

The Tracy Biller Newsletter

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A critical persuasion tip.

By Tracy Biller – producer of the Ultimate Success CDs

As you know, I’m a staunch proponent of creating a sales letter as your first sales tool.

That’s because a well-written, well-crafted persuasive and effective sales letter will serve you as the foundation, nucleus, and core for the creating of **all of your other sales tools.**

Way too many network marketers (and network marketing companies) create their sales tools without having a great sales letter to draw from.

Hence, that’s why so many sales tools are grossly ineffective.

One common problem I see with many of the sales letters I read is that the sales letter is written more so to please the writer than to persuade the prospect who will read the letter.

I'll say it again . . . the sales letter is written more so to please the **writer** than to **persuade the prospect** who will read the letter.

More often than not, the writer doesn't do this intentionally. It's done unintentionally. It's done at a subliminal level while the letter is being written.

As a writer of a persuasive sales letter, the **ONLY** way for you to write to persuade the reader is to put yourself entirely in the role of the prospect.

IN YOUR MIND, YOU MUST BECOME THE PROSPECT!

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