

Ted Ciuba's Private...

No-Brainer, "Best-Of-The-Best" "7-11" Has Everything

Salesletter & WebCopy

FORMULA

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I. The 7 Holograms of the BIG Picture

1. Holo-Picture – the theme, golden thread – the net under ever point... USP
2. You-Oriented - WIFM
3. Emotional Grabber – Fear, Greed, Vanity... Identify their *PROBLEM!*
4. Categorical Imperative – teasers, salt...
5. Triggers:
 - A. Visual, Auditory, Kinesthetic
 - B. Cialdini's *Reciprocation, Commitment & Consistency, Social Proof, Liking, Authority, Scarcity*
6. 4-types of Personalities: *Analytic, Driver, Amiable, Expressive*
7. Unleash Magic, Active Words

II. The 11 Elements of the SalesLetter

1. Headline – Promise
2. Grabber / Story – anecdote, involvement: picture, connect with the passion and the pain...
You-oriented technicolor
3. Proof / Credibility
4. Bullets: "You Get..." – benefits, benefits, benefits... The *solution*
5. Not Available Anywhere else: USP
6. Features/details of the product itself – rationale
7. The Offer / The Close < How You can get...
 - a. The False Close
 - b. The "Product"
 - c. The Close
 - i. The Price (salt in bonuses)
 - ii. The Guarantee
 - iii. The Bonuses
 - d. The Warning – Limited – Act now!
 - e. Specific ordering instructions
8. Anecdotal Frame-In
9. Benefits Summery
10. P.S.
11. Order Device (w/adtracker)

Compliments of...

**Ted Ciuba, America's Foremost
Internet Marketing Consultant**

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