How To ‘Zero To Hero’ Bonus Item One

A Proven, Simple, Sales Letter Template

To Create Your First Ever Order Pulling Marketing Masterpiece



By Jack Hatfield

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Bonus 1: Sales Letter Template

Below you'll find a sales letter template that you can use to quickly and easily create a sales page for your profitable package. Be sure to read the lesson on creating a sales letter before you put this template to use.

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"[Getting A Desired Result] Is Easy When You Have the Right Tools and Information!"

If you've ever wanted to [get some desired result], then this is the most important letter you're going to read on the topic…

Dear [Type of Person],

Trying to [get a desired result] can be a huge hassle…

You [take some common step to get the desired result]. And sure, maybe you [get some specific but small results] for [a short period of time].

You're feeling good. You're thinking you finally figured out the trick to [getting the desired result]…

But then [some undesirable thing] happens. And the next thing you know, you're [right back where you started].

It's frustrating. It's [some other feeling someone might have in this situation]. And [it's some other feeling, e.g., exhausting, makes you feel like giving up, makes you think getting the desired result will never happen].

If this sounds familiar, let me assure you it's NOT your fault.

Here's why it keeps happening: [explain a reason why it keeps happening].

Now here's the good news you've been waiting for…

Now You Too Can Finally [Get a Desired Result] – And All You Have To Do Is Learn How To [Explain In A Couple Words How the Package Fixes The Problem/Reason Mentioned Above]!

And that's exactly what you're about to discover!

Introducing "[Name of Your Package]" – your complete set of [Number] [explain what's in the package, e.g., guides, courses, checklists, worksheets, etc.] to [getting a desired result]!

The reason this package of resources works so well is because [explain why it works so well – what is it about these tools and resources that sets it apart from competing products?].

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

[Insert 2-3 of your best/strongest testimonials here]

It's pretty exciting, right? You can already imagine how good it will feel to [get a desired result].

So, let's take a look at what all you get inside this package…

[Insert Name of Resource 1]

If you've ever wanted to [get a specific benefit], then you won't find an easier way to do it! Here's what you get:

- You'll discover a quick and easy way to [get a benefit] – you'll wish you'd known about this years ago!
- Ever wonder how [some specific type of person or expert] seems to always [get a good result] – wonder no more, because this [type of resource] shows you exactly what to do to [get the same sorts of good results].
- You'll find out why [some bad thing keeps happening] – and how to fix it, FAST!

Here's what else you'll find inside this package…

[Insert Name of Resource 2]

The big key to [getting a benefit] is [having a tool or knowing some piece of information that this resource provides]. That's why this [type of resource] is going to be your go-to whenever you need to [complete some task or get a benefit]!

[Continue to List All Other Resources in the Package and Their Associated Benefits]

And that's not all…

Order Now And You'll Also Get This [type of, e.g., "rapid weight loss"] Bonus Pack For FREE!

To make it even [easier/faster/etc.] to [get a desired benefit], you need [some resource or tool that this bonus pack provides]. Here's what you get:

[Insert Name of Bonus 1]

Think you don't have [time/money] to [get a good result]? Think again! This [type of resource] [explain how it saves time and money].

[Insert Other Bonuses and Their Associated Benefits]

As you can see, this package gives you everything you need to start [getting a good result]. You know this is exactly what you need. So now you have one more question…

How Much Is It, [Your Name]?

If you purchased all these tools and resources separately, you'd be looking at laying out [big dollar amount] for this package. And it would be worth it, because [explain why even that high price would be worth it].

But the good news is that you don't need to pay [the big dollar amount]. You don't even have to pay [another amount that's smaller than the big one mentioned above].

Because when you act now, you get everything you see on this page for just [$x] – that's just [$x] per piece!

That's an awesome deal. You know it and I know it. But I can't promise this deal will last forever, so claim your copy now by clicking the order button below:

[Insert Order Button]

Here's to [getting some good result]!

[sign off]

P.S. This package is simply the best way to [get some desired result]. Here's what others are saying:

[Insert another handful of your strongest and best testimonials]

If you want to [get some good result] too, then click here to get started [insert an order link or button]…

Your Satisfaction Is GUARANTEED

You don't have to say "yes" today – just say "maybe." Because when you order now, you get a full [number of days] days to review every last tool and resource in this package. If it's not everything I've said it is – if you're not completely and 100% satisfied – then all you have to do is email me for a prompt a cheerful refund.

Fair enough? Then order risk-free – and do it now, because [some good result awaits you]!

Recommended Resources

Six Figures A Year In Information Publishing Discover how to start your own successful information publishing business from scratch. While stocks last you can you **FREE COPY*** of this best-selling book and have it shipped to your home no matter where you live in the world. SixFiguresAYear.com

One Letter From Retirement You could be just One Simple Letter away from the end of all your financial worries… and here's exactly how you can write it! OneLetterFromRetirement.com

The Lazy Way To Email Riches Generate an instant income, anytime you want … even on a shoestring budget, and even WITHOUT a website… If you can write a short email and 'Click Send' You can do this! LazyWayToEmailRiches.com

Lead Magnet Swipe File Most people take way too long to create Lead Magnets… Or they create Lead Magnets that flat-out don't work. Here's the quick and easy way to getting a dozen Lead Magnets up and running by tonight! LeadMagnetSwipeFile.com

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Free To Fee. Learn how to give away free content to generate traffic to your website AND persuade people to buy your products. This is THE go-to training course on the subject. FreeToFee.com

Unfair Advantage Cheat Sheets. Over 880 pages of fill-in-the-blanks templates, swipe files, case studies, training tutorials and more to make writing anything faster, easier, and better. An essential resource for every content author and business owner. UnfairAdvantageCheatSheets.com

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