

## **Savvy Sales Letters That Sell Your Stuff**

**By: Kelly Buckley**

Effective communication is what gives you a voice in the world. Effective communicators can reach the highest office, as evidenced by our current sitting President of the United States. No matter what the political affiliation, most have agreed he is a skilled communicator, who has the ability to deliver his message to many different groups, and is truly a change agent globally.

In Business, entrepreneurs need to look at Sales and Marketing as just another branch of their communications plan. Whether they are selling a product or a service, the entrepreneur needs to be able to convey a message that will convince a reader that they simply have to have it. That is a pretty simplified version of it, but can it really be that easy?

It can be that simple, and it all starts with taking things back to basics. Sales and marketing plans do not need to be complicated. Communicating with your potential customers can be as simple and straightforward as talking to your neighbor over the fence.

We have all been on the recipient of a sales letter at one point or another. Companies send out letters or fliers all the time, trying a variety of methods to entice you to buy. But what makes the difference between a pile of words and a savvy sales letter that sells your stuff? (Try saying that five times fast)

We need to get back to basics. We have all witnessed and experienced the roller coaster ride we like to call our economy. No family has been left unaffected, no bottom line untouched. It has been a time for people to get back to reality, and people are making better decisions when it comes to buying. In the long run, we will look back on this turning point as a positive change, getting us back to a world where we think before we spend. Simple right?

So, just as the economy has changed, so must your sales letter. Forget the bells and whistles, the complicated jargon that makes people wonder if something is too good to

be true. Say it like it is. That is the "new" savvy. Unlike the flash drive, high graphics, fifty cent word presentations that fill your email inbox every day, simplify your message.

Here are some simple tips to create savvy sales letters that sell your stuff:

1. **Tell 'em what you have:** No one is more passionate about what you sell than you. Tell them why your widget is the best, or how your service can improve their lives. Speak your truth.

2. **Tell 'em why they need it:** Think about all the reasons someone would buy your product or service, and present that information to them. Take some time to think about this, and research a little. The power of a Google search is amazing in finding out what people are looking for, so use this tool to understand your product through the eyes of your customer.

3. **Tell 'em what they will wonder about your product/service:** A truly savvy sales letter will get into the head of the reader, and answer the questions they will have about you and your product/service. This again refers back to the research piece. What would the questions be? The business that has the answers will be the business that prospers, no matter what the economy looks like.

4. **Tell 'em to jump on it:** If you want something you have to ask for it. It is the same principle for your sales letter. You need to ask them to do what you want them to do and that is **BUY**. Always put a firm call to action in your letter to move the potential customer towards the purchase.

As with any communication, always check your spelling and grammar and think about how you will present the information in the best and most cost efficient method of distribution.

Our world is changing its buying habits and people are tiring of the hype. Give your potential customer some refreshing honest communication about how you can help them. When you simplify and focus on the customer, only good things can happen.