

## **Sales Letter Template**

**Headline - use quotes, capitalize the first letter of each word, use 14 or 16 point font, use Tahoma or Verdana, bold, centered**

**For the next sections use Arial size 12 font, left aligned**

Date: have webmaster install the script for this  
Re: Name of your product or course

My name is... Tell readers a little about yourself by telling a story. This can be about two paragraphs long. Introduce your product here.

### **Sub-Headline**

Write another full paragraph about your product.

### **Sub-Headline**

Write another paragraph

### **Yes, I'm Ready To Get Started**

**– this will take them to the bottom of the page to make the purchase, include several of these throughout your sales letter**

**Testimonials – include as many as you have, use a picture if you can get one, include their full name and website, not clickable**

## **Sub-Headline**

### **Bullet Points**

**These must be benefit driven**

Describe each part of your product or course, in as much detail as possible

Just to recap... - again tell what will be included in your product or course

## **Bonuses**

## **Payment Box**