Twitter Thread by Dennis | Email Marketer



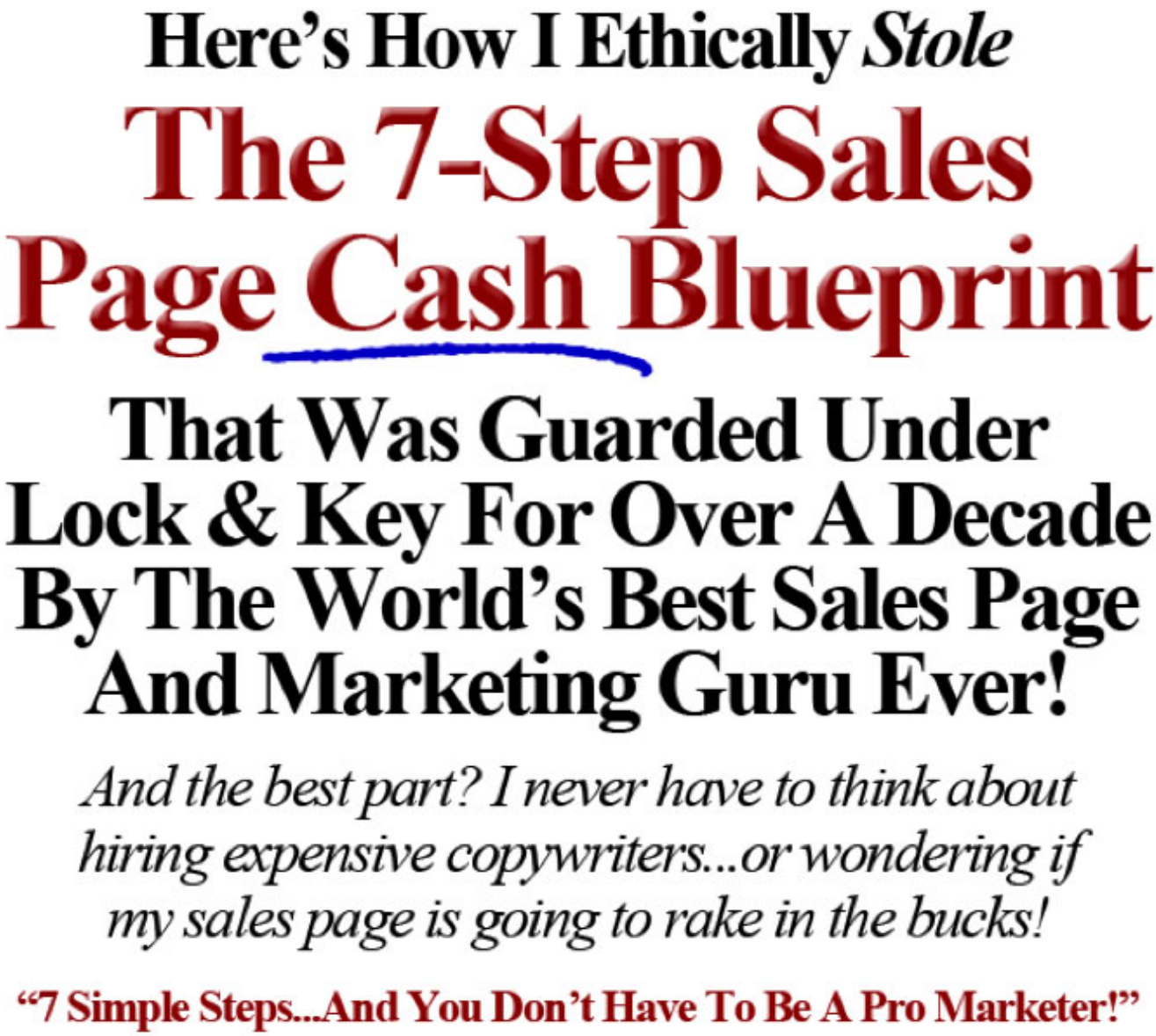
Dennis | Email Marketer
@DennisDemori

Are You Making These Costly Beginner Mistakes With Your Sales Letters?

***** Thread *****

Pssst... if you sell anything on Gumroad...

You might wanna pay attention to this ■



I usually focus on email...

But I've been busy critiquing sales letters this past week.

Instead of getting in the weeds...

Let's zoom out and talk about 5 high-level areas that can help you boost those juicy conversions.

#1 — Weak structure

I want to see how the sales letter flows.

How are we organizing the sections?

Do we even HAVE sections?

What about section headers for skimmers?

We want to take the reader through a logical sequence that primes them to buy.

#2 — Fuzzy targeting

WHO is our ideal client or customer?

Are we speaking to this person... or trying to appeal to everyone?

A common, common mistake I see is that the offer owner isn't clear on the target.

Instead, write to ONE person.

#3 — Incomplete offer

Many people will create a book, course, or coaching program...

Slap a price on it...

And call it a day.

They don't really give thought to offer positioning, bonuses, one-time offers, upsells, ascension, urgency, etc.

We want to solve a SPECIFIC problem...

Offer a SPECIFIC solution...

Talk about WHY they haven't been able to solve this problem...

And highlight what makes our entire offer stack UNIQUE.

#4 — No FAQ

I know some people may disagree...

But I like to have an FAQ for the people who jump straight to the bottom of the sales page (like me).

This is a good opportunity to recap the offer...

Overcome objections...

Set expectations...

And tell the reader how to buy.

#5 — No background story

People want to know who created this product.

Who are you?

And why did you create THIS particular product?

A good story will help you break down buying resistance...

And build a bond with your reader.

It's also an opportunity to build trust.

This is high-level stuff.

Nothing earth-shattering if you're writing sales letters for Agora.

But for people just getting their feet wet with sales letters...

Like coaches and course creators writing their own copy...

These are some key ingredients you'll want to include.

Enjoyed this thread?

5x a week I write a newsletter for 2,000 subscribers about email marketing + online business.

Readers include millionaires, small biz owners, copywriters, and top freelancers.

Join here:

https://t.co/WturMkgI6l