

## Sales Copy Kings.

When I first started out marketing online, I figured I'd write up a quick eBook and try to sell it.

I had read an interesting book on how to work with Google Adwords.

I was so hyped up and excited to start experimenting with 5 cent pay-per-clicks.

You see, I had it in my mind that if I charged \$49.95 for my eBook, I'd only have to convert 1 in 1,000 visitors to break even!

Heck, I could probably get even 2,3,10,20...who knows!!

So, I typed up my eBook (some first crappy attempt at a book on becoming a web designer), and placed an ad in Google Adwords for a keyword with high volume click-throughs.

I waited...no sales.

How could this be...I'm a decent enough writer to pull 1 in 1,000 at least...Even if I don't have any experience.

Well, sadly, getting people to pull out their credit card and order is much harder than you might think!

At 5 cents per click on a very high volume set of keywords, I quickly racked up \$300 in clicks.

Well, I finally made one sale on my first book...for \$49.95.

I wasn't too upset, even though I was out \$250.

But, if I went on like this, I would be bankrupt very soon.

So what did I learn?

Well, finally I found Yanik Silver's instant sales letters.

Currently you can find them at [instantsalesletters.com](http://instantsalesletters.com)

Let me tell you, these are MONEY!

All you have to do is fill in the blanks and VIOLA! A profit pulling sales letter.

I used one of these instant sales letters for one of my other products...a software program that I bought that I got resale rights to.

I started advertising it in Google at 5 cents per click.

The selling price was \$29.95

Well, my sales conversion rate was roughly 1 in 100.

For every 100 clicks (\$5.00) I sell a \$29.95 downloadable product.

That's a good ROI (return on investment).

The moral of this story?

If you want to spend hours and hours writing your own sales letters only to find that they don't pull, then be stubborn and keep trying to write your own.

If you want to start making money ASAP, visit [instantsalesletters.com](http://instantsalesletters.com) and order the Gold Version of instant sales letters.

It is one of the best investments you can make as an entrepreneur!

## Part II

Marlon Sanders.

Well, Yanik's sales letters are still pulling.

As I type this document, they're busy pulling in orders for me...they've already paid for themselves 10x over...but guess what?

You'll need some more instant letters shortly.

Why?

Well, if you only use the first instant sales letters for all of your products, it will look redundant and people will start to notice.

Hey, the web is a big place, but if you promote other products to your buyers with the same sales letter model, it may look a little silly.

I recently invested in Marlon's sales letters.

They're a little more pricey than Yanik's, but you get a little more variety of sales letters to choose from.

Visit [pushbuttonletters.com](http://pushbuttonletters.com) to check out Marlon's letters.

The most important tool you have as a salesperson online is your sales copy.

You don't have to have a fancy website or even fancy eBook covers.

Sales copy is what will make you money.

The Moral of this Story:

Invest in both of these.

Once you use these and make some sales, maybe you'll want to try your own hand at wordsmithing...it definitely would be nice to be able to write letters all on your own.

But, until you've reached some success, use these two valuable tools for virtually foolproof profits.

The cost is a very small amount compared to the hours you would waste on your own sales letters and the money you would waste on ads.

You could easily spend 100 hrs on a sales letter that converts less than 1 in 1,000 visitors to buyers.

Make the investments today!

[InstantSalesLetters.com](http://InstantSalesLetters.com)

[PushButtonLetters.com](http://PushButtonLetters.com)

Thank you for reading,

Jesse G.

Digital Netpreneur

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