

If you prefer to read an agenda-style list, see the next page:

# 'Writing Sales-Generating Letters' Seminar Outline

Guarantee: Attend 1st Morning, Full Refund if Not Happy

Day 1: 9.15 a.m. - 6.30 p.m. (Optional w/shop 8.30 - 9.30 p.m.)

Day 2: 8.30 a.m. - 5.00 p.m.

- Includes 10 Interactive Workshops
- Material & Possible Bonuses?
  - Full Manual of Notes & Worksheets
  - Templates of Action Invoking Response Forms (£187)
  - Unabridged Audio CD of the original book (£67)
  - Bonus CD of valuable marketing insights (PDF e-books) (approx £237)
  - Start-up 'swipe-file' of winning letters / adverts (Value=??)
  - Follow-up 3 Reviews with crucial tips of delegates' written sales letter/advert; recorded (Av £897x3=£2,691)

Understanding the Power Of Responsive Sales Letters

- What works v what doesn't
- How Well Do You Know Your Prospect? Why Preparation & Research is Crucial
  - Target Audience
    - Finding Your Audience
    - Defining Your Ideal Prospect
    - Why Testing Can't Be Ignored
  - Lifetime Value
    - Workshop: Discovering Your True Customer Value
  - Your Return On Investment
  - Easy Route to Creativity (Brain storming/ Mindmap)
    - Workshop: Mindmap Offer (Letter/Advert)
    - Hot-Seat

Hitting Target Hotspots

- Language, language, language
  - Workshop: Discover own language preference
- Target Your Appeal
- The Irresistible Offer
  - Features v Benefits
  - Workshop: Describe Offer & Create Rapport
- Make It Risk-free
  - Workshop: Make Buying Easy for Your Prospect

Crafting £M Letters

- Headlines
  - Power Words
  - Proven Structures
    - Use Specifics
  - Winning Examples
    - Workshop: Dream Up 22 (or more) headlines
  - Group Brainstorm
- Compelling Story
  - Workshop: What's Your Story?
- Proof / Testimonials
  - Letters / emails
  - Complaints R Good
- Flow to Success
  - Transitional Phrases
- Bringing It All Together
  - P.S. is Paramount
  - Design is Crucial
  - Copywriting checklist
  - Workshop: Writing Your First Compelling Sales Letter
- Optional: Late evening workshop

PR Marketing

Maybe Guest Speaker on Web / e-Marketing?

- Web Pages
  - Purpose?
  - Visitor Action
  - Promotion Options
- Email Campaigns
  - Legalities
  - Building Your List

Adverts

- Branding v Direct Response
- Example Winning Adverts
- Example Branded Adverts
- 9 Crucial Elements
- Why U Need To Research The Publication
- Picture? Y/N?
- Do Own Copywriting
- Choosing Your Designer
  - DRA: Before/After Design
- Placing Your Advert: Advertising Rates
- Workshop: Create own advert or rewrite branded advert

Marketing Campaigns

- Easy as 1-2-3: Sequential Letters
- Postcard Marketing
  - Overview / example

Handling Direct Response Mailings

- Guest Speaker: UK Mailshot Specialist, PH
- Sourcing Lists
- In-house / Mailing Company? (pros v cons)
- Envelope
- Stamps v Franking
- How Collated
- Crucial Tips
- The Package!

Response Form

- Kills or Enhances the Offer
- 'Sell the Offer'
- Interact with the Reader
- 1-Page Advert
- 31 Crucial Design Elements
- Make It Easy to Respond
- 'Drop-In' Templates for Order Forms
- Workshop: Create Your Response Form

# How to Write Letters and Win Sales

(Rough Outline – Content Yet To Be Finalised)

## Day One

### Understanding the Power of Direct Response Sales Letters

What Works v What Doesn't

### How Well Do You Know Your Prospect? Why Preparation & Research is Crucial

Target Audience

*Finding Your Audience*

*Defining Your Ideal Prospect*

*Why Testing Can't Be Ignored*

Your Return On Investment (ROI)

*Lifetime Value*

**Workshop:** *Discovering Your True Customer Value*

Easy Route to Creativity - Getting Your Creative Juices Flowing:

*Techniques for Clearing Your Mind*

*Brain Storming*

*Using Mindmaps*

**Workshop:** *Mindmap Your Offer (Letter/Advert)*

**Hotseat**

### Hitting Target Hotspots

Language, language, language – How Using the Wrong Language Can Decimate Results

**Workshop:** *Discover Your Own Language Preference*

Target Your Appeal

The Irresistible Offer

*Features v Benefits*

**Workshop:** *Create Rapport as You Describe Your Offer*

Making It Risk-free

**Workshop:** *Make Buying Easy for Your Prospect*

### Crafting £M Letters

Headlines

*Power Words*

*Proven Structures*

*Use Specifics*

*Winning Examples*

**Workshop:** *The Easy Way to Dream Up 22 (or more) headlines*

*Group Brainstorm*

Everyone Has a Compelling Story

**Workshop:** *What's Your Story?*

*You Attention Grabbing Opening paragraph*

**Workshop:** *Craft Your Opening Sentence*

What Makes a Good Testimonial?

*Turning Complaints into a Positive*

### Bringing It All Together – Making the Connections

Transitional Phrases

P.S. is Paramount

Design is Crucial

Your 20 Point Copywriting Checklist

**Workshop:** *Writing Your First Compelling Sales Letter*

### Optional: Late Evening Practical Workshop

Continue Writing Your First Sales

Letter – practical coaching from Carol

## **Day Two**

### **Your Sales Boosting Response Form**

Why Your Response Form Can Kill or Enhance Your Offer

'Sell the Offer'

Interact with the Reader

Make It Easy to Respond:

*31 Crucial Design Elements*

*'Drop-In' Templates for Order Forms*

**Workshop:** *Create Your Responsive Response Form*

### **Handling Direct Response Mailings**

Guest Speaker: UK Mailing Campaign Specialist; PH

*Sourcing Mailing Lists*

*In-house or Mailing Company? (pros v cons)*

The Package!

*Crucial Design and Collation Tips*

*Envelope*

*Stamps v Franking*

*Crucial Collation Tips*

### **Adverts**

Branding v Direct Response

Example Winning Adverts

Example Branded Adverts

9 Crucial Elements of a Winning Advert

*Why U Need To Research The Publication*

### **After Event Follow Up**

Mentoring / Coaching

*Does Including a Picture Boost Response?*

*Choosing Your Designer*

*Should You Do Your Own*

*Copywriting?*

*Direct Response Advert: Before/After Crucial Design Elements Applied*

Placing Your Advert: Advertising Rates

**Workshop:** *Create own advert or rewrite branded advert*

### **Web Pages**

Why Do You Need a Website – What's its Purpose?

How to Influence Visitor Action

How to Promote Your Website

### **Marketing Campaigns**

Easy as 1-2-3: Sequential Letters

Postcard Marketing

Advertising Campaigns

Email Campaigns

*Legalities*

*Building Your List*

### **PR Marketing**

How to Get Free Publicity Worth £000s