.

Randy emailed me his second sales letter as a Word document. The first time I read it I knew it was good. I read it four times over, and then I went to work on it, typing within the sales letter many comments and suggestions. When I do this, I use a red courier font. So from the beginning of the letter, through the entire body, and to the end, there are many “red sentences” that contain my comments and suggestions.

Was Randy’s second letter perfect? No, it wasn’t. No sales letter is perfect. And in Randy’s letter there were a number of things I suggested he change to make it more persuasive. For example, his headline was just “okay”, so I made some suggestions. He also used the prospect’s name within the sales letter too many times.

But you see, part of the process is learning what works and what doesn’t. And what pleases me so much about Randy is his commitment and his work ethic. And that’s what it takes to succeed in network marketing.

Here are some of the suggestions and comments I wrote in Randy's sales letter, exactly as I wrote them. (These comments appeared throughout his sales letter.)

Randy,

My comments are in red.

Tracy Biller

COMMENT: A decent headline. Two challenges however: 1) The term "cash in" for many will suggest having to buy something, and 2) few prospects can perceive a trillion dollar industry.

COMMENT: A bit too early to talk about "working with" a total stranger.

COMMENT: I like the above sentences and structure. Well done.

COMMENT: This is a good paragraph. I like it! It may work better however, after you've told them what they'll be promoting, etc.

COMMENT: Well done.

COMMENT: Really good paragraph. I like it!

COMMENT: A word of caution . . . too much use of the prospect's name comes across as insincere.

COMMENT: Good paragraph!

COMMENT: Visually . . . this paragraph is too big. Break it up into two or three paragraphs. Other than that, it's well written, and impactful. Again, well done.

COMMENT: The deeper I get into this letter, the more I like it. You've really are understanding how to persuade.

COMMENT: Good!

COMMENT: I like that you waited to the end to link them to other sources of information. This was well done.

COMMENT: A great closing paragraph.

Randy . . . I'm impressed with the work you've done. My advice on a well-written letter such as this, is that you continue to "tighten" it up, make it more succinct, insert and/or advance more benefits. Remember that your sales tools (emphasis on the plural) are always "works in progress", and you should work on the constantly to make them even more persuasive. Well done! I really mean that!

..... Tracy

When I was done doing the consultation on his sales letter, I emailed it back to him. The next day I got this email from Randy:

Tracy,

Thank you so much for reviewing my sales letter and for your excellent (and encouraging) comments! I greatly appreciate your input and suggestions...and agree with them wholeheartedly!

I will work on making the headline better (good suggestion) and also the first sentence.

As well, I will be careful to not use the person's name too much, which I agree sounds insincere (even too sales-y).

Again, thank you for your valuable advice and help!! I appreciate you!

Randy Stager

My hat is off to Randy. He worked hard to learn a new methodology, and then he applied what he learned. He didn't let his ego get in his way when I told him his first sales letter had problems. Instead, he regrouped and refocused, and the result is a great sales letter.

-----o-----

COMING SOON . . .

A PERSUASIVE SALES LETTER WRITING SERVICE!

In the very near future, I will be offering a letter writing service for my network marketing customers only.

Those who have me write a sales letter for them will be able to take that sales letter and use it to create the home page of their web site.

They'll also be able to take that sales letter and use it to create the script for their voice mail pitch (audio commercial).

They'll also be able to use the sales letter to craft the choreography for their live recruiting conference call.

And of course, they'll be able to both email and fax their sales letter to their prospects.

AND . . . last but not least . . . their sales letter will serve them as a "script" for when they are talking with prospects on the phone or in person.

A great sales letter.

Copyright © 2010 Tracy Biller. All rights reserved.
www.UltimateSuccessCDs.com

Best of all, the persuasive sales letter writing service will be extremely affordable.

I'll announce more about this service a few weeks from now.

Sincerely,

Tracy Biller

Email: Tracy@UltimateSuccessCDs.com

Web site: www.UltimateSuccessCDs.com

© 2010 Tracy Biller. All rights reserved.

This "Success-Training Newsletter" comes with reprint and redistribution rights as long as it is done so in its entirety with no editing. This newsletter and past newsletters are available as PDF files at: www.UltimateSuccessCDs.com

Tracy Biller's "Success-Training" newsletter is published and distributed by:

**Owens & Lane Publishing, LLC
P.O. Box 1752
Hendersonville, TN 37077**

A great sales letter.

Copyright © 2010 Tracy Biller. All rights reserved.
www.UltimateSuccessCDs.com