In two different seminars I heard marketing genius and brilliant copywriter Jay Abraham say
the Luger Handgun sales letter for Investment Rarities is one of the best he has ever seen.

Both times he didn't say much except that the sales letter was “elegant” and had a 20%
response rate.

I thought the claim was little overblown but I kept searching for a copy of this sales letter for
over 2 years.

And when I read the letter I could immediately see why Jay Abraham gave it such an
astonishing review.

It's simple, it's elegant and it's PACKED with genuine copywriting secrets you can use in any
sales letter online or offline.

To give you the background this is a 1981 letter from Investment Rarities selling Luger
handguns as an investment to prospects and clients who normally bought securities like coins,
silver and gold.

Sales letters that pull a 20% response rate are especially rare and this is a truly exceptional sales
letter well worth reading over and over.

I also strongly recommend you write this sales letter out by hand AND type it into an online
sales letter format...

Here is the legendary Luger hand gun sales letter followed by 23 of the hidden copywriting
secrets it reveals...
From 1975 - 1980 What Single Investment Appreciated Approximately
450% Greater Than Bonds¹...398% Higher Than Stocks²...175% Better Than Houses
And 74% Greater Than Diamonds?!!

(The Answer Below May Surprise You)

The Luger WWII Military S/42 handgun is one of the growing number of collector worthy firearms gaining investor attention lately.

Investment-grade firearms have produced a strong appreciation record for over three decades. Of course, not all firearms did as well as the Luger. But most top grade investment guns outperformed nearly every other "traditional" investment during the past five years.

By a very big margin.

Let's be more precise. Let's take a careful look at the Luger WWII S/42 - a desirable investment gun, though far from the most coveted.

The Luger WWII Military S/42 is a fascinating investment to study.

Look at how it appreciated over the last five years (ending June 1980) against some other spectacular investments.

Gold, for example, produced a dazzling rate of compound return of 28.4% per year. Yet the Luger S/42 outproduced gold by 12%. It outperformed silver by 17%. And that same Luger's compound annual rate of return "sailed" past U.S. rare coins by 46%.

But that's nothing compared to how the Luger S/42 outpaced more conservative investments.

We all know that oil (Saudi Arabian Light) compounded at a rate of nearly 18% a year. The Luger S/42 outpaced oil by 80% in the same five year period.

Do you think diamonds showed outstanding compound growth from 1975-1980? The Luger outperformed diamonds by 74%.

That same gun outperformed the compound rate of return of U.S. farm land on average by 138% and housing by 175%. It even outperformed the consumer price index by 258% while "beating the pants" off the "S&P 500" by more than 398%.

The biggest coup of all is how well the Luger did against bonds (Salomon Brothers Bond Index)...exceeding bonds compound rate of return by an awesome 450%!³

But what about the liquidity of guns? Again let's use the Luger WWII Military S/42 as a reference example only.

Currently based on the time it would take to sell at close to market value, the Luger S/42 is probably more liquid than real estate and more liquid than diamonds.

¹ Solomon Brothers Bond Index
² S&P 500
³ Computations based on a retail price of $1100 for a Luger in 98% (near mint). Prices may vary by locality, dealer and condition of the gun.
Where did we get this comparative data? From two reliable sources. First Salomon Brothers June 1980 study of investments five year compound annual rate of return. Second, the *Fain Blue Book of Firearms Price Values*, considered by many the most definitive gauge of gun values in America today.

So you may be impressed with the appreciation potential as well as the liquidity of investment guns - but what if you're afraid of guns?

All the better really.

A collector gun that has never been fired - or has been minimally fired (referred to by collectors as the amount of original "blueing remaining") - is worth many times more than the same gun that's been regularly used.

You can quite literally buy the gun, put it in your safe deposit box or lock it away in the attic or basement and its investment potential will probably grow more than if you fired it.

Finally - there are nearly 300 types of collector-worthy guns you could invest in. Many for as little as $650 or less.

Would you like to know more about collecting guns? If the answer is "yes" we'd like to send you two valuable collections of material.

The first is a profit-provoking booklet titled "What Every Gun Owner Should Know About The Gun-Trading Business". The other is a five year history of the eye-popping appreciation growth of 30 well known collector guns.

We'd also like to send you a copy of our latest inventory of collector guns in the $200-$15,000 price range.

As the nation's largest dealer in hard assets - and one of the oldest - Investment Rarities has become a definitive source for high grade, high quality investment guns at competitive collector prices.

Our knowledgeable weapons specialists not only offer expert advice you can trust - they answer your most probing questions about grading methods, availability and pricing in the most straightforward manner possible.

If you never before realized how guns may be used as a long-term capital appreciating investment form - I encourage you to send for this provocative material.

There is no charge for requesting it. Nor is there any obligation to purchase a gun.

Simply return the enclosed card. Or call us toll free at 1-800-328-1860. We will send you complete information on gun investing.

Very Truly Yours,
Bart Briefstein
Sales Manager

P.S. Remember - guns have been a proven winner for years. Find out if they have a place in your investment portfolio.
Unearthed Secret # 1:
Use A Headline That Forces Your Prospect To Read More

I love the headline in this copy...especially the investments mentioned in the headline (you can see it below)...

If you invest AT ALL the headline forces you to read the copy to find out what can outperform...bonds by 450%...stocks by 398%...houses by 165% And diamonds by 74%

It also builds huge curiosity for any investor...how can there be such a high performing investment that I haven't heard about? What the hell is it?

The specific percentages hint at proof...already credibility is being built...right in the headline.

As we'll discuss later proof is vitally important...even the hint of proof in your headline...to keep your prospect reading and to get them to buy or opt in.

Notice also how the headline is framed as a question...

“From 1975 - 1980 What Single Investment Appreciated Approximately 450% Greater Than Bonds¹...398% Higher Than Stocks²...175% Better Than Houses And 74% Greater Than Diamonds?!!”

The question forces you to read into the copy to discover the answer.

Unearthed Secret # 2:
Use A “Call To Action” In Your Subhead

After the headline is the subhead...

“The Answer Below May Surprise You”

This is a clever way to tell your prospect to read below...a subtle “call to action”...keep on reading below to find out what this surprising investment is.

It's always a good idea to tell your prospect exactly what he should do and give him a compelling reason to do it.

The headline and subhead achieve this goal beautifully.
Unearthed Secret # 3:
Build Curiosity With Your Opening Line

This is an interesting opening line...

“The Luger WWII Military S/42 handgun is one of the growing number of collector worthy firearms gaining investor attention lately.”

Normally after building up such huge curiosity with a headline you wait till further into the copy to relieve that curiosity.

But in this copy the surprising investment is revealed right there in the first line.

Yet you still want to keep reading.

Why?

Because it seems so outrageous...so far out of left field...that instead of quenching your curiosity you're even MORE curious than before you found out the investment was a hand gun.

Unearthed Secret # 4:
Use Specific Words And Language

Notice the very SPECIFIC language right there in the first words of this opening line.

The copy doesn't say “Handguns are a gaining investor attention lately” which would be boring and unconvincing.

The copy talks about one very specific hand gun “The Luger WWII Military S/42 handgun”.

This is GREAT writing.

We have a specific name (Luger), a specific event (WWII), an interesting category (Military) and a serial number (S/42).

Recent eye tracking research has shown that those first few words in a sentence at the beginning of your copy are absolutely vital for increasing readership.

My own split tests changing opening lines have shown massive increases of 40% to 95% in response rates.
This is master copywriting...using a whole pile of specific words to grab your attention.

When you write your first draft of a sales letter you probably won't get something this specific but you don't need to.

Because one of the easiest things to do is to rewrite your copy and ADD SPECIFIC WORDS AND LANGUAGE.

Notice also the use of the words “collector worthy firearms gaining investor attention”.

Every word is carefully chosen to make handguns seem like a valuable investment.

They're valuable...collector worthy in fact...and other investors are looking at them seriously.

In fact they're “a growing number of collector worthy firearms gaining investor attention lately.”

**Unearthed Secret # 5:** Know Your Prospect

Even the word “lately” is a powerful, carefully chosen word for the investor market.

These are investors actively seeking out the next best investment...something that will make them huge returns preferably with minimal risk.

They wouldn't be on the Investment Rarities mailing list if they weren't eager investors.

The word “lately” in the opening line suggests this could be an untapped, currently undervalued investment market with plenty of room to get in on the “ground floor” just before it really takes off.

When you get into the heads of your prospects you can refine every word you write to trigger certain behaviors and reactions from them.

I suggest you talk to real live prospects for your product...preferably live one on one but at least over the phone.

Get to know what they're looking for, what triggers will compel them to buy your product and what might stop them from buying.

When you can sell a real live person one on one you're ready to write your sales letter.
Unearthed Secret #6:
Use Your Prospect's Language

Getting to know your prospects intimately means becoming familiar with their language and their jargon.

You write the sales copy in their language as if you were one of them.

This copy uses investment terminology brilliantly. Remember we're talking about hand guns here.

Read the second line of the copy...

“Investment-grade firearms have produced a strong appreciation record for over three decades. Of course, not all firearms did as well as the Luger. But most top grade investment guns outperformed nearly every other "traditional" investment during the past five years.”

The copy uses terms like “investment-grade” a term usually reserved for precious metals or coins and “appreciation record” a term used for stocks or bonds,

This is exceptionally clever use of the prospect's language to get him to reframe hand guns as a valuable investment in his mind.

Unearthed Secret # 7:
Good Copy Is Effective Communication And Effective Salesmanship
Screw Grammar

Let's take a look at that next sentence...

“Of course, not all firearms did as well as the Luger. But most top grade investment guns outperformed nearly every other "traditional" investment during the past five years.

“By a very big margin."

Your high school English teacher might hate it but short sentences like “By a very big margin” can have huge impact in sales copy.


Writing a great sales letter is salesmanship...pure and simple. And the self appointed “grammar police” can kiss my arse.

Unearthed Secret # 8: 
Your Prospect Thinks You're Talking BULLSHIT
Unless You PROVE It's True

Everyone has an inbuilt bullshit detector.

If you set off that detector then you lose your prospect unless you've already hinted at impending proof and you then immediately PROVE your claim is true.

The headline in this sales letter hints that proof is at hand...

Approximately 450% Greater Than Bonds...398% Higher Than Stocks...
175% Better Than Houses And 74% Greater Than Diamonds?!!

All those specific numbers look like they come from some kind of specific, credible analysis.

And here's the crucial point.

The proof is hinted at in the headline BEFORE making the amazing claim that handguns are an exceptional investment.

Then comes the basic claim...

“Most top grade investment guns outperformed nearly every other "traditional" investment during the past five years.”

And then the copy immediately tells you it's going to PROVE this claim...

“Let's be more precise. Let's take a careful look at the Luger WWII S/42 - a desirable investment gun, though far from the most coveted.

“The Luger WWII Military S/42 is a fascinating investment to study.

“Look at how it appreciated over the last five years (ending June 1980) against some other spectacular investments.”

See how your natural bullshit detector has been bypassed.
Unearthed Secret # 9:
Give SPECIFIC Proof

Note how the Luger handgun is compared to prime, high quality, high performing investments...gold, silver, diamonds, farm land, housing, stocks AND bonds.

And it comes out with superior performance every time.

By association it makes a handgun seem like a more secure, higher performing investment than all of these regular, stable investments.

This is clever in itself but read the actual copy...

“Gold, for example, produced a dazzling rate of compound return of 28.4% per year. Yet the Luger S/42 outproduced gold by 12%. It outperformed silver by 17%. And that same Luger's compound annual rate of return "sailed" past U.S. rare coins by 46%.

“But that's nothing compared to how the Luger S/42 outpaced more conservative investments.

“We all know that oil (Saudi Arabian Light) compounded at a rate of nearly 18% a year. The Luger S/42 outpaced oil by 80% in the same five year period.

“Do you think diamonds showed outstanding compound growth from 1975-1980? The Luger outperformed diamonds by 74%.

“That same gun outperformed the compound rate of return of U.S. farm land on average by 138% and housing by 175%. It even outperformed the consumer price index by 258% while "beating the pants" off the "S&P 500" by more than 398%.

“The biggest coup of all is how well the Luger did against bonds (Salomon Brothers Bond Index)...exceeding bonds compound rate of return by an awesome 450%! “

These are specific performances of real investments compared to the real performance of the Luger hand gun.

Notice how the figures are exact...“Gold, for example, produced a dazzling rate of compound return of 28.4% per year”

The figure quoted was “28.4% per year” NOT “around 25%”.

All the figures are very specific.

Also it's “Saudi Arabian Light” oil...not just “oil”.

When you write and especially when you rewrite your copy do your homework and replace any general information with laser targeted, specific facts.

Being specific builds believability and makes your copy far more interesting to read.

**Unearthed Secret # 10:**
**Add Drama To Your Proof To Increase The Impact**

This copy doesn't just talk about the outstanding investment return of collectible hand guns.

It dramatizes that return by comparing a Luger hand gun to gold, silver, diamonds, stocks, bonds and real estate.

This multiplies the impact of the proof by giving it dimension...making it REAL in a dramatic way investors can understand.

Don't just tell your prospects about what your product can do.

SHOW them in a dramatic way.

That makes your copy more interesting, more memorable and bypasses the rational brain going straight to the emotional brain where your prospect makes his REAL buying decisions.

**Unearthed Secret # 11:**
**Use Proof From A Source Of Authority Your Prospect TRUSTS And Tell Your Prospect What That Source Is**

This copy states several credible sources.

In the footnotes on the first page...

“1 Solomon Brothers Bond Index
“2 S&P 500”

In 1981 the Solomon Brothers Bond Index was highly respected and no one is arguing with the S&P 500 as a credible source.

The body copy makes it 100% clear the figures stated come from reliable sources also

establishing the credibility of the “Fain Blue Book Of Firearms” as “the most definitive gauge of gun values in America today”...

“Where did we get this comparative data? From two reliable sources. First Salomon Brothers June 1980 study of investments five year compound annual rate of return. Second, the Fain Blue Book of Firearms Price Values, considered by many the most definitive gauge of gun values in America today.”

When you write your copy you should introduce credible sources your prospects will believe to support your claims.

Can you find independent research to support your claims? News articles? Statements from leaders in your industry or highly respected opinion leaders.

How many times have you bought something because someone you trust recommended it.

Just one good credible source can tip your prospect off the fence and get him to buy your product.

**Unearthed Secret # 12:**

**Answer Your Prospects' Major Objections In Your Copy**

Remember you need to get into your prospect's head. Do your homework and find out what might stop them from buying.

There's so much going on in this copy...so many objections answered in such a low key, well engineered way.

To the objection that investing in hand guns might be too expensive or the prospect doesn't want to invest a lot of cash in an unusual, possibly risky investment...

“there are nearly 300 types of collector-worthy guns you could invest in. Many for as little as $650 or less.”

And that's just one objection this copy answers so quickly and elegantly.

Here's another...

No one wants to be stuck with an investment they can't sell fast if they need to and most experienced investors will have some pretty horrible memories of this kind of experience.
That's why many investors choose stocks and bonds instead of real estate.

This copy answers the objection brilliantly...

“But what about the liquidity of guns? Again let's use the Luger WWII Military S/42 as a reference example only.

“Currently based on the time it would take to sell at close to market value, the Luger S/42 is probably more liquid than real estate and more liquid than diamonds.”

Handguns are compared to diamonds...which although they may not be entirely liquid they are well known as being used as a ready source of cashable assets for wealthy people on the run.

The copy also answers two huge objections many prospects will have to keeping handguns as an investment...

1. They don't want to have guns in their home.

2. They're not too keen on their son Jimmy's best friend getting blown away with their newest "blue chip investment" in some kind of tragic, misguided childhood game.

So the copy turns being afraid of guns into a positive...your guns will be more valuable if they're kept in a secure safe and NEVER fired.

Here is the wording from the copy...

“But what if you're afraid of guns?

“All the better really.

“A collector gun that has never been fired - or has been minimally fired (referred to by collectors as the amount of original "blueing remaining") - is worth many times more than the same gun that's been regularly used.

“You can quite literally buy the gun, put it in your safe deposit box or lock it away in the attic or basement and its investment potential will probably grow more than if you fired it.”

Notice how the copy also adds the proof element while answering this objection by adding a little gun industry jargon...

“the amount of original "blueing remaining"”
This also builds believability into the claim that a gun is worth more if it's kept in your safe without being fired.

Proof and the implication of proof is always king in great copy.

Unearthed Secret # 13:
Use Your Time Machine To Sell...
The Power Of “Future Pacing”

When you write sales copy it pays to get your prospect into a time machine.

What do I mean by that?

Describe a scene in the future where your prospect has already bought from you and is enjoying the benefits of your product.

In fancy copywriting terms this is called “future pacing”.

In this copy the future pacing is also used to overcome the objection of being afraid of guns or having them in your home.

The copy puts the prospect in the mindset that he's already bought a gun and all he has to do is “put it in your safe deposit box or lock it away in the attic or basement and its investment potential will probably grow more than if you fired it.”

Unearthed Secret # 14:
Selling Is A Process That May Take Several Steps

Notice how there's no attempt made to sell a gun immediately...the sales letter sells the next step of more education...a free booklet, a five year history of the gun market and an inventory of guns for sale.

The writer knows it's a big stretch to get a regular investor to go out on a limb and invest in a handgun or a portfolio of handguns so he sells further free, no obligation education...a chance to do multi step marketing.

You can build trust and credibility by simply taking prospects to the next step...one small commitment for some free information first.

Also notice how the copy reassures you that you're not under any obligation to get this free
“There is no charge for requesting it. Nor is there any obligation to purchase a gun.”

Unearthed Secret # 15:
Let Your Prospect Know What To Expect During Every Step

Ideally at each step of your sales process you should let your prospect know what they can expect from you and what you expect from them in return.

This copy plants the seeds for the next step in the sales process.

The prospect knows he'll be sent...
“a copy of our latest inventory of collector guns in the $200-$15,000 price range.”

You don't need the inventory of guns unless you intend to buy one and at a subconscious level the prospect knows this.

And he's told...

“Our knowledgeable weapons specialists not only offer expert advice you can trust - they answer your most probing questions about grading methods, availability and pricing in the most straightforward manner possible.”

So psychologically even though the prospect is thinking about getting free information he's also being mentally prepared to buy handguns from the “knowledgeable weapons specialists” at Investment Rarities.

Unearthed Secret # 16:
Educate Your Prospects On Why They Should Buy From You

The most important part of the multi step process being used in this sales letter is the education of the prospect.

He's being sent...

“A profit-provoking booklet titled ”What Every Gun Owner Should Know About The Gun-
Trading Business” and...

“A five year history of the eye-popping appreciation growth of 30 well known collector guns.”

The more you educate your prospect on the value of your product and the value of dealing with you...the benefits to HIM the more likely he is to buy from you.

Unearthed Secret # 17:
Free Information Has To Be Sold

It's a mistake to think just because you give away valuable information free people will flock to take advantage.

While offering free gifts should increase response it can also decrease perceived value.

Your prospects wonder “If it's so good why are they giving it to me free instead of charging for it?”

So you have to SELL the value of free information and gifts you give almost as hard as if you charged for it.

Your prospect needs to think your “free” gift has genuine, real value.

This copy talks about the free gifts as...

“two valuable collections of material.”

The free booklet has also been given an appealing name...

“What Every Gun Owner Should Know About The Gun-Trading Business”

A sexy title can create a HUGE increase in perceived value.

And then there's this description...

“a five year history of the eye-popping appreciation growth of 30 well known collector guns.”

If you've read this far into the copy this is genuinely valuable information you'll really want to see.

The description is near perfect to increase perceived value.
Unearthed Secret # 18:  
Set Yourself In Your Prospect's Mind As The First, Best  
And Preferably The ONLY Solution

It's important to note that even though the sales letter might successfully sell the reader on buying guns as an investment you can buy handgun from a wide range of sources from other dealers right down to private owners.

By educating their clients about how to invest in collector handguns Investment Rarities is getting the law of reciprocity to work in their favor.

When someone gives you something valuable for free you usually feel like reciprocating.

In this case many prospects would reciprocate by buying off the dealer who educated them about this amazing investment in the first place.

Investment Rarities is putting themselves in a position of "preeminence"...the business their prospects will think of FIRST when they think of investment handguns.

The copy also builds the credibility of Investment Securities as the place to go to first if you're looking to buy handguns as an investment...

“As the nation's largest dealer in hard assets - and one of the oldest - Investment Rarities has become a definitive source for high grade, high quality investment guns at competitive collector prices.

“Our knowledgeable weapons specialists not only offer expert advice you can trust - they answer your most probing questions about grading methods, availability and pricing in the most straightforward manner possible.”

This wording works on the prospect in several different ways...

1. Everyone wants to deal with the best in the field and Investment Rarities is “the nation's largest dealer in hard assets.”

2. We all want good value for money and the copy talks about “high grade, high quality investment guns at competitive collector prices.”

3. And we want to know we're making an informed decision when we buy...especially if it's in a field we don't have a lot of knowledge about.

The copy talks about “knowledgeable weapons specialists” who will give you “expert advice
you can trust” and “answer your most probing questions about grading methods, availability and pricing in the most straightforward manner possible.”

Even if their prospects do decide to shop around anyone trying to compete with Investment Rarities now has to establish that they have a business of a substantial enough size, provide quality at a competitive price and provide highly trained specialist knowledge and advice.

That will be an uphill battle for most competing businesses.

Also most prospects won't bother to shop around.

They'll just buy off the company who educated them on this investment. A company they know has their act together.

A company whose inventory of guns is right there on their kitchen table along with their free, educational booklet on “What Every Gun Owner Should Know About The Gun-Trading Business” and their “five year history of the eye-popping appreciation growth of 30 well known collector guns.”

Unearthed Secret # 19:
Give A Strong, Simple Call To Action

Notice the plain directions in the call to action to order the free information...

“Simply return the enclosed card. Or call us toll free at 1-800-328-1860. We will send you complete information on gun investing.”

There are 3 vital components in a call to action in sales copy...

1. Telling your prospect exactly what to do.

2. Telling him exactly what will happen when he does it to remove any fear or anxiety he might have.

Earlier the copy says...

“There is no charge for requesting” the information package. “Nor is there any obligation to purchase a gun.”

This also helps relieve the prospect's anxiety about responding to the offer.

3. Giving your prospect a compelling reason to act now.

In this copy there are several strong compelling reasons to act...

Getting the free booklet, and five year history of guns as an investment plus the opportunity of cashing in on an investment that's better than gold, silver, stocks, bonds, farm land and houses.

**Unearthed Secret # 20: **
**Offer Phone Ordering To Your Prospect**

It may not always be practical but offer your prospects the option of ordering by phone if it's at all possible.

Why can the option of phone ordering make such a huge difference to your response level?

Your prospect is busy. He might put down a coupon or card that he's filling in with every intention to send it.

He might also stop halfway through filling out an online optin form or an online order form.

You've already sold him yet you lose the sale because he gets distracted and forgets to follow through or has second thoughts when he finally gets back to it.

On the other hand if you persuade your prospect to call a telephone number it's instant.

He reads “call us toll free at 1-800-328-1860. We will send you complete information on gun investing.”

He gets right on the phone...the order is made.

No distractions can stop him.
Unearthed Secret # 21:
Include A Large Handwritten Signature

You can't see it in this transcript but the original sales letter had a large handwritten signature. Signatures increase credibility and trust. The title description under the signature is also valuable space you can use to increase the credibility of the sales letter. Titles, degrees, letters after a name can all add the sense that this is a real, genuine human being with real credentials.

Unearthed Secret # 22:
Use A P.S. At The End Of Your Sales Letter

We all read the P.S. in a letter. In many cases your prospect may only read the headline, a few opening sentences and the P.S.

So it's especially important you use your P.S. well.

In this case the P.S. is used to give a second low key call to action...

“P.S. Remember - guns have been a proven winner for years. Find out if they have a place in your investment portfolio.”
Like many exceptional sales letters this one is packed with copywriting principles you can discover if you just read, study and dissect it long enough.

When you read a sales letter ask yourself two key questions:

1. “What action is the copywriter trying to get the prospect to take?”

2. “Who is this prospect?...What is his background?...What does he want?...What offers and marketing has he been exposed to in the past?...What is he thinking and how is this sales letter affecting his thinking and behavior?

Again I strongly recommend you write out this sales letter long hand and type it into the format of an online sales letter.
# 23 Unearthed Secrets Quick Checklist

# 1. Use a headline that forces your prospect to read more.
# 2. Use a call to action in your subhead.
# 3. Build curiosity with your opening line.

# 4. Use specific words and language.
# 5. Know your prospect.
# 6. Use your prospect's language.

# 7. Good copy is effective communication and effective salesmanship. Screw grammar.
# 8. Your prospect thinks you're talking bullshit unless you prove it's true.
# 9. Give specific proof.

# 10. Add drama to your proof to increase the impact.
# 11. Use proof from a source of authority your prospect trusts and tell your prospect what that source is.
# 12. Answer your prospects' major objections in your copy.

# 13. Use your time machine to sell...Harness the power of “future pacing”.
# 14. Selling is a process that may take several steps.
# 15. Let your prospect know what to expect during every step.

# 16. Educate your prospects on why they should buy from you.
# 17. Free information has to be sold.
# 18. Set yourself in your prospect's mind as the first, best and preferably the only solution.

# 19. Give a strong, simple call to action.
# 20. Offer phone ordering to your prospect.
# 21. Include a large handwritten signature.

# 22. Use a P.S. at the end of your sales letter.
# 23. You'll discover more secrets if you dissect the sales letter yourself.