

6 Tips for Writing Dynamic Sales Letters

By Denise McGill

Businesses depend on writing that is informative and engaging when crafting sales letters...or any correspondence for that matter. Your promotional materials must provide value to the customer and build customer relationships, credibility and trust. The hard sales line in written correspondence rarely gets you anywhere.

Make a Good First Impression

Letters, ads and brochures aren't just for promoting products and services, but should also give a clear picture of the business or person behind the product. Be professional, yet write in a conversational, concise manner. Often times, written correspondence is the first impression a client or customer receives of you or your business.

These six tips provide the mechanics of writing a sales letter that is credible, engaging and an easy read for customers.

- **You are introducing yourself and your business.** In your business correspondence, you are representing yourself, your business and your product line. Be sure that in all written communication, and that includes emails, that you provide **complete** contact information. At minimum, provide company name, address and phone # on correspondence. Your business title is also a great thing to add. Customers love to know that they are hearing directly from the business owner, the operations manager, etc.
- **Distinguish yourself.** What makes you different from your competitors? Do you provide emergency 24 hour plumbing services, is your product made exclusively in your area, is your shipping free, does your product benefit a particular customer base? Put some thought into what makes you or your product unique and be sure to state it in your materials.
- **Keep paragraphs 3 to 5 sentences.** Long, daunting paragraphs tend to be skipped over (or skimmed at best). Make it easier for your reader by providing frequent breaks in the writing.
- **Use Subheads to keep customers reading**
"Make a Good First Impression" is an example of a subhead and is used between the 1st and 2nd paragraph in this article. Subheads break up paragraphs and give the customer a glimpse of what is to come. Your subhead should catch your reader's attention and prompt them to continue reading.
- **Provide credibility.** If you have a great customer testimonial on a product you sell, by all means, use it in your promotional materials. If you market vitamin supplements and have access to clinical reports, site your sources. Providing proof and credibility in promotional materials promotes trust in the

product. Just make sure your testimonials, reports, etc are all legitimate... and don't go overboard – it can destroy believability.

- **Clearly state your “Call to Action.”** When you make your close, clearly state what you are offering your customer and how to place a hassle-free order.
 - Let them know exactly what they are getting
 - Be clear on pricing
 - How to order and if there is a time limit to order
 - If there is a money back guarantee or return policy

Follow these tips and remember to be professional, yet approachable in your writing style. Make your sales materials informative and easy to understand. Today's consumer is typically busy and has precious little time to spare. Also, don't approach customers with a hard-hitting, exaggerated sales pitch; you'll lose the sale and a potential loyal customer. Long-standing relationships with customers are built over time.

Author Bio:

Can't seem to find the right words to promote your product? Denise McGill is a freelance copywriter specializing in catalog product description, copy makeovers, web copy, promotional materials, and more. Visit her website at <http://www.mcgillcopywriting.com> for more information and free online newsletter.