

The Tracy Biller Newsletter

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A must-read analysis of a sales letter.

By Tracy Biller – producer of the Ultimate Success CDs

Dear Network Marketer,

A few months ago we ran an essay contest that was won by Tony D’Alessandro of Londonderry, New Hampshire. It was obvious from his essay that Tony writes well.

One of the things Tony won was a complete marketing consultation on one of his sales tools. He recently submitted a sales letter. I read the sales letter six times, analyzed it, took extensive notes, recorded the consultation, and sent it to him as an MP3.

At the risk of sounding like I’m bragging, the fact is that my consultations are worth their weight in gold.

When I’m doing the consultation, I call it like I see it based not just on my opinion, but on fact, logic, reasoning, and common sense.

I've been doing this for a very long time, and I'm able to explain to people what parts of a sales tool work, what doesn't work, and why.

I tell them what needs fixing, what needs expanding, what needs removal, and what needs to be added.

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Tony received the MP3 with the recorded consultation, he immediately listened to it with his sales letter in front of him as I advise, and then afterwards he sat down and wrote his own “analysis” of his sales letter based on what he learned from my consultation.

He emailed me his “analysis” last night, just a couple of hours after he received the MP3 consultation.

I knew as soon as I read Tony’s analysis of his own sales letter that I wanted to share it with my customers and subscribers. And Tony graciously gave me permission to do so.

Based upon Tony’s analysis of his own sales letter, he now understands what needs to be done to create an effective sales tool. I have a strong hunch that his next effort will be a powerful and persuasive sales letter.

Remember . . . most network marketers think “informatively”, thus when they create their first sales tool it’s usually way too informative.

There’s a “switch” that needs to be turned on in our brain that allows us to “think persuasively” and then “communicate persuasively”. The things I teach on the Persuasion CD, along with the steps I tell you to perform, will turn on that “switch”.

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Here’s the email Tony sent me with his own analysis of his sales letter after hearing my marketing consultation:

Hi Tracy,

Thank you very much for the consultation. I listened to it while taking notes on my sales letter and have to admit you are spot on.

My writing style is too matter of fact and even when I think something is a benefit, it just appears that way to me since I know the product.

Your consultation opened my eyes that I'm writing with full knowledge of my company and not taking into account that the prospect doesn't know anything.

It's clear now that I've committed the marketing sin of not telling what we do and what's in it for them!

You are correct that I tried to intertwine statements I liked that I've heard you say because I like the way it was phrased. But the problem with that is now it is coming from two different voices and styles to the person reading it.

I need to write like I'm speaking to someone in person and not trying to sound like a corporation (which sadly I thought I was doing but clearly was off the mark).

It's crucial to have an unbiased, knowledgeable opinion by someone other than yourself because everyone loves something they've created since they only see it through their eyes.

So besides being too vague, not selling the destination, being stale and boring, and being too factual with not enough benefits or sizzle, I'd say I did a great job!

Talk to you soon.

Thanks again,

Tony D'Alessandro

Thank you, Tony, for a great analysis of your own sales letter. I have no doubt that many of the people who read your analysis will benefit greatly from your words of wisdom.

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