

Especially for [Target Market] Who Want to [Desired Outcome]!

Finally, You Too Can [Benefit Statement] that [Desired Outcome]...and Get it Done Without [Irritation/Problem]!

From the desk of:

[Your Name]

[Your Title]

Dear [Target Market]:

If you've ever wanted to *[desired outcome]* but have been unable to because of *[roadblock(s)]*, then this will be the most exciting letter you've ever read.

Because by the time you're finished reading this page, you'll know exactly, without a doubt, how you can *[desired outcome]* that will allow you to *[benefit statement]*.

But before I do that, allow me to share a story with you. It's about the time when I was in the same boat as you are now, struggling with *[irritation/problem]*, and how I got past it.

[Tell the nutshell version of your story, in about 300 words or less, going into detail about how you felt when you were struggling, which can endear you to readers and help them "see" themselves in your shoes. If you don't have your own story, you can tell a client's story of how you helped them go from point A to point B (with their permission, of course).]

I felt stuck, unable to get past the pain and misery of *[Problem]* because of:

- *[Obstacle/roadblock, ie. "Conflicting advice from experts and the uncertainty over WHO to listen to"]*
- *[Obstacle/roadblock, ie. "My complete lack of technical know-how"]*
- *[Obstacle/roadblock, ie. "A budget that was so tight, even a shoestring would have seemed extravagant!"]*

And then I made the discovery that changed my life.

After *[X number of months/years]* trying to *[desired outcome]* (and failing miserably), I finally stumbled onto the solution.

[Here you'll talk about your transition to the desired outcome (ie. after you lost the weight, earned the money, etc.), and how you feel now that you've achieved your goals (perhaps talk about how you're able to travel now, feel more at peace, etc.).]

And after *[months/years]* of having people just like you beg me to share how I managed to *[desired outcome]*, it hit me.

Why not share this secret with the world and let everyone share in my joy?

I decided to stop hiding this light under a bushel and make all of my hours of research, my own trials and errors, along with the top resources I spent [*months/years*] uncovering, readily available to others who are fighting [*irritation/problem*] and want to:

- [*desired outcome*]

Introducing [*Product Name*]!

Now you can get instant access to all of the [*Features, ie. templates, resources, coaching*] you need to overcome [*irritation/problem*] and finally [*desired outcome*]!

And it's as easy as 1-2-3.

Step 1: [*List the first step they need to take to begin reaching their goals, such as "Download the ebook."*]

Step 2: [*List the second step, such as "Read the ebook cover to cover."*]

Step 3: [*List the third step, such as "Complete the assignments in the back of the ebook."*]

That's it! You can now check that pesky task of [*desired outcome*] OFF your to-do list once and for all.

With this one-of-a-kind package, you'll get instant access to in-depth training that will:

- [*Benefit statement*]

This isn't just theory here, either – these are exactly the [*templates/resources/instructions*] I used to overcome [*irritation/problem*] and what I continue to use to help private clients reach [*desired outcome*].

This comprehensive training also comes with:

- [*Desirable Feature, such as "Templates to ease your way"*]
- [*Desirable Feature, such as "6 months of group coaching so you're never on your own to figure it out"*]

- *[Desirable Feature]*
- *[Desirable Feature]*
- *[Desirable Feature]*

PLUS, get [#, ie. 3] worth-their-weight-in-gold bonuses – easily worth *[estimated dollar amount]* in their own right, yours at no extra charge with the purchase of this program!

Bonus #1:

[Here you'll list any bonus gifts you're giving with purchase, such as an extra ebook, webinar, resources, templates, etc.]

Bonus #2:

[Here you'll list any bonus gifts you're giving with purchase, such as an extra ebook, webinar, resources, templates, etc.]

Bonus #3:

[Here you'll list any bonus gifts you're giving with purchase, such as an extra ebook, webinar, resources, templates, etc.]

Of course, I think this product is the best thing since sliced bread (smile), but the good news is that you don't just have to take my word for it. Here's what just a few happy customers have to say about *[Product Name]*:

[Insert Client Testimonial]

[Insert Client Testimonial]

[Insert Client Testimonial]

And now, in case you're wondering... *[On to potential objections. List 3-5 main reasons why people may not buy your product or service (and to which you can positively turn things around to help them see the "other side of the coin," if you will.)]*

“[Objection]”

[Here's where you address their potential objections outright, which may sound counterintuitive - as in Why are we GIVING them reasons not to buy - but in reality we're speaking to potential questions that already exist in their minds and helping them see why those objections are unfounded or shouldn't cause concern.]

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[Here's where you address their potential objections outright, which may sound counterintuitive - as in Why are we GIVING them reasons not to buy - but in reality we're speaking to potential questions that already exist in their minds and helping them see why those objections are unfounded or shouldn't cause concern.]

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“Okay, [Your First Name], I'm Ready to Get Rid of [Irritation/Problem] for Good! What's My Investment?”

Many *[Target Market]* (some of them your friends/neighbors!) are shelling out *[high amount that some others in your industry charge, ie. \$30,000 to hire an experienced copywriter to write a single sales page]* in the desperate attempt to finally get rid of *[irritation/problem]*.

Still many others are buying other available products ranging from *[\$XX - amount above your product cost]* to *[\$XXX - significantly higher number]* but just not seeing results.

I don't think that's right! That's why I'm making this proven-to-work product available to you for just *[Product Price]*.

There's even an easy payment plan option if that works better for you.

And I think you'll agree that *[Product Price]* is pretty small compared to the price you might already be paying to try and solve *[irritation/problem]*. It's definitely chump change compared to the dough so many people drop on *[Popular Purchases, such as "Getting their daily Starbucks fix"]* that might be enjoyable for a moment but don't bring long-term happiness.

Wouldn't it be better to invest those dollars to help you *[Desired Outcome/Benefit Statement]* instead?

But I understand your skepticism.

After all, you've been told from every Tom, Dick and Harry that they can help you [Desired Outcome], and it's been one disappointment after another.

So I'm going to offer one more thing to help make this decision a complete no-brainer: I'm taking all the risk out of your order.

You're Completely, Wholeheartedly Protected by My 100% Satisfaction Guarantee.

Put simply, if you don't LOVE [Product Name], or if you don't feel like it can really help you [Desired Outcome], just let me know within 30 days and I'll refund every penny of your investment, no questions asked.

And the best part is, we'll part ways as friends. :)

Ready to [Desired Outcome]?

**"Yes, [Your First Name], Please Rush My Copy of the [Product Name] to Me Now for Just [Product Price]!
For Just [Product Price], I know that I'll walk away knowing how to:**

- [Desired Outcome/Benefit Statement]
- [Desired Outcome/Benefit Statement]
- [Desired Outcome/Benefit Statement]

I'm also protected with the peace of mind that comes with [Your First Name]'s money-back guarantee.

2-pay Option: 2 easy payments of [Product Price]*



Pay-in-Full Option: [Product Price] (best deal)



*Your order will be processed in 30-day increments for a total of 2 payments.

Once you register, you'll get instant access to all of your download materials, so you can dive into the content at your convenience – and get on your way to [*Desired Outcome*]!

[*Your Signature/Sign-off*]

PS: Reserve your spot today – completely risk-free – to get complete access to my information-packed [*Product Name*] and learn everything you need to know about [*Desired Outcome*] – just click the Add to Cart button above and grab your copy today!