



SHORTCUT SERIES FOR NON-COPYWRITERS



THE STEP-BY-STEP GUIDE
TO DRAFTING YOUR SALES LETTER



WITH THE **23 P's**



PRO COPYWRITERS RELY ON



SAVE YOUR TIME & MONEY





Grant Pasay
Your Copywriting Guide

Why This Guide?

Because You Could Use Some Do-It-Yourself Help...*Right?*

You want to draft a sales letter on your own. Congratulations! That's no small task.

The good news is I help entrepreneurs and business owners like you with their sales letters all the time...plus I love to teach. So, if you find this guide gives you a leg up, then everyone's happy!

Or Maybe You're Taking The Hybrid Route: *Do-It-Yourself + Pro Copywriter*

Hey, not everyone can afford having a seasoned copywriter develop their sales letters from scratch. After all, it's a big job that takes a lot of work (*no wonder I've charged as much as \$7500 for a single sales letter*).

With the *average price* for a quality sales letter running anywhere from \$2000 to \$3000, it could make a lot of sense for you to (1) use this guide to come up with a solid structure for your sales letter on your own, and then (2) get a pro involved to supercharge your best effort.

And in the interest of full transparency, that's just one of the ways I get clients. You see, a good percentage of the people who use this guide to draft their Do-It-Yourself sales letter will end up asking me to take their work to the next level for them. So if I have a "hidden motivation" for putting this guide out there, that would be it. 😊

Whatever your motivation for using this guide...here's to your success exceeding your expectations!

What This Guide Is

A template that gives you direction, clarity, structure, and a handy checklist for drafting a sales letter.

A guide based on what's been proven to get results by generations of marketing experts.

Formulas to kick-start your writing efforts when it comes to headlines and sub-headlines.

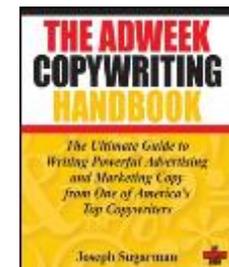
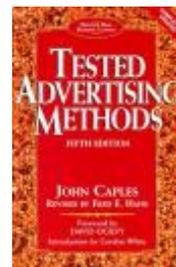
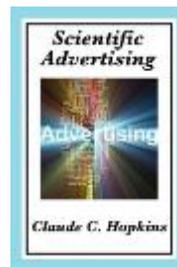
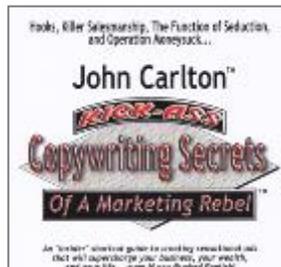
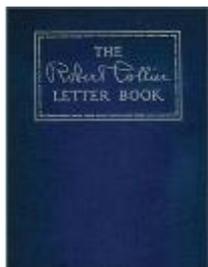
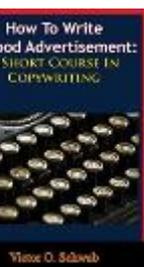
2 sets of examples that show you what the copy for each section in a sales letter looks like.

*The first example in each case is for a **fictitious product** I made up for this guide: Dandelion Destroyer. The second example is for a **real service** my company delivers that helps experts position themselves as **THE expert** in their field: Expert Status RocketPack.*

What This Guide Is NOT

This is NOT a guide on how to become a professional copywriter.

If that's your goal, then (1) read books and courses like the ones below, (2) study great copy, (3) write notes about what you think the copywriter is doing in each sentence and why, (4) and write, write, write, write, write!



How To Use This Guide

Simply read through each section's **Goal**, **Notes**, and **Examples**.

Then write that single bit of copy for your own sales letter. Bit by bit. Section by section. Until you're done.

Why? Because that's how the pros do it.

What's Hard About This Guide?

Nothing! I've done my darndest to make the structure and process as clear as possible. You might feel your writing is 'clunky' at first...but that's normal. Just keep plugging away at it.

With that said, time to dive in...



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Pruning [#1]

Your Goal: Immediately prune away any readers that aren't your ideal audience.

Notes: Pro copywriters sometimes refer to this as a 'flag' or a 'call out'.

Examples:

- Attention: Proud Homeowners
- Attention: Entrepreneurs and Experts

Okay, you just read through this section's Goal, Notes and Examples.

Excellent!

Now it's time for you to take action.

Write down your best effort for this single section of your sales letter.

Then carry on to the next 'P' and repeat the process!

Promise [#2]



Your Goal: Make a promise or claim that grabs your reader's attention...because your one and only goal here is to get the reader to read the next sentence.

Notes: This is your headline. Make it about a positive, happy outcome. It does NOT have to be a 'How to' headline, but when you're starting out, that's one of the easiest formulas to use, so do yourself a favour and start with the 'How to' formula.

Formulas:

- How to [get desired result] Without [undesired outcome]
- How to Get [desired result] in [time period]
- How to [desired result] Like [world class example]
- How to turn [blank] into [desired result]
- How To [desired result] When You're Not [blank]
- How To Make People Line Up And Beg To [blank]
- How to Fast-Track [desirable result]
- How To Become [desired result] When You [something challenging]
- How To Build a [blank] You Can Be Proud Of
- Finally, My All New "[product name]" Will Make It Easy For You To Experience [ultimate transformation] – Guaranteed!

Examples:

- How to Easily Rid Yourself of Embarrassing Dandelions Without Putting Your Family's Health at Risk – Guaranteed!
- Makes Your Prospects See You as THE Expert in Your Field Without Breaking the Bank or Consuming Your Calendar



Promise elaborated [#3]

Your Goal: Support the promise or claim you made in your headline WITHOUT making a new promise or claim.

Notes: This is your sub-headline. It will be in smaller text so it can be longer than the headline...but keep it simple.

Formulas:

- Discover how quickly you can [desired result]
- Learn how easily you can [desired result]
- You too can have [desired result] in [desirable time period]
- How [impressive number] got [desired result] in [time period]
- A simple way to [desired result] even if you [something challenging]
- What everybody ought to know about [blank]
- Little known ways to [desired result]
- Learn to [desired result] without losing [something desirable]
- Invest \$[X] with me one time, and I'll teach you how to [make an extra \$Y or more per year; or gain something desirable] for the rest of your life

Examples:

- Discover how 1,000,000+ Americans went from unsightly lawns infested with the relentless yellow weeds you hate, to carpets of green that would bring a tear to your eye – in less than a week
- Now you too can rise above the fray with the type of market distinction that isn't *earned*...but rather *engineered*



Problem [#4]

Your Goal: Identify your prospect's problem and make it clear you truly understand their problem.

Notes: This is the first part of your introduction. The more you can establish common ground with the reader, the more they'll trust you and your insight into their problem.

Examples:

- You look out your window to a sea of dandelions. You've tried the sprays. And the powders. But those weeds are thicker than ever. You're not alone.
- Is your marketing like mine was? Just a clone of your competitors? No content asset that instantly sets you apart as special? As *THE* expert?

Pain [#5]



Your Goal: Agitate the problem you identified in the first part of your introduction.

Notes: This is the second part of your introduction. Remember, you're not causing your reader pain; instead you're reminding them of the pain they already have, gently and with empathy. Why? Because what you offer can help them eliminate that pain...but they won't take you up on your offer unless their pain is front and center in their minds, motivating them to take action and get your help.

Examples:

- Even worse are the looks from your neighbors. The way they shake their heads as they stroll past your yard like it's a disgrace.
- I know how you feel. I felt the same way. You're killing yourself. Desperately trying to pump out all the marketing content the gurus say you have to. But so is everyone else...so all your effort doesn't even get a second glance from your prospects.



P Product [#6]

Your Goal: Communicate that your product (or service) eliminates the reader's problem and pain.

Notes: This is the third part of your introduction. While this IS where you first indicate that your product (or service) is the solution the reader needs, it's important that you do NOT reveal too much about your actual offer at this point...that comes later.

Examples:

- The good news is you don't have to be ashamed anymore. Why? Because our patented single-application solution zaps those nasty dandelions dead forever...without any chemicals or toxins.
- If you've had enough of being just another 'vanilla' option, we have what you're looking for: our Expert Status RocketPack service. Consider it your ticket to instant distinction in your market.

Preference [#7]



Your Goal: Explain that your solution is easy and/or quick to deliver results.

Notes: Your prospect's preference is for a solution that's simple and/or fast. That's just human nature. Even if your product or service, as a whole, wouldn't be considered simple or fast (e.g., a process for painting a barn), highlight those parts of your solution that make otherwise-difficult things simple, or otherwise-slow things fast.

Examples:

- And it usually takes less than 30 minutes to apply to your entire yard. You can even get your kids to do it for you.
- Better yet, if you have about 12 hours, you can have your own book that answers your prospects' hottest questions while silently selling you as the pro they need. Not to mention your book's content gets multi-purposed as 3 other types of marketing assets that promote you (more on that in a minute).



P rognosticate [#8]

Your Goal: Paint a happy picture in your reader's mind of what life would be like if their problem was solved.

Notes: Prognosticating is simply telling the future. This is emotionally packed stuff. And to tap your prospects' emotions, use as many sense-related words as possible: touch, smell, sight, sound, taste.

Examples:

- Imagine lounging on your patio, sipping a coffee as you gaze across your yard...nothing but lush vibrant green to be seen! You nod to the neighbors as they smile their approval.
- Imagine feeling your book in your hands. Seeing your proud face pictured on the cover. Hearing the pages flip by as you show an impressed prospect the perfect section that moves along the sale.



P provider [#9]

Your Goal: Show that you are the only provider your prospect should consider for this solution.

Notes: The more unique your product/service, the less likely prospects will be able to get *that exact offer* elsewhere. But if different products/services claim to deliver *the same outcome*, then those products/services are still your competition. Regardless of how much direct competition you have, this section of your newsletter is where you want to demonstrate to your reader that YOU are the only provider to consider.

In this section you can use testimonials about your credibility; mention your credentials; share endorsements from others that have excellent credentials; and/or mention numbers that prove your experience and results.

You can also have a photo of yourself, state your name/role, and/or use the expert story formula:

- **Before:** *How you struggled with/evolved around this issue for a long time/spent lots of money*
- **Turning Point:** *The crisis/turning point/revelation/experience that made you decide you needed to change once and for all*
- **After:** *What you discovered/created/did differently, how it's benefitted you, and how you're now sharing it with others*

Examples:

- It's only possible because our team spent over 10 years and \$250,000 to come up with the Dandelion Destroyer formula. Not to mention a lot of blood, sweat and tears along the way. But with more than 1,000,000 proud homeowners across America delighted with their results, it was all worth it.
- Best of all, you'll avoid all the mistakes we made over more than a decade before I figured out this expert-positioning solution for myself. In fact, what tipped the scales for me was when I personally lost a prospect to a less-qualified provider solely because they *appeared* to be more of an expert. That's when it hit me that being THE expert isn't *earned*...it's *engineered*. And that's exactly what we do now for experts like you: engineer *you* being the elite expert.



Peek [#10]

Your Goal: Give your reader a peek at the outcomes they'll get from consuming your product/service.

Notes: Include 3 to 5 bullet points that show the *results and outcomes* your prospect will get from what you deliver. Why results and outcomes? Because results and outcomes equal benefits...and people buy benefits, not features. So focus on some desirable benefits that will build demand for your offer...but without explaining what your product/service actually is.

Examples:

- The Dandelion Destroyer is the only solution that will:
 - **Eliminate those yellow pests with the power of 23 naturally-sourced minerals** – so you can rest assured your kids have the safest play area in your neighborhood
 - **Do the job right with a single, quick application** – so you can spend your time enjoying your lawn...not trying to fix it
 - **Give you a yard to be proud of in days, not weeks** – that means you get the most out of the sunny season instead of settling for some slow-acting 'solution'
- With the Expert Status RocketPack service on your side, get ready to:
 - **Leverage the 7 psychological laws of positioning** – so instead of you having to sell your prospect, their built in human nature automatically sells them on you
 - **Be thanked by prospects for helping them overcome the paralysis of choice** – because your elevated expert status positions you in an uncluttered market space
 - **Enjoy unprecedented ROI on your marketing investment** – that means you benefit from having more content assets promoting you...plus more free time and money for what you really care about

P roof [#11]



Your Goal: Give proof that the promises, claims and credibility you've introduced so far are backed up.

Notes: It's one thing for you to blow your own horn; it's another when a credible third party confirms your story. That means proof is one of the most important parts of your sales letter...and the more risk involved with your product/service, the more proof you need to provide. Here are some ways to provide proof:

- **Demonstration:** show that it works
- **Social Proof:** testimonials that confirm your claims, overcome objections, or indicate popularity
- **Data/Research:** reputable sources that confirm your claims
- **Borrowed Credibility:** info from reputable third-party sources that make your case, whether or not the info is specifically about your product/service

Examples:

- "We analyzed the Dandelion Destroyer solution at our top lab at MIT. I've never seen a safer lawn care product in my 20 years of consumer market research." – Lois Mickelbee, MIT Consumer Research Center
- "Seems silly now, but I didn't think I had the time to adopt a faster way to create my marketing content...I'm glad I took the time!" – Anita Alberto, Professional Photographer, AnitaAlberto.com (*after attending a workshop on the rapid content-development process we use*)



P proposal [#12]

Your Goal: Clearly explain the exact details of your offer, including the retail price.

Notes: If you feel you're giving too many details in this section, you're probably not, especially as the price of your product/service goes up. Your reader needs to feel 100% comfortable that they know what they're getting into. Anticipate and answer all the questions your reader might ask about what's included. Spell it all out...that means BOTH features (the 'thing' you deliver) and benefits (the *results* that your 'thing' makes possible). Then tell them what it all normally costs.

Examples:

- Here's what you get with the Dandelion Destroyer:
 - **Two industrial-strength recyclable polymer spray units** – Pre-filled and ready to use, these ergonomically-designed applicators are easy to hold and even easier to use, so anyone in your family can quickly treat your yard. The units come vacuum sealed so you're guaranteed no spills. Your units will be shipped quickly by priority courier within the US (7 days delivery) or Canada (14 days delivery), because the summer's short! We even cover all shipping costs so you have more money to spend on summer fun with your family.
- The Expert Status RocketPack service means you invest about 12 hours of your time and walk away with:
 - **A 60 to 100-page softcover book with a professionally designed full-color cover to make you look like the pro you are** – your book's high quality is thanks to Amazon's CreateSpace service; your book's low cost per-unit is thanks to the combination of on-demand printing and the power of Amazon's pricing. That means you get the status boost only a physical book can deliver...for less than a trip to Starbucks (around \$3.40 USD per book, printed & shipped).



Plus [#13]

Your Goal: Add bonuses to increase perceived value, which will help increase purchases.

Notes: One of the 5 Universal Triggers is gain. That means people like getting a good deal. And adding bonuses to your core offer makes prospects feel their potential to gain is increasing...which makes it harder for them to walk away from your offer. Adding one or more bonuses to your offer is also a fully ethical way to inject scarcity into your offer. How? You simply explain that after a certain date, or after a certain number of sales, the bonuses will no longer be included (this is what marketers sometimes call a 'fast action bonus').

Examples:

- And just to sweeten the deal, if you order your Dandelion Destroyer before May 1st, we'll throw in our award-winning Creeping Ivy Crusher solution – that's a \$29 value at no extra cost to you.
- And to make it even easier to promote yourself with your book, we'll throw in 2 letter templates that you'll use when giving away your book: one to persuade *prospects* you're the choice for them; the other to 'wow' *new customers/clients* while encouraging them to share your book with others. We normally charge \$197 for that 2-letter-pack...but you'll get them both at no charge.

Price [#14]



Your Goal: Reveal the price of your product/service.

Notes: You can simply name your price. What works even better though is to frame your prospect's perspective of the price to make it sound more justifiable.

For example, you can refer to the price as 'your investment' instead of 'your cost'. You can also compare the cost to something your reader would commonly buy (e.g., "...which is less than you'll pay for Netflix this year.").

Even better is to use an apples-to-oranges comparison. Here's how that works. You compare your solution (i.e., the 'apple') to another solution that offers a *similar outcome*...but where that other solution is more expensive and fundamentally different somehow (i.e., the 'orange'). For example, if you sold pre-fabricated backyard in-laws suites (i.e., the 'apple'), you could compare your price to the cost of your prospect adding another room onto their house (i.e., the more expensive 'orange'). Both solutions offer a similar *outcome* (i.e., a place to put the in-laws). But your solution's price looks much more attractive once compared to the higher-priced alternative.

Examples:

- So order before May 1st to get the Dandelion Destroyer ***and*** the Creeping Ivy Crusher solution for only \$29.95. (You save 50% off that combo price!)
- And because we capture the knowledge directly from your head, you get your book, lead generation report, a full year of blog posts, and all the social media updates for anywhere from \$9,700 to \$19,700, depending on the package that's right for you. That's less than half of what you'd pay to have a pro develop that much content from scratch.

Priority [#15]



Your Goal: Make taking action a priority for your prospect by injecting scarcity and/or urgency.

Notes: If your reader thinks they can get the same offer from you later, they're less likely to take action right now...which means they're even less likely to take action later after the persuasiveness of your sales letter has worn off. So make it clear if there's a limited number, or limited amount of time, built into your offer.

Because of the persuasive power of scarcity and urgency, some marketers 'manufacture' scarcity or urgency by saying there are only X units left, or that they don't know how long they'll make this offer available. I do NOT recommend that approach; you can't expect to build trust and rapport with your reader if you're not trustworthy.

Plus, you don't have to stoop to such tricks if there's no inherent limit to your supply or the length of your offer. Instead, you can use the 'fast action bonus' technique mentioned in the 'Plus' section above (i.e., explain that after a certain date, or after a certain number of sales, the bonuses will no longer be included). You can also always create urgency by simply saying something like this: "Think how much it's costing you every day that you put off taking action on this problem."

Examples:

- Why order your Dandelion Destroyer today? So you don't spend a day more than necessary being mocked by those little yellow yard wreckers.
- Just think how much it's costing you in lost prospects every day that you put off taking action on elevating your expert status.

P roof [#16]



Your Goal: Give more proof that the promises, claims and credibility you've introduced are backed up.

Notes: Didn't we already have a 'Proof' section? Yes! But like I mentioned then, proof is one of the most important parts of your sales letter. That's why it's good to inject more of it here. Once again, here's how:

- **Demonstration:** show that it works
- **Social Proof:** testimonials that confirm your claims, overcome objections, or indicate popularity
- **Data/Research:** reputable sources that confirm your claims
- **Borrowed Credibility:** info from reputable third-party sources that make your case, whether or not the info is specifically about your product/service

Examples:

- "I have the greenest lawn on our street now. My head's held high once again! 😊" – Tom Barnes, Sacramento, CA
- "What a smart way for me to get all these content assets that promote my business and my expert status for years to come. And with such a small bit of my time needed, it's a no-brainer. Great service, Grant!" – Colin Parker, Founder, LonestarSalesPerformance.com



Protection [#17]

Your Goal: Provide your reader with a feeling of security about purchasing by reversing the risk.

Notes: This technique is called risk reversal because it's YOU that ends up taking the risk in the transaction, not your prospect. Some of the ways you can reverse risk are by:

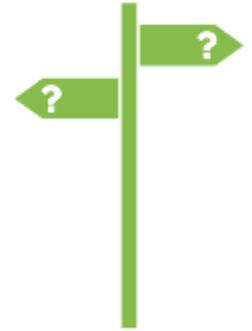
- Providing a guarantee
- Offering a free trial
- Providing a return policy

If you do provide a guarantee, decades of marketing data prove that, if you include a bunch of 'weasel' clauses that your prospects have to fulfill to qualify (e.g., 'in its original packaging' or 'in brand new condition'), it will decrease your sales. So only include the absolute fewest conditions possible...or better yet, no conditions!

Experience also proves that, if you include a time limit in your guarantee (e.g., 'return it within X days'), making the time limit *longer* will increase your profits. Yes, you might end up with a higher number of *returns*, but that will more than be offset by the number of *sales* you make due to offering a longer time limit. Why? Because the longer time limit makes you look confident in your ability to deliver results, so your reader feels safer.

Examples:

- Try it Risk Free: If your Dandelion Destroyer doesn't rid you of those yellow fiends to your full satisfaction, simply return it for a 100% money-back refund...no questions asked...and keep the Creeping Ivy Crusher solution as our gift to you.
- Your next steps are Risk Free: We'll get on a call and build a blueprint together that you think would boost your expert status. Then if you'd like our team to implement your blueprint, great! And if not, no worries...and you walk away with your blueprint. I'll even give you \$100.00 if you feel I've wasted your time during our call. Guaranteed.



Pick [#18]

Your Goal: Frame the prospect's decision as being between the current problem or a desired result.

Notes: Your prospect will naturally think the decision they're about to make is between either (1) purchasing your product/service, or (2) NOT purchasing your product/service. Your job here is to change that perspective so they see the decision as being between (1) doing nothing and being stuck with the problem and pain that led them to start reading your sales letter in the first place, or (2) purchasing your product/service and getting the desired outcome and results that kept them reading about your solution.

Examples:

- Right now, you have two choices:
 - Accept the humiliation of defeat and unsightliness at the hands of a relentless weed.
 - Or take action, right now, by investing in the Dandelion Destroyer. And join the million+ Americans already enjoying enviably gorgeous lawns.
- What action will you take?
 - Will you settle for staying at the crowded 'vanilla' level of expert status, which can't be producing the leads or clients you want (or you wouldn't be reading about our service).
 - Or will you take that risk-free step of getting on a call so you're not left wondering if our Expert Status RocketPack service could have worked for you?



Prompt [#19]

Your Goal: Tell your prospect exactly what you want them to do and how to do it.

Notes: This is your call to action. It's also where most marketers suddenly get timid. So first answer these questions: Is your prospect in pain because of a problem? And will their life be better if they consume your product/service? And do you know from personal experience that we're all prone to NOT taking action...even when we know it will help us? And are you convinced your prospect will be better off if they do take action? If you answered 'yes' to all those questions, then *you owe it to your prospect* to NOT be timid at this point; it's for their own good to act.

You also owe it to yourself and your family to NOT be timid here; it's for your own good that your prospect buys.

Examples:

- Click the "I Want My Dandelion Destroyer" button below.
- Give yourself the biggest gift you'll get today: Fill out the friendly form below!



Parting [#20]

Your Goal: Give one final push of urgency, and one final promise of desired outcome.

Notes: If your prospect is still reading, that means they have NOT taken the call to action you just told them to take. So this is yet another time to NOT be timid. Tell your reader to act now. And tell them the results they'll be able to enjoy because of taking that action.

Examples:

- Don't wait. Click that button right now, before the hustle of life distracts you. Then get ready to finally see how amazing it will feel to defeat those pride-crushing dandelions once and for all.

Sincerely,
[headshot of you]
Your name
Your role

- Don't put this off. Fill out that form right now. You'll thank yourself later when you see your plan coming together to leave behind your days of mediocre positioning once and for all.

Sincerely,
[headshot of you]
Your name
Your role



P.S. [#21]

Your Goal: Provide a summary of your sales letter's high points for those readers who skip to the bottom.

Notes: Some prospects will scroll straight to the bottom of your sales letter without reading a word. Why? Mainly because they want to see what the offer and price are first. So make it easy for them to get what they want. Provide an overview of everything important they missed by jumping the bottom: major benefits, major proof, risk reversal, scarcity/urgency, price.

Examples:

- P.S. Remember, 10+ years and \$250,000 went into creating the Dandelion Destroyer formula. MIT and a million+ Americans swear by its single-application, non-toxic results. Order yours for only \$29.95 before May 1st and get our Creeping Ivy Crusher solution free. No risk with our full-satisfaction 100% money-back refund.
- P.S. Remember, being THE expert in your market isn't *earned*...it's *engineered*. Leverage the psychology of positioning with our Expert Status RocketPack service. You get all the marketing assets you need at over 50% off what you'd pay a pro to develop them from scratch. Every day you wait means losing prospects to competitors that have better positioning than you. So book your risk-free blueprinting call... if you feel it was a waste of your time, I'll give you \$100.00 guaranteed.



P particulars [#22]

Your Goal: Provide the details prospects ask about, and overcome their objections.

Notes: If a prospect is still reading at this point, they're very interested. But they probably also have some unanswered questions or objections, otherwise they'd have purchased already. The only way they'll feel comfortable taking action is if you answer all their questions and address all their objections. So include an FAQ section to provide all those missing particulars they prospect is looking for.

You can also use this section to pose questions related to the common objections your prospects raise. You then answer those questions in such a way that overcomes the objection.

Examples:

- Q: How long does it take to apply the Dandelion Destroyer? A: You'll only need about 1 minute for each 100 square feet of grass. So if you had a 50 foot by 50 foot yard, it would only take about 25 minutes to apply the single application you need to eliminate those pesky dandelions.
- Q: How can you develop all that content at less than half of what it would normally cost? A: If you know your stuff well enough that you can answer *your prospects'* usual questions, then you can do the same when *we ask* you those same questions. The only difference is that we record your answers. Then we get your answers transcribed...and then we edit and Persuasion Engineer the transcription. It's a super-fast way to get the expert knowledge in your head into a persuasive words-on-page format...and all without you ever paying anybody to create content from scratch. And the amount of your time that's required is much lower too. That means you save both money and time. You also get the benefit of content that's conversational, easy to read, and full of personality...which is what prospects love.



Prompt [#23]

Your Goal: Remind your prospect about your offer, and about what you want them to do, and how to do it.

Notes: If a prospect is still reading, that means they've looked through your FAQs. Hopefully you've addressed their thirst for particulars, and have overcome all their objections. Either way, it's time for your final call to action. Do a quick summary (like in your P.S.). Then spell out the action they should take...without being timid!

Examples:

- Hurry...Get Your Dandelion Destroyer Formula Now!
Order now and get:
 - Single-application, non-toxic results
 - Bonus: Order before May 1st and get free Creeping Ivy Crusher solution
 - Full-satisfaction 100% money-back refund
 - All for just \$29.95

Click the "I Want My Dandelion Destroyer" button NOW!

- Engineer being *THE* expert in your market Now!
 - Leverage the psychology of positioning
 - Full suite of marketing assets at 50%+ savings
 - Valuable blueprinting call...or you get \$100.00
 - \$9,700 to \$19,700 depending on the package for you

Fill out the friendly form below to request your risk-free call Now!



*Grant Pasay
Your Copywriting Guide*

Pat Yourself On The Back!

You did it! You've now drafted your own sales letter. Told you it was no small task!

Now put away what you've written. Wait a while. The longer the better. Then read it again...OUT LOUD (you'll be amazed how much that improves your writing!). Fix and tweak and look back at the 23 P's again for guidance.

Want An Even Better Sales Letter?

You're going to drive prospects to your sales letter, so when they arrive, you want it to convert sales the best it can. Maybe you don't have the expertise to boost the persuasiveness of your copy to its full potential...or you've already sunk more time than you wanted into getting your copy to where it is now.

Either way, like I said before, a good percentage of the people who use this guide will end up asking me to take their work to the next level for them.

How can you find out more? Just give me a shout at 778-327-7943 or shoot me an email at copy@grantpasay.com

That's all for now! Thanks for letting me be part of your marketing journey.

And feel free to pass this guide on to your friends!