

Content Creation Made Easy

Module #1: Templates and Tools
3 Direct Response Salesletter Templates

By

Drew Laughlin
DrewLaughlin.com

**NOTICE: You Do NOT Have the Right
to Reprint or Resell this Manual!**

**You Also MAY NOT Give Away,
Sell or Share the Content Herein**

© 2015 Copyright DrewLaughlin.com. All rights reserved. No part of this book may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system, without written permission from the author, except for the inclusion of brief quotations in a review.

Legal Notice

The information presented herein represents the view of the author as of the date of publication. Because of the rate with which conditions change, the author reserve the right to alter and update his opinion based on the new conditions. This book is for informational purposes only. While every attempt has been made to verify the information provided in this book, neither the authors nor their affiliates/partners assume any responsibility for errors, inaccuracies or omissions. Any slights of people or organizations are unintentional. You should be aware of any laws, which govern business transactions or other business practices in your country and state. Any reference to any person or business whether living or dead is purely coincidental.

Every effort has been made to accurately represent this product and its potential. Examples in these materials are not to be interpreted as a promise or guarantee of earnings. Earning potential is entirely dependent on the person using our product, ideas and techniques. We do not purport this as a "get rich scheme."

Your level of success in attaining the results claimed in any of our materials depends on the time you devote to the program, ideas and techniques mentioned your finances, knowledge and various skills. Since these factors differ according to individuals, we cannot guarantee your success or income level. Nor are we responsible for any of your actions.

Any and all forward looking statements here or on any of our sales material are intended to express our opinion of earnings potential. Many factors will be important in determining your actual results and no guarantees are made that you will achieve results similar to ours or anybody else's, in fact no guarantees are made that you will achieve any results from our ideas and techniques in our material.

Other Products

Client Getting P.L.A.N. – Discover how to get all the clients you can handle without cold calling or spending a dime on marketing.

<http://ClientGettingPlan.com>

Marketing Consultant PLR – If you're a local marketing consultant and you want to really increase your income then using pre-made content is the fastest way to reach your goals. We have tons of done-for-you products that you can use in a matter of minutes to help grow your business – and your client's business as well!

<http://MarketingConsultantPLR.com>

Sales Training Weekly – Even if we don't want to admit it we are ALL in sales. We only make money when we sell our products or services. It's really that simple. If you want to get better at selling then check out our site of over 52 bite-sized lessons that will help you close more deals without any pressure.

<http://SalesTrainingWeekly.com>

3 Direct Response Salesletter Templates

Your product is done. You've worked out your marketing plan. Now there's just one thing left for you to do...

Write the sales letter.

Except you're exhausted. You've likely spent long night after long night finishing your product. And so writing a sales letter sounds like a lot of work. (It is.) And hiring someone else to write it sounds expensive. (Right again.)

Good news –

Now you can save yourself both time and money by using the following three templates to quickly and easily create your sales letter yourself.

All you have to do is insert information where indicated by the brackets – and boom, your letter will be finished in a matter of minutes.

Take a look...

Sales Letter Template #1

This letter is great for niches where people have tried to master something but they keep failing or otherwise not seeing the success they had hoped for.

Examples include products to help people start a business or lose weight.

“[Large Number] of [Certain Types of People/Niche Members] Will [Try to Get Some Benefit]. Very Few Succeed.

Will You Be One of the Lucky Ones?”

Everyone Who’s Ever [Gotten a Specific Benefit] Know These [Type of] Secrets. And Now You Can Discover Them Too...

Dear [Niche Member/Friend],

It’s depressing, isn’t it?

Even though [large number] of [types of people] will start [trying to get a benefit] this year, very few will succeed.

Some people will [describe how some will get a little success]. A few others will enjoy [describe another success]. But nearly everyone else will [describe how this group will fail].

Maybe it’s even happened to you already. You start to [try to get a specific benefit], but you end up [getting undesirable result] instead. Or perhaps you [try to obtain another benefit or result], but [describe how this turns out poorly too].

It's frustrating. It's humiliating. It's exhausting. And sometimes it feels like no matter [how much time you spend/how many times you try/what you do], you're just never going to [get a specific benefit].

Listen, if you've ever felt like this, let just reassure you that you're not the only one. And let me also tell you that it's not your fault if you've [tried and failed before].

You see, the reason why you [can't get a desirable result] is because [describe why people fail – e.g., the teachers are giving bad information, the product isn't designed for you, etc]. I mean think about it: [give further elaboration on why it's not the prospect's fault]. After all...

**If [you had some specific advantage] like everyone else,
then [you'd get a fantastic result too]...**

Ahh, to be so lucky.

But you weren't born with [some specific trait or characteristic that most people think they need to succeed in this niche]. You don't have [some other trait, characteristic, skill, knowledge, experience or possession that people think they need to succeed]. You probably don't even have [some other assumed prerequisite experience, skill, etc].

So it's no wonder that [those other specific types of products] didn't [give you the specific results] you wanted. It's no wonder that everyone else makes it look so easy, while you struggle to [describe how the prospect struggles].

Until now, that is.

Introducing [Name of Product] – the first [type of product] to [do something or have some specific benefit that the other competition products don't do/don't have]!

**That's right, now you too [can get a specific benefit],
even if [you don't have some special skill, knowledge,
experience or possession]!**

It seems a little hard to believe, doesn't it? After all, you've tried to [get a specific result or benefit] before, but you're not really any better off than before. So it feels

like too much to hope for to believe that this [type of product] really could be the solution to [specific big problem].

But this [type of product] is unlike any you've ever tried before. That's because [describe briefly how this product is different]. And in just minutes from now you'll:

- Discover the ultimate secret of [getting a specific benefit] – you simply can't fail once you know this!
- A surefire way to [get another benefit].
- Plus you'll even get [another benefit], quicker and easier than you ever thought possible!

I know, these sound like bold claims. But I've used these strategies to [get a specific benefit]. I've shared these same strategies with countless other [types of niche members] so that they could [get a specific result]. And I know these little-known [niche topic] secrets will work for you too.

But you don't have to take my word for it. Instead, just look at the proof:

[Insert proof like a video, before and after photos, screenshots, a couple strong testimonials or something else that specifically proves what you're saying]

Now it's your turn to get results...

Are YOU Ready to [Get a Specific Benefit]?

Here's a sneak peek at what you get when you order now:

- You'll find out a deceptively simple way to [get a benefit]!
- You'll discover what [one seemingly unrelated item] has to do with you [getting a big benefit]!

- WARNING: Don't even think of [trying to get some specific benefit] until you learn how [someone or something] can sabotage [your results]!
- How to quickly and easily [get a benefit], without [getting some other common yet undesirable side effect]!
- You'll discover what the [niche] insiders know about [getting a specific benefit]!
- Are you making any of these [number] [niche topic] mistakes? Find out on page [number] – you might be surprised!
- You'll find out how to avoid [getting a bad result] – never again will you [endure the emotional bad feelings associated with this bad result]!
- You'll learn a simple [number]-step strategy for [getting a good result] – it's easier than you think!
- You'll get a surefire strategy for [getting a benefit] – you're gonna love this!
- Plus you'll even find out how to [get a specific benefit] in just [insert time frame] – you'll even amaze yourself with this neat little trick!

And much, much more. By the time you're finished [reading / reviewing / viewing / listening to] [Name of Product], you'll know everything you need to know about [getting a specific benefit] – guaranteed!

Take a look at what others are saying about [Name of Product]:

[Insert your strong, results-driven testimonials]

If [name of product] works so well for these folks, just imagine what it can do for YOU!

Now, I know you're excited about finally [getting a big benefit]. But I also what you're thinking...

How Much?

You've seen those other [types of products] that cost [some large amount], [a slightly larger amount of money] or even [a larger amount of money]. And so you're probably thinking that you're going to have to invest at least [\$] in order to [get this course/download this manual/etc].

Tell you what, it's worth twice the price as those other [types of products], simply because [insert primary reason why this product is better than the other products].

But you don't have to pay [\$]. You don't have to pay [smaller amount of money]. You don't even have to pay [still a smaller amount of money].

Because if you act now, your total investment is just [\$].

You know this is a good deal. If you [bought another more expensive alternative, like a "personal trainer"], you'd be paying at least [\$x]. And you wouldn't even get [some specific benefit].

Isn't [getting some specific benefit] worth at least [\$] to you? Of course it is. And that's why you need to click here [insert link] to order your copy now before this introductory price disappears.

Still on the fence? Still not convinced that this is the absolute best way to [get a specific benefit]? Then let me sweeten the pot...

Act Now and You'll Also Get [Bonus Product] Absolutely FREE!

This [report / video / manual / guide / course / software / other product] will [give the prospects a big benefit]. Plus:

- You'll find out how to [get a specific benefit] without [having some special skill or qualification]!
- You'll how to [get a benefit] the "paint by numbers" way – it's easy!
- You'll discover the top [number] [niche] mistakes and how to avoid them – this will save you loads of [time/money/grief/etc]!

And much more. If you ever wanted to [get a benefit], then this is the best way to do it. Here's what others are saying about [name of bonus]:

[Insert strong testimonials.]

If you order [name of main product] today, you get [name of bonus product] free – so act now!

[insert link that leads to order form or button]

Your Satisfaction is Guaranteed!

Go ahead and order [name of product] risk free right now. Use these [niche] strategies. Enjoy the results for a full [length of time]. If you're unsatisfied for any reason – if this [type of product] isn't everything that I say it is, simply [describe how to contact you] for a full, prompt and cheerful refund. And just as my way of saying thank you for trying [name of product], you can KEEP [name of bonus product]!

I can't be any more fair than that, so order now...

Order Now to Lock in the Lowest Price

If you act now your total investment is just [\$x] – but this special price could end at any time. So click the order button below now to get started, because you deserve to [get a big benefit]!

[Insert order button or link.]

[Sign the letter]

P.S. Go ahead and look around, because you won't find a better or more affordable way to [get a specific benefit], and that's a promise. So order risk-free right now – because you too can [get a desired result]!

Sales Letter Template #2

This is a good template if you have a product that's designed to prevent something bad from happening or otherwise protect someone.

Examples include weight loss (if you're main angle is to prevent health problems like diabetes and heart attacks), self-defense products, products about avoiding theft, products about avoiding catastrophic events and similar products.

Attention [Niche Members]:

“Every Year [Number or Percentage] of [Type of People] [Get Some Horrible Result (like a heart attack)] – Could You Be Next?”

If you're [list qualifications of prospects, like "a male over 40"], then you simply can't ignore this [problem] any more. The good news is that you can protect yourself. Read on to find out how...

Dear [Niche Member / Friend],

[Niche topic]: No one wants to think about it, but it truly is the elephant in the room. And that elephant is only going to get bigger and harder to ignore as [some specific thing happens to the prospect].

Right now the statistics are startling. Every year, [insert statistic about how often some bad thing happens, like how many people have heart attacks, how many people get mugged, how many house fires, etc]. In [specific area, if applicable] alone, over [number, percentage or other stat] of [type of person] will suffer [some bad thing]. And that doesn't even count the people who [don't do some specific thing, like "report it"].

If you [have some specific qualification], then you've probably thought about this before. You probably realize that you're a statistic waiting to happen. You've probably realized what a nightmare it would be if [you got some horrible outcome]. And it probably scares you out of your mind.

If so, you're NOT alone.

And you're not over-reacting. This is a very real and very serious problem, especially for [type of people who're likely to be reading this sales letter].

Worse yet, even people who [take some specific precaution] aren't safe. And those who [take some other precaution] may actually be doing more harm than good, because [explain why some particular action is harmful rather than helpful]. You certainly don't want to find yourself in [this type of situation].

I'm speaking from personal experience. [Enter a personal story about how you faced the same problem.]

It's overwhelming when it happens. You really feel like [describe how someone would feel – devastated, feel like hitting rock bottom, etc]. And it's frightening when [some specific thing happens].

Point is, [having some specific bad thing happen] can actually turn your life upside down. It took me [length of time] to recover. I think it takes most people a lot longer – maybe even [insert length of time]. And the road to recovery is never easy, because [explain why recovery isn't easy].

You don't want this to happen to you. And the good news is that...

Now You Too Can Protect Yourself [From Some Bad Thing] – Guaranteed!

That's right, you no longer have to lie awake at nights, worrying about [getting some bad thing]. Because when you know these [niche topic] secrets for [getting a good thing or avoiding a bad thing], you'll finally have peace of mind. That's because you know [you're protected from some bad thing].

Introducing [name of product]: the #1 way to [avoid bad thing] so that you can [get a good thing]!

This [type of product] has helped over [number] of people [solve a problem and avoid a bad thing]. Just look at what they're saying about [name of product]:

[Insert two or three of your strongest testimonials here.]

Listen if people like [name of one of the people who gave a testimonial] can go from [some bad starting point] to [getting a great result], then just imagine how well this product will work for you. Imagine what it will feel like to [finally have this problem solved]. And just think of how good you'll feel when [you get some specific benefit].

All you have to do to start enjoying [this sort of peace of mind of other benefit] is to download your copy of [name of product] now. Here's a sneak peek of what's inside:

- You'll find out what the [name of formula or strategy] is and how you can use it to [get a benefit]!
- How a little-known [secret/strategy/resource] can [deliver some sort of good result] – you'll be amazed!
- The [number] important secrets every [type of person] ought to know about [getting a good result]!
- Which of these [number] of useful [types of resources] are you overlooking? Find out on page [number]!
- Why do some people almost always [get a great result]? You'll discover their secrets so that you [can get a good result] too!
- You'll discover a drop-dead-easy way to [get a benefit] – you'll wish you had known about this years ago!
- Find out why [some bad thing keeps happening] – and how you can make sure it never happens to you!
- The “can't fail” way to [get a good benefit] – use it once and you'll be blown away by the results!
- The absolute best way to [get a great benefit]!
- The [number] secrets of [getting a good outcome] that virtually guarantee your success!

And so much more.

Simply put, if you want to finally [get a specific benefit], then you need [name of product]!

But don't take my word for it. Just look at what others are saying:

[Insert one to three strong testimonials here]

Look, at this point we both know that [name of product] is exactly what you've been looking for to [solve a problem]. It's exactly what you want. It's exactly what you need. But you're probably wondering...

How Much Is It?

Let me ask you something...

Is your [safety/protection/etc] worth the cost of [some small item, like "the cost of a small pizza" or "is it worth 30 cents a day"] to you?

If so, then I have some marvelous news for you. Because if you act right now, you can get [name of product] for just [\$x].

You can't even get [some other related thing] for half that price, so you know this is a good deal. After all, isn't your peace of mind worth it to you?

Of course it is. But just to make this offer absolutely irresistible to you, I'm going to give you a free gift if you order right away...

Be One of the Next [Number] of Customers to Order Now and You'll Get [Name of Bonus Product], Absolutely Free!

If you thought you knew the quick and easy way to [get a benefit], think again! That's because you're about to discover an astonishing, surefire way to [get a good outcome].

Introducing [name of bonus product] – the best way to [get a specific benefit], even if you're an absolute beginner!

Here's what's inside:

- The “works like magic” way to [get a specific benefit]! You're gonna love [the way this product gives the prospect a specific, desirable benefit]!
- How to [get a specific benefit] that you've only dreamed about until now – it's easier than you think!
- All the [templates/tools/resources/etc] you need to [get a specific benefit] – you won't believe how easy it is to [complete a process] when you swipe my [niche] toolkit!

And much, much more.

And the good news is this [bonus product] is yours when you order [name of main product]. But hurry, this offer is strictly limited to the next [number] of people who click here to order now!

[Insert link to order button or order form]

And best of all...

Your Satisfaction is Absolutely, Positively Guaranteed!

I know you've tried to [get a good outcome] before and it didn't happen. But it wasn't your fault. Chances are, [describe how the other products fail the prospect, rather than the prospect failing].

But you can rest assured that [name of product] really works. Simply order today risk-free, and you'll have a full [number] [days/months/years] to use the product as often as you'd like to [get all the benefits]. If you're unsatisfied for any reason, simply contact me within [length of time] and you'll get a prompt refund.

No quibbles, no questions, no hoops to jump through. Simply put, if you're not absolutely thrilled with [name of product], then you don't pay a single penny. That's a promise!

So now there's just one thing left for you to do...

Order Below Now to Avoid Disappointment

It's time to protect yourself from [a specific danger]. And there's no better way to do it than by ordering [your copy of name of product]. Plus if you act now, you'll also get [name of bonus product] for free. So take out your credit card and click the order button below now to get started, because there's no better time to [start getting a great result]:

[Insert order button or link.]

[Sign off]

P.S. Don't become another [type of] statistic – protect [yourself/your family/your health/your pets/etc] by clicking here to order. And do it now, because [give good reason people should order now – restate main benefit]!

P.P.S. Here's what [full name of well-known expert in the field] says about [name of product]:

[Insert endorsement from well-respected expert in the niche.]

If [name of expert] thinks this highly of [name of product], then you KNOW you won't find a better way to [get a specific benefit], so order now!

Sales Letter Template #3

This template can be used across a wide variety of niches. However, in order to use this template, you must have your own story about how you overcame the same problem that your prospects are facing.

Telling your story will help build rapport, tap into those emotional buttons and build your credibility as someone who's conquered the same problem as your prospects.

“Here’s What’s Standing Between You and [Getting a Big Benefit]...”

If you want to [get a specific result], then you need to read every word of this exciting letter, because it could change your life...

Dear [Niche Member / Friend],

There comes a time in every [type of person]'s life when he has to stand up and say, "enough is enough." And that's the day when you decide to change your life for the better by [committing to getting some specific outcome, like "losing weight"].

I know what it's like. Before I [got a specific benefit], I spent a lot of time just thinking about it. I purchased a lot of books on the topic. I even [note some other thing you did to show that you were interested in the topic].

Problem was, I really wasn't serious about [starting some specific venture]. Oh sure, all the [niche topic] manuals and guides stacking up on my bookshelf and hard drive made it look like I was serious. All the charges on my Visa bill made me look pretty serious. But I never took any serious action.

I dabbled. I did things like [mention some of the ways you started to take action]. And I even [list another way you took a smaller action]. Yet I never got serious enough about it to [take some big step, some big action].

But then something happened that rocked me to my very core. And maybe you can relate to this...

One day it seemed like everything was fine. I was [describe in a relevant way how everything was good in your life]. Then suddenly, without any warning whatsoever, [bad thing happened (like you lost a job, you had a heart attack, a friend had a heart attack)].

I can't even begin to tell you how [this event] shocked me. It really was the proverbial wake up call. Because suddenly I realized I had to [get a good result], or I was going to [end up in a really terrible situation].

You can bet I got serious really quick. I stopped messing around. I stopped dabbling. And I started [taking some specific steps to get a good result].

It wasn't always easy. I quickly found out the learning curve is steep when you're trying to [get a specific benefit] through trial and error. I made a lot of mistakes and wasted a lot of time and money.

But I did it. In just [some short time frame] I went from [beginning point] to [some good results]. Take a look:

[Insert proof of your great results.]

So believe me when I say I know what it's like to [have this problem]. It wasn't very long ago that I was struggling [with the problem and side effects]. But once I discovered the secret of [getting a benefit], nothing could stop me. And now you too can learn these same secrets, without all the trial and error...

Announcing [name of your product]...

The Quick and Easy Way for You to [Get a Desirable Result]!

Forget about [some specific struggle]. Don't worry about [some typical bad effect]. Because once you know the [niche topic] secrets inside this exciting guide, you'll never again [have to deal with some specific bad problem]!

That's because [name of product] is a detailed, step-by-step, no-fluff blueprint which will show you exactly how to [get a specific benefit]. Just imagine:

- No more [bad thing]!
- No more [other bad thing]!
- And never again will you have to deal with [still another bad thing]!

Go ahead, imagine how you'll feel when you finally [get rid of a problem and get a good result]. Just imagine [getting a good result]. And just think of what your [friends/family/colleagues/etc] will say once they see you [getting a good result]!

You can bet you'll feel the same way as [name of person who gave a testimonial], who [give quick overview of this person's amazing results]. Here his story in his own words:

[Insert testimonial]

Or maybe you'll feel like [name of another person who gave a testimonial], who [give overview of this person's story]. Take a look:

[Insert testimonial]

Look, you could be the next success story. You could be just like [name of first testimonial giver] and [name of other testimonial giver]. Because...

**In as little as [some time period],
you too could [have a great result]!**

Best of all, it's easy to [start getting some benefit]. All you have to do is download your copy of [name of product], and in just moments you'll discover:

- At last, you'll finally discover the TRUTH about [topic]!

- Need to [get a benefit]? Then see page [number] for a simple [number]-step system that will blow your mind!
- Short on time? Then you'll love the [number] time-saving tricks you'll find on page [number]!
- How to [get a benefit] – you won't find these secrets anywhere else!
- What [some specific niche people] hope you NEVER find out about [niche topic]!
- A surprising trick for [getting a benefit] – no [extra effort, money, resource, energy, etc] required!
- The top [number] [niche topic] mistakes and how to avoid them!
- A simple little way to [get a benefit] – you won't believe how well this works!
- The quick and dirty way to [get a specific benefit] – you'll wish you had thought of this years ago!
- The little-known strategy for [getting a great benefit] – this one works so well you'll think it's magic!

And so much more!

By the time you flip the final page of this exciting [niche topic] guide, you'll feel like you have a PhD in [niche topic] – and at last, you'll finally have everything you need to [get a specific benefit]!

Listen, if you're looking for some rehashed theory or a pile of fairy dust, this isn't it. But if you're looking for a surefire way to [get a specific benefit], then this is the last [type of product] you'll ever need to [get a specific outcome]!

But wait, it gets even better. Because...

Order Now and You'll Also Get [Bonus Product]!

Tired of [bad thing]?

Want to get rid of [other bad thing]?

Then [name of bonus product] is exactly what you need to [get rid of a problem] so that you can start [getting a good result]! In fact, it's the easiest way I know to get [a specific good benefit] – and that says a lot, because I've tried almost every [type of] method out there!

Here's a sneak peek at what you get:

- You'll find out an extremely unusual yet surefire way to [get a benefit]!
- Need to [get a benefit], fast? Then see page [number] for an astonishing strategy!
- Plus you'll discover the secrets of [getting a benefit] – almost no one knows this!

So let me ask you...

What is [Getting a Big Benefit] Worth to You?

If you're like a lot of people, you've already spent [hundreds/thousands/tens of thousands] of dollars on [niche] [books/equipment/training/etc]. But none of those gave you the results you wanted. And that's because they were all missing one crucial ingredient...

[Insert some crucial factor that's missing from other products but present in yours.]

That's what makes [name of product] different. Because for the first time ever, you'll finally be able to [get the results the prospect desperately wants]. And that's a promise.

Now, I know you're thinking that this is gonna set you back at least [some high dollar amount].

Relax... you don't have to pay [\$] – not even close. That's because I wanted to make sure this solution is available to absolutely everyone. And that's why if you act now, you can get your copy for the introductory price of just [\$].

That's right – your [niche problems], solved, for a one-time investment of just [\$]. You know this is an absolute steal, so click here to order now.

And just to ease your mind...

You'll Get [a Specific Benefit] – Or You'll Get Your Money Back!

Look, you don't even have to say "yes" today. All you have to say is "maybe." Because when you order now, I'll automatically extend to you my [number] [day/week/month] iron-clad, no-questions-asked, money-back guarantee.

If [name of product] doesn't [deliver a specific benefit], or if you're unsatisfied for ANY reason, simply email me within [length of guarantee] and I'll refund every penny.

Fair enough?

Then there's just one thing left for you to do...

Take Advantage of the Special Introductory Price and Order Now for Just [\$]

Your next step is easy – take out your credit card and click the order link below. And do it now, because [insert reason why they should order now, such as getting a low price, it's risk free, they get a big benefit]:

[Insert order link or button]

[Sign off]

P.S. All you have to do is decide to [get a big benefit], and [name of product] will take care of everything else. So make that decision right now, and then click here to change your life!

Conclusion

You now own three sales letter templates that you can use to quickly and easily create your next high-converting sales letter.

Give it a try – I think you’ll be amazed at how much time and money you save with these templates!