

## **Hypnotic Sales Letters: 92 Hypnotic Sales Letter Templates!** by Larry Dotson and Joe Vitale

**This a free ebook.** Feel free to give this ebook away to your web site visitors, e-zine subscribers and customers.

Copyright © 2002 by L.D. Publishing and Hypnotic Marketing, Inc.

This publication is designed to provide accurate and authoritative information with regard to the subject matter covered. It is sold or given with the understanding that the author and the publisher are not engaged in rendering legal, accounting, or other professional advice. If legal advice or other professional assistance is required, the services of a competent professional should be sought.

Larry Dotson, L.D. Publishing, Joe Vitale, Hypnotic Marketing, Inc., individually or corporately, does not accept any responsibility For any liabilities resulting from the actions of any parties involved.

### **Check Out Other Hypnotic Products at:**

Larry Dotson's Web Business Center

<http://www.ldpublishing.com>

Subconscious Internet Marketing

<http://www.subconsciousinternetmarketing.com>

Hypnotic Selling Tools

<http://www.HypnoticSellingTools.com>

The Hypnotic Writer's Swipe File

<http://www.hypnoticwritingswipefile.com/>

Hypnotic Marketing

[http://www.roibot.com/hm.cgi?IM3746\\_camp](http://www.roibot.com/hm.cgi?IM3746_camp)

Hypnotic Writing

[http://www.roibot.com/hw.cgi?IM3746\\_campaign](http://www.roibot.com/hw.cgi?IM3746_campaign)

Advanced Hypnotic Writing

[http://www.roibot.com/adhyp.cgi?IM3746\\_campaign](http://www.roibot.com/adhyp.cgi?IM3746_campaign)

**This a free ebook.** Feel free to give this ebook away to your web site visitors, e-zine subscribers and customers.

## **92 Hypnotic Sales Letter Templates**

**Note:** You may have to alter the sales letter templates to match your specific offer.

How To...

Dear ,

As you start reading the beginning of this ad you find

yourself...

Little by little you begin...

(Introduce Your Product Here)

Here's a small sample of what you'll receive:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here's what others are saying about our business:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

Your entire investment is only (\$)! Get more for less!

Click Here To Order Now!

Order before (day, date, time) and you'll get (No.)

bonuses!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

As you think about ordering, you suddenly realize

you have nothing to lose with our lifetime money

back guarantee.

Sincerely,

(your name)

P.S. As you strongly consider ordering, you picture just

how much money you would save if you bought today.

[Click Here To Order Now!](#)

Imagine...

Dear ,

As you sit there and read the beginning of this ad

you start to feel...

Have you noticed yet that...

(Introduce Your Product Here)

Here's a brief list of what you'll get:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here's what some customers have told us:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(product name) is available today for only (\$)! A fit

for any budget! [Click Here To Order!](#)

Invest today and receive (No.) free bonuses worth (\$)!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

Imagine being able to try out a product without any

risk. Now it's a reality!

Sincerely,

(your name)

P.S. As this ad ends, think about the value of getting

4 free bonuses for only ordering one product.

[Click Here To Order Now!](#)

What If...

Dear ,

As you read every word of this ad you will become

(amazed, stunned, etc.) at...

The more you keep reading this ad the more you feel...

(Introduce Your Product Here)

Here's what you'll discover:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here's what our clients say about us:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(product name ) is normally priced at (\$) but if you

order before (date) you can get it for only (\$)! An

incredible bargain! [Click Here To Order Now!](#)

If you act now you'll get (No.) freebies valued at (\$).

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

Imagine having the chance to return our product for

a full refund if you're not satisfied.

Sincerely,

(your name)

P.S. As this page ends, imagine getting a product  
up front without paying for it for a full thirty days.

[Click Here To Order Now!](#)

Unlock...

Dear ,

As you read every word of this ad you will become

(amazed, stunned, etc.) at...

The more you review this page, the more

you begin to find yourself...

(Introduce Your Product Here)

Below is a list of all the tools you'll get:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)



(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here are some reactions from our repeat customers:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

All this for only (\$)! You must think I'm crazy! Click

Here To Order Now!

Purchase before midnight tonight and get (No.)

surprise bonuses!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

Envision being able to return our product for a full

refund and still keep all the free bonuses!

Sincerely,

(your name)

P.S. As this ad concludes, visualize getting a \$20

rebate just for trying out our product.

Click Here To Order Now!

Learn...

Dear ,

As you study every word of this ad you will be

(amazed, stunned, etc.) at what you'll learn...

Imagine what it would be like if...

(Introduce Your Product Here)

Here is just a small portion of the benefits you'll gain:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

We have over ( ) pages of testimonials, here is just a

small sample of them:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

And the price? Just (\$)! Very economical! [Click Here](#)

To Order Now!

Order right now and get these special incentives:

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

As you debate about buying our product, think about

our no questions asked, 90-day money back guarantee!

Sincerely,

(your name)

P.S. As this letter wraps up, envision paying for our

product in 3 low monthly payments.

[Click Here To Order Now!](#)

Discover...

Dear ,

As you analyze each word of this document you will

shortly feel a sense of (calmness, joy, etc.)...

Now I would like to help you experience...

(Introduce Your Product Here)

We will supply you with the following tools:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Below is a list of what readers have said about ( ):

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

Low Introductory Price! Only (\$)! This price won't

last long! [Click Here](#)

And that's not all! Order this month and I'll also include...

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

As each second passes, you know you must be

satisfied or you'll get all your money back.

Sincerely,

(your name)

P.S. As this page nears the bottom, picture buying  
only one product and getting one free for a friend.

Click Here To Order Now!

...Exposed!

Dear ,

As you scan every word of this page you will begin  
to discover new ways of...

Wouldn't it be amazing if...

(Introduce Your Product Here)

Here's just a small list of the resources you'll have:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here are comments from some satisfied customers...

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

Limited Time Price! All this for only (\$)! Click Here

To Order Now!

If you order in the next (No.) minutes, I'll throw in

these (No.) bonuses:

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

Picture yourself having all the power because you

have one full year to try out our product without

any risk.

Sincerely,

(your name)

P.S. Now that you're at the end of this ad you're

just minutes away from the feeling of...

Click Here To Order Now!

...Revealed!

Dear ,

After you read this short ad, you will feel...

And you will sink deeper and deeper...

(Introduce Your Product Here)

Here are just a few of the features you're going to

get:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)



(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(name of customer) said:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

Purchase at (%) off our regular price! It's usually

(\$), you'll only pay (\$)! Offer good while supplies

last. [Click Here To Order Now!](#)

When you get access you'll also get these (No.) free

gifts!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

As this ad comes to an end, you realize if you

return our product for whatever reason you'll

receive a prompt refund.

Sincerely,

(your name)

P.S. There is nothing more I can do for you, you

either have to try out our product or order in

the next 15 minutes.

[Click Here To Order Now!](#)

...Explained!

Dear ,

After you read this short ad you will have learned...

And you will start to feel better and better about...

(Introduce Your Product Here)

(product name) includes:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here's what some customers have told us:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

Purchase today for the small investment of only (\$)!

Very affordable! [Click Here To Order Now!](#)

If you order in the next (No.) hour(s) you'll get (\$)

worth of bonus gifts!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

Are you beginning to see that if you return our product

within 60 days, you will owe nothing?

Sincerely,

(your name)

P.S. You know you have to make a decision about

ordering, you have to decide to either buy the basic

or deluxe version.

[Click Here To Order Now!](#)

The (Adjective)...

Dear ,

By the time you finish reading this document, you'll

have learned...

Just think about it...

(Introduce Your Product Here)

I developed simple strategies which allow you to:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

The testimonials below are proof that...

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

Order in the next (No.) minutes and you'll only pay

(\$)! It's superb value! [Click Here To Order Now!](#)

Order before (day, date, time) and you'll get (No.)

bonuses!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

Allow your thoughts to focus on our double your

money back guarantee.

Sincerely,

(your name)

P.S. I'm sure that by now you can see that you won't

find these benefits anywhere else.

[Click Here To Order Now!](#)

A (Adjective)...

Dear ,

Now tell yourself that you...

Imagine, for a moment, that it's a month from today...

(Introduce Your Product Here)

You'll have these (No.) incredible ideas close at hand:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here are some comments from (names):

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

It's only (\$)! That's (\$) off our normal price if you

order now! It will pay for itself! Click Here To

Order Now!

Invest today and receive (No.) free bonuses worth (\$)!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

Okay, you're probably thinking, "I could order their

product then after I'm done with it just send back for

a full refund."

Sincerely,

(your name)

P.S. Don't order until you think about our one day

only 50% discount.

[Click Here To Order Now!](#)

Breaking News!...

Dear ,

By the time you finish reading this page, you'll feel...

Now imagine you...

(Introduce Your Product Here)

Look what else is included:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)



(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

This is just (No.) testimonial (s) of the over (No.) we have:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

I could easily charge (\$) for (product name) but you'll

only pay (\$)! Very economical! [Click Here To Order](#)

Now!

If you act now you'll get (No.) freebies valued at (\$).

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

Allow your thoughts to focus on our double your

money back guarantee.

Sincerely,

(your name)

P.S. I'm not ready to let you order until you...

[Click Here To Order Now!](#)

Special Alert!...

Dear ,

You have no idea that...

Let me ask you, if you were...

(Introduce Your Product Here)

I'll also throw in these (No.) tips that you'll have at

your fingertips:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

The endorsements below are based on...

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

You get all of this for the low, low price of just (\$)

Less than ( ) per day! Click Here To Order Now!

Purchase before midnight tonight and get (No.)

surprise bonuses.

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

The closer and closer you get to ordering you keep

thinking that, "if I don't like the product, I'm entitled

to a prompt refund."

Sincerely,

(your name)

P.S. Each and every day that you go without ordering

you're more than likely going to...

[Click Here To Order Now!](#)

Special Report!...

Dear ,

You don't realize it yet, but in the next 2 minutes

you're going to learn...

Now, let me ask you a personal question...

(Introduce Your Product Here)

Here's a quick recap on what's included:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here's what (name) actually said about me:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

You could own (product name) for an easy investment

of just (\$)! Best deal on the Net! Click Here To Order!

Order right now and get these special incentives:

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

What would be the best way for us to prove this

(product or service) really does what we say?

That's what we'll do for you...

Sincerely,

(your name)

P.S. While you strongly think about buying, you can

also think about what your friends would say and

think if you bought our product.

[Click Here To Order Now!](#)

How To...

Dear ,

You don't realize it yet, but in the next 2 minutes

you're going to feel...

Are you beginning to notice...

(Introduce Your Product Here)

Just take a look at what's inside:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here's just a short list of our clients:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

Your entire investment is only (\$)! Get more for less!

Click Here To Order Now!

And that's not all! Order this month and I'll also include...

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

I'll personally guarantee that you'll (results) or you

pay me nothing!

Sincerely,

(your name)

P.S. Just imagine days from now using our product to...

Click Here To Order Now!

If You...

Dear ,

You don't know it yet but, in a few short minutes

you'll begin to feel...

Are you beginning to see...

(Introduce Your Product Here)

Let's take a look at all the things you'll receive:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)



You can just ask (customer's name) what he/she

thought:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(product name) is available today for only (\$)! A

fit for any budget! [Click Here To Order!](#)

If you order in the next (No.) minutes I'll throw in

these (No.) bonuses:

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

We guarantee you'll (results) or we'll give you double

your money back. You have no risk.

Sincerely,

(your name)

P.S. Just imagine minutes from now what you will

be learning...

[Click Here To Order Now!](#)



(bullet/benefit/feature)

Here's what (customer's name) had to say about...

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(product name ) is normally price at (\$) but if you

order before (date) you can get it for only (\$)! An

incredible bargain! [Click Here To Order Now!](#)

When you get access you'll also get these (No.) free

gifts!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

If you are not satisfied with (product) for any reason,

I'll refund your money and still let you keep the free

bonuses.

Sincerely,

(your name)

P.S. And as we told you before, you can only buy

this product from us.

[Click Here To Order Now!](#)

Free...

Dear ,

You don't know it yet but, at the end of this page

you will have learned...

Do you remember a time when...

(Introduce Your Product Here)

Here is a short list of what (product) contains:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here are some recent e-mails I got from satisfied customers:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

All this for only (\$)! You must think I'm crazy! Click

Here To Order Now!

If you order in the next (No.) hour(s) you'll get (\$)

worth of bonus gifts!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

I'm so confident that you'll (results) I am willing to

back it up with a full (No.) day money back

guarantee.

Sincerely,

(your name)

P.S. Now, I can almost hear your brain talking...

Click Here To Order Now!

( No. ) ( Adjective ) Ways...

Dear ,

I wonder, even as you continue to read this ad, if

you...

If you're thinking...

(Introduce Your Product Here)

Here's a summary of what you'll find out:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here are some recent letters I received from (customers'

names):

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

And the price? Just (\$)! Very economical! Click

Here To Order Now!

Order before (day, date, time) and you'll get (No.)

bonuses!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

I confidently guarantee that you will be completely

satisfied or I'll refund your full purchase price and you

can even keep (product). You don't have to return it!

All the risk is on me.

Sincerely,

(your name)

P.S. I'm really wondering if this product is for

someone like you because...

Click Here To Order Now!

( No. ) ( Adjective ) Tips...

Dear ,

At the conclusion of this story...

As you pay close attention to this page...

(Introduce Your Product Here)

You need this (product) if you:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)



However, don't take my word for it, here's what

(customer's name) had to say:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

Low Introductory Price! Only (\$)! This price won't

last long! Click Here To Order Now !

Order before (day, date, time) and you'll get (No.)

bonuses!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

If at any point during the first year, you are not

absolutely thrilled with (product) I will personally

refund your entire investment.

Sincerely,

(your name)

P.S. You don't have to order now, but consider you'll

receive the product instantly after your order.

Click Here To Order Now!

( No. ) ( Adjective ) Strategies...

Dear ,

At the end of this page...

Let yourself go back and experience those...

(Introduce Your Product Here)

Here's a summary of what you'll find out:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here are some actual results of customers who have  
used our product:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

Limited Time Price! All this for only (\$)! [Click Here](#)

To Order Now!

Invest today and receive (No.) free bonuses worth (\$)!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

As you think about ordering, you suddenly realize

you have nothing to lose with our lifetime money

back guarantee.

Sincerely,

(your name)

P.S. It isn't necessary to order now, however I have

one more thing to tell you...

[Click Here To Order Now!](#)

( No. ) ( Adjective ) Techniques...

Dear ,

In the next 2 minutes you are going to learn...

As you sit and read this page you've forgotten all about...

(Introduce Your Product Here)

When you've finished reading this ad, you will have learned:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Take a look at these comments:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

Purchase at (%) off our regular price! It's usually

(\$), you'll only pay (\$)! Offer good while supplies

last. [Click Here To Order Now!](#)

If you act now you'll get (No.) freebies valued at (\$).

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

Imagine being able to try out a product without any

risk. Now it's a reality!

Sincerely,

(your name)

P.S. You really don't need to order now, but please

read this testimonial before you go...

(testimonial/endorsement/letter/client)

[Click Here To Order Now!](#)

( No. ) ( Adjective ) Tactics...

Dear ,

At the end of the next two minutes you will feel...

So now you have to choose between...

(Introduce Your Product Here)

The topics included are:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here are some real testimonials:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

Purchase today for the small investment of only (\$)!

Very affordable! [Click Here To Order Now!](#)

Purchase before midnight tonight and get (No.)

surprise bonuses.

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

Imagine having the chance to return our product for a

full refund if you're not satisfied.

Sincerely,

(your name)

P.S. If you can find a better product, don't buy ours,

however remember the feelings you had when...

[Click Here To Order Now!](#)

( No. ) ( Adjective ) Secrets...

Dear ,

As you read every word of this ad, you will discover...

The more you read this article, the more you forget

about your feeling of...

(Introduce Your Product Here)

I'll show you the following:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here's what the experts say about (your product):

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)



(testimonial/endorsement/letter/client)

Order in the next (No.) minutes and you'll only pay

(\$)! It's superb value! [Click Here To Order Now!](#)

Order right now and get these special incentives:

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

Envision being able to return our product for a full

refund and still keep all the free bonuses!

Sincerely,

(your name)

P.S. Don't buy our product if you can't afford it,

but do think about our easy payment plan.

[Click Here To Order Now!](#)

( No. ) ( Adjective ) Ideas...

Dear ,

As every word travels from this ad to your brain

you'll start to feel...

Drift back through time, before being...

(Introduce Your Product Here)

Here's what you receive with...

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here's what (customer's name) from (location) had

to say:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

Your entire investment is only (\$)!

It's only (\$)! That's (\$) off our normal price if you

order now! It will pay for itself! [Click Here To](#)

Order Now!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

As you debate about buying our product, think about

our no questions asked, 90-day money back guarantee!

Sincerely,

(your name)

P.S. You will order now, won't you?

[Click Here To Order Now!](#)

( No. ) ( Adjective ) Benefits...

Dear ,

The further on you read, you'll begin to understand...

Let your thoughts focus upon this ad...

(Introduce Your Product Here)

The following are just (No.) out of the hundreds of

benefits you'll get:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here are a few success stories from our clients:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

I could easily charge (\$) for (product name) but you'll

only pay (\$)! Very economical! [Click Here To Order](#)

Now!

If you order in the next (No.) minutes I'll throw in

these (No.) bonuses:

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

As each second passes, you know you must be

satisfied or you'll get all your money back.

Sincerely,

(your name)

P.S. You can order now, can't you?

[Click Here To Order Now!](#)

( No. ) ( Adjective ) Reasons...

Dear ,

While you're sitting there reading this, you're going to

learn...

Just suppose...

(Introduce Your Product Here)

They cover virtually every area of ( ) including:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Take a look at these case studies:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

You get all of this for the low, low price of just (\$)

Less than ( ) per day! Click Here To Order Now!

When you get access you'll also get these (No.) free

gifts!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

Picture yourself having all the power because you  
have one full year to try out our product without  
any risk.

Sincerely,

(your name)

P.S. You can't leave this page empty-handed, can  
you?

[Click Here To Order Now!](#)

( No. ) ( Adjective ) Questions...

Dear ,

The farther down this page you read, you'll start to  
feel...

Now I want you to go deep into your own mind and  
visualize...

(Introduce Your Product Here)

Here's what you'll learn...

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here is the proof:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

You could own (product name) for an easy investment

of just (\$)! Best deal on the Net! Click Here To Order!

If you order in the next (No.) hour(s) you'll get (\$)

worth of bonuses!

(bonus & value)

(bonus & value)



(bonus & value)

(bonus & value)

As this ad comes to an end, you realize if you return  
our product for whatever reason you'll receive a  
prompt refund.

Sincerely,

(your name)

P.S. You can try out our product, can't you?

[Click Here To Order Now!](#)

( No. ) ( Adjective ) Steps...

Dear ,

By the time you read this, you'll will feel...

The closer and closer you get to the end of this ad  
the further and further your problem...

(Introduce Your Product Here)

Here are (No.) reasons why you need our (product):

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

What you're about to read are true stories from

our customers:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

Your entire investment is only (\$)! Get more for less!

Click Here To Order Now!

Order before (day, date, time) and you'll get (No.)

bonuses!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

Sincerely,

(your name)

P.S. You do want to order, don't you?

[Click Here To Order Now!](#)

How To...

Dear ,

After this ad concludes, you will have learned...

The further and further you browse toward the end

of this ad, slowly your problem...

(Introduce Your Product Here)

Ask yourself these important questions and answer

them truthfully:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here's what others are saying about our business:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(product name) is available today for only (\$)! A fit

for any budget! [Click Here To Order!](#)

Invest today and receive (No.) free bonuses worth (\$)!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

Are you beginning to see that if you return our product

within 60 days you will owe nothing?

Sincerely,

(your name)

P.S. Just think, you can't go wrong because 2 out of every 3 visitors buy our product.

[Click Here To Order Now!](#)

Learn...

Dear ,

As your read this page, you will experience the feeling of...

If you're like me...

(Introduce Your Product Here)

With (your product) by your side, you'll be able to:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here's what some customers have told us:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(product name ) is normally priced at (\$) but if you

order before (date) you can get it for only (\$)! An

incredible bargain! [Click Here To Order Now!](#)

If you act now you'll get (No.) freebies valued at (\$).

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

Allow your thoughts to focus on our double your

money back guarantee.

Sincerely,

(your name)

P.S. When you're lying in bed tonight, you will think

of all the benefits of buying our product.

[Click Here To Order Now!](#)

Imagine...

Dear ,

Picture yourself five years from now...

Now, as every word travels from the page to your ears...

(Introduce Your Product Here)

Without a big investment you can now:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here's what our clients say about us:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

All this for only (\$)! You must think I'm crazy! Click

Here To Order Now!

Purchase before midnight tonight and get (No.)

surprise bonuses.

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

Okay, you're probably thinking, "I could order their

product then after I'm done with it just send back

for a full refund."

Sincerely,

(your name)

P.S. When you wake up tomorrow morning you'll

feel compelled to turn on the computer to order our

product.



Click Here To Order Now!

What If...

Dear ,

Just picture...

Now, as every word travels from this ad into your

subconscious mind...

(Introduce Your Product Here)

Our product has so many benefits we can't fit them all

on the page, but here are a few:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here are some reactions from our repeat customers:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

And the price? Just (\$)! Very economical! Click

Here To Order Now!

Order right now and get these special incentives:

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

The closer and closer you get to ordering you keep

thinking that, "if I don't like the product, I'm entitled

to a prompt refund."

Sincerely,

(your name)

P.S. While you're eating (dinner, breakfast, lunch) you'll

picture how much better your life could be by investing

in our product.

Click Here To Order Now!

Unlock...

Dear ,

Just imagine...

Little by little, you become free of...

(Introduce Your Product Here)

I could go on and on about what you'll get but here

is just a sample:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

We have over ( ) pages of testimonials, here is just

small sample of them:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

Low Introductory Price! Only (\$)! This price won't

last long! Click Here To Order Now !

And that's not all! Order this month and I'll also include...

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

What would be the best way for us to prove this

(product or service) really does what we say?

That's what we'll do for you...

Sincerely,

(your name)

P.S. As an extra surprise, when you order by (month

/date), you will also receive the following (No.)

bonuses!

Click Here To Order Now!

Learn...

Dear ,

Imagine for a...

Now keep in mind...

(Introduce Your Product Here)

Here is a brief summary of what's included:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Below is a list of what readers have said about ( ):

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

Limited Time Price! All this for only (\$)! [Click Here](#)

To Order Now!

If you order in the next (No.) minutes I'll throw in

these (No.) bonuses:

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

I'll personally guarantee that you'll (results) or you

pay me nothing!

Sincerely,

(your name)

P.S. You can get (product), worth over (\$), for the

low price of (\$).

[Click Here To Order Now!](#)

Discover...

Dear ,

Remember when you were in high school...

Now finally you are...

(Introduce Your Product Here)

Here are all the advantages of owning our product:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here are some comments from some satisfied customers...

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

Purchase at (%) off our regular price! It's usually

(\$), you'll only pay (\$)! Offer good while supplies last.

Click Here To Order Now!

When you get access you'll also get these (No.) free

gifts!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

We guarantee you'll (results) or we'll give you double

your money back. You have no risk.

Sincerely,

(your name)

P.S. You can get access to (product) immediately

after you order.

Click Here To Order Now!

...Exposed!



Dear ,

Wouldn't it be amazing if ...

With each word you read you feel more and more...

(Introduce Your Product Here)

Here are all the disadvantages of not owning our product:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(name of customer) said:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

Purchase today for the small investment of only (\$)!

Very affordable! [Click Here To Order Now!](#)

If you order in the next (No.) hour(s) you'll get (\$)

worth of bonus gifts!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

If you are not satisfied with (product) for any reason,

I'll refund your money and still let you keep the free

bonuses.

Sincerely,

(your name)

P.S. I can't guarantee the (No.) bonuses will be here

tomorrow.

[Click Here To Order Now!](#)

...Revealed!

Dear ,

Imagine what it would be like if...

You notice...

(Introduce Your Product Here)

Here's what you'll get instant access to:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

The testimonials below are proof that...

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

Order in the next (No.) minutes and you'll only pay

(\$)! It's superb value! Click Here To Order Now!

Order before (day, date, time) and you'll get (No.)

bonuses!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

I'm so confident that you'll (results) I am willing to

back it up with a full (No.) day money back guarantee.

Sincerely,

(your name)

P.S. Just one of these (benefits) will pay for your

purchase many times over.

Click Here To Order Now!

...Explained!

Dear ,

And in those early years of existence...

In front of your eyes...

(Introduce Your Product Here)

Here are all the disadvantages of not owning our product:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(name of customer) said:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

It's only (\$)! That's (\$) off our normal price if you

order now! It will pay for itself! Click Here To

Order Now!

Order before (day, date, time) and you'll get (No.)

bonuses!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

I confidently guarantee that you will be completely

satisfied or I'll refund your full purchase price and

you can even keep (product). You don't have to

return it! All the risk is on me.

Sincerely,

(your name)

P.S. Remember, when you order today, you will have

the chance to join our affiliate program. Just (No.)

sales will pay for your purchase price.

[Click Here To Order Now!](#)

The (Adjective)...

Dear ,

Imagine what it would be like if you could...

If you're like everyone else...

(Introduce Your Product Here)

For example:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here are some comments from (names):

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

Your entire investment is only (\$)! Get more for less!

Click Here To Order Now!

If you act now you'll get (No.) freebies valued at (\$).

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

If at any point during the first year, you are not absolutely thrilled with (product), I will personally refund your entire investment.

Sincerely,

(your name)

P.S. If you're not totally convinced yet...

Click Here To Order Now!

A (Adjective)...

Dear ,

See yourself....



As your view continues to expand...

(Introduce Your Product Here)

How would you like to:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

These are just (No.) testimonial (s) of the over (No.) we

have:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(product name) is available today for only (\$)! A fit

for any budget! Click Here To Order!

Purchase before midnight tonight and get (No.)

surprise bonuses.

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

As you think about ordering, you suddenly realize

you have nothing to lose with our lifetime money

back guarantee.

Sincerely,

(your name)

P.S. You can either invest in our product today or

pay a higher price when you make up your mind.

[Click Here To Order Now!](#)

Breaking News!...

Dear ,

Ask yourself this question...

Imagine scenes of...

(Introduce Your Product Here)

Within minutes from now you'll discover...

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

The endorsements below are based on...

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(product name ) is normally priced at (\$) but if you

order before (date) you can get it for only (\$)! An

incredible bargain! Click Here To Order Now!

Order right now and get these special incentives:

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

Imagine being able to try out a product without any

risk. Now it's a reality!

Sincerely,

(your name)

P.S. Remember, all the bonuses are worth over

what you're going to pay for ( ).

[Click Here To Order Now!](#)

Special Alert!...

Dear ,

Allow yourself to imagine a scene of...

After a time, as you continue to experience...

(Introduce Your Product Here)

Here's what you need to know in order to.....:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here's what (name) actually said about me:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

All this for only (\$)! You must think I'm crazy! Click

Here To Order Now!

And that's not all! Order this month and I'll also include...

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

Imagine having the chance to return our product for

a full refund if you're not satisfied.

Sincerely,

(your name)

P.S. If you have more questions contact me or read

our FAQ...

[Click Here To Order Now!](#)

Special Report!...

Dear ,

You will retain a clear image of...

Allow yourself to be open to an image of...

(Introduce Your Product Here)

Once you own our product you can:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here's why you should trust me:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

And the price? Just (\$)! Very economical! Click

Here To Order Now!

If you order in the next (No.) minutes I'll throw in

these (No.) bonuses:

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

Envision being able to return our product for a full

refund and still keep all the free bonuses!

Sincerely,

(your name)

P.S. If you act within (hour, days, minutes) we will

give you two products for the price of one.

[Click Here To Order Now!](#)

If You...

Dear ,

Remember the smell of...

As you continue reading...

(Introduce Your Product Here)

Here's what's in (your product):

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)



(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

You can just ask (customer's name) what he/she

thought:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

Low Introductory Price! Only (\$)! This price won't

last long! Click Here To Order Now !

When you get access you'll also get these (No.) free

gifts!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

As you debate about buying our product, think about

our no questions asked, 90-day money back guarantee!

Sincerely,

(your name)

P.S. If you order in the next (hour, days, minutes)

you'll get a free subscription to our (name) e-zine.

[Click Here To Order Now!](#)

Finally...

Dear ,

Now, as you continue to read my words...

Okay, you're probably wondering...

(Introduce Your Product Here)

In order to ( ) you need:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here's what (customer's name) had to say about...

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

Limited Time Price! All this for only (\$)! [Click Here](#)

To Order Now!

If you order in the next (No.) hour(s) you'll get (\$)

worth of bonus gifts!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

As each second passes, you know you must be

satisfied or you'll get all your money back.

Sincerely,

(your name)

P.S. If you take advantage of this incredible offer

today you will get a (No.%) discount.

[Click Here To Order Now!](#)

How To...

Dear ,

I know you're thinking...

Have you ever smelled....

Introduce Your Product Here

You get all the ( ) you'll need to:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here are some recent e-mails I got from satisfied customers:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

Purchase at (%) off our regular price! It's usually

(\$), you'll only pay (\$)! Offer good while supplies

last. [Click Here To Order Now!](#)

Order before (day, date, time) and you'll get (No.)

bonuses!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

Picture yourself having all the power because you

have one full year to try out our product without

any risk.

Sincerely,

(your name)

P.S. After today I am seriously considering raising

this price to (\$). So act now!

[Click Here To Order Now!](#)

FREE...

Dear ,

Think back to when you were a child...

Okay, you're probably thinking...

(Introduce Your Product Here)

Here's a list of common questions you're probably

asking yourself right now:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here are some recent letters I received from (customers'

names):

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

Purchase today for the small investment of only (\$)!

Very affordable! [Click Here To Order Now!](#)

Invest today and receive (No.) free bonuses worth (\$)!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

As this ad comes to an end, you realize if you return

our product for whatever reason you'll receive a

prompt refund.

Sincerely,

(your name)

P.S. Remember you have the option of dividing the

price into (No.) easy payments. Remember,

the risk is entirely on me!

[Click Here To Order Now!](#)

Imagine...

Dear ,

Allow yourself to imagine a scene of...

And you begin to notice...

(Introduce Your Product Here)

Using this simple product you can:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

However, don't take my word for it, here's what

(customer's name) had to say:



(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

Order in the next (No.) minutes and you'll only pay

(\$)! It's superb value! [Click Here To Order Now!](#)

If you act now you'll get (No.) freebies valued at (\$).

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

Are you beginning to see that if you return our product

within 60 days you will owe nothing?

Sincerely,

(your name)

P.S. Remember, this (product) comes with (\$) worth

of bonuses!

[Click Here To Order Now!](#)

What If...

Dear ,

And now as you feel these feelings...

I know you're thinking...

(Introduce Your Product Here)

Here are (No.) ways to use our product:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Read further to see what others are saying:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

It's only (\$)! That's (\$) off our normal price if you

order now! It will pay for itself! [Click Here To](#)

[Order Now!](#)

Purchase before midnight tonight and get (No.)

surprise bonuses.

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

Allow you thoughts to focus on our double your

money back guarantee.

Sincerely,

(your name)

P.S. We reserve the right to withdraw this extremely

rare offer at any time.

[Click Here To Order Now!](#)

Unlock...

Dear ,

Visualize yourself....

I know you're feeling...

(Introduce Your Product Here)

You'll avoid:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here are some actual results of customers who have

used our product:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

I could easily charge (\$) for (product name) but  
you'll only pay (\$)! Very economical! [Click Here](#)

To Order Now!

Order right now and get these special incentives:

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

Okay, you're probably thinking, "I could order their  
product then after I'm done with it just send back  
for a full refund."

Sincerely,

(your name)

P.S. For the next (No.) buyers we will be offering  
a free (product).

[Click Here To Order Now!](#)

Learn...

Dear ,

And you begin to notice...

You are starting to experience an episode of...

(Introduce Your Product Here)

You'll gain:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Take a look at these comments:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

You get all of this for the low, low price of just (\$).

Less than ( ) per day! [Click Here To Order Now!](#)

And that's not all! Order this month and I'll also include...

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

The closer and closer you get to ordering you keep

thinking that, "if I don't like the product, I'm entitled

to a prompt refund."

Sincerely,

(your name)

P.S. Remember, this purchase could be tax deductible.

[Click Here To Order Now!](#)

Discover...

Dear ,

Do you remember hearing...

Now, as you become...

(Introduce Your Product Here)

The following are the actual ( ) I used to....

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here are some real testimonials:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

You could own (product name) for an easy investment

of just (\$)! Best deal on the Net! Click Here To Order!

If you order in the next (No.) minutes I'll throw in

these (No.) bonuses:



(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

What would be the best way for us to prove this

(product or service) really does what we say? That's

what we'll do for you...

Sincerely,

(your name)

P.S. For a limited time only, if you buy now I will

include (minutes, hours) of free e-mail support.

[Click Here To Order Now!](#)

...Exposed!

Dear ,

Can you recall what a (insert word) feels like?

Since you've made it clear down here, I'll assume...

(Introduce Your Product Here)

Here are (No.) rules and guidelines to follow if you

should decide to look at our competition's product:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here's what the experts say about (your product):

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

Your entire investment is only (\$)! Get more for less!

Click Here To Order Now!

When you get access you'll also get these (No.) free

gifts!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

I'll personally guarantee that you'll (results) or you

pay me nothing!

Sincerely,

(your name)

P.S. For the month of (name) only, we are having a

special contest where you can...

[Click Here To Order Now!](#)

...Revealed!

Dear ,

And perhaps traveling back to some of the earliest

times of childhood...

Take your time and enjoy the experience of...

(Introduce Your Product Here)

Let's just go over exactly what you get:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here's what (customer's name) from (location) had

to say:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(product name) is available today for only (\$)! A fit

for any budget! [Click Here To Order!](#)

If you order in the next (No.) hour(s) you'll get (\$)

worth of bonus gifts!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

We guarantee you'll (results) or we'll give you double  
your money back. You have no risk.

Sincerely,

(your name)

P.S. Still not sure? Read these (testimonials and/or  
endorsements):

[Click Here To Order Now!](#)

...Explained!

Dear ,

Have you ever felt a...

Think of your problem as an...

(Introduce Your Product Here)

Here's a very partial list of what's covered:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here are a few success stories from our clients:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(product name ) is normally priced at (\$) but if you

order before (date) you can get it for only (\$)! An

incredible bargain! [Click Here To Order Now!](#)

Order before (day, date, time) and you'll get (No.)

bonuses!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

If you are not satisfied with (product) for any reason,

I'll refund your money and still let you keep the free

bonuses.

Sincerely,

(your name)

P.S. For less than (\$) a day you can have our (product).

[Click Here To Order Now!](#)

The (Adjective)...

Dear ,

Can you remember a time...

Your subconscious mind...

(Introduce Your Product Here)

Just consider what you're going to achieve:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Take a look at these case studies:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

All this for only (\$)! You must think I'm crazy! Click

Here To Order Now!

Invest today and receive (No.) free bonuses worth (\$)!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

I'm so confident that you'll (results) I am willing to

back it up with a full (No.) day money back guarantee.

Sincerely,



(your name)

P.S. For less than the cost of a (product) you can

own our (product).

Click Here To Order Now!

A (Adjective)...

Dear ,

Have you ever seen...

As your brain.....

(Introduce Your Product Here)

You will get everything you need to ( ):

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here is the proof:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

And the price? Just (\$)! Very economical! Click

Here To Order Now!

If you act now you'll get (No.) freebies valued at (\$).

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

I confidently guarantee that you will be completely  
satisfied or I'll refund your full purchase price and you  
can even keep (product) You don't have to return it!

All the risk is on me.

Sincerely,

(your name)

P.S. You're only paying (\$) for each benefit this product

will give you.

[Click Here To Order Now!](#)

Breaking News!...

Dear ,

Have you ever tasted a...

Picture yourself...

(Introduce Your Product Here)

With our product you can:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

What you're about to read are true stories from

our customers:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

Low Introductory Price! Only (\$)! This price won't

last long! Click Here To Order Now !

Purchase before midnight tonight and get (No.)

surprise bonuses.

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

If at any point during the first year you are not

absolutely thrilled with (product), I will personally

refund your entire investment.

Sincerely,

(your name)

P.S. Still not ready to purchase yet? Take a look

at our client list:

[Click Here To Order Now!](#)

Special Alert!...

Dear ,

Just think....

See yourself...

(Introduce Your Product Here)

Here's what's in (your product):

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here's what others are saying about our business:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

Limited Time Price! All this for only (\$)! Click Here

To Order Now!

Order right now and get these special incentives:

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

As you think about ordering, you suddenly realize you

have nothing to lose with our lifetime money back

guarantee.

Sincerely,

(your name)

P.S. When you order today only, I'll give you (No.)

extra to give to friends, family and associates!

Click Here To Order Now!

Special Report!...

Dear ,

Drift back in time when...

Notice....

(Introduce Your Product Here)

I'll teach you:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here's what some customers have told us:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

Purchase at (%) off our regular price! It's usually

(\$), you'll only pay (\$)! Offer good while supplies

last. [Click Here To Order Now!](#)

And that's not all! Order this month and I'll also include...

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

Imagine being able to try out a product without any

risk. Now it's a reality!

Sincerely,

(your name)

P.S. When you order before (Date/Time) I'll allow

you to give (No.) copies to your friends, family or

associates.

[Click Here To Order Now!](#)



If You...

Dear ,

Imagine experiencing...

And in this same way...

(Introduce Your Product Here)

Checked out what we're giving you:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here's what our clients say about us:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

Purchase today for the small investment of only (\$)!

Very affordable! Click Here To Order Now!

If you order in the next (No.) minutes I'll throw in

these (No.) bonuses:

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

Imagine having the chance to return our product for

a full refund if you're not satisfied.

Sincerely,

(your name)

P.S. If you order now, you get everything listed

above including (a quick summary of everything

included).

Click Here To Order Now!

Finally...

Dear ,

You're intelligent enough to know...

You are so deeply....

(Introduce Your Product Here)

Consider these benefits:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here are some reactions from our repeat customers:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

Order in the next (No.) minutes and you'll only pay

(\$)! A superb value! [Click Here To Order Now!](#)

When you get access you'll also get these (No.)

free gifts!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

Envision being able to return our product for a full

refund and still keep all the free bonuses!

Sincerely,

(your name)

P.S. Before you make your decision, ask yourself

this critical question....

[Click Here To Order Now!](#)

How To...

Dear ,

You probably know...

With this newly learned knowledge....

(Introduce Your Product Here)

The following are (No.) steps to....:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

We have over ( ) pages of testimonials, here is just

small sample of them:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

It's only (\$)! That's (\$) off our normal price if you

order now! It will pay for itself! [Click Here To](#)

[Order Now!](#)

If you order in the next (No.) hour(s) you'll get (\$)

worth of bonus gifts!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

As you debate about buying our product, think about

our no questions asked, 90-day money back guarantee!

Sincerely,

(your name)

P.S. Don't let procrastination, hesitation or fear stop

you from ( improving your life, increasing your profits,

looking better, etc).

[Click Here To Order Now!](#)

Imagine...

Dear ,

Of course you've heard that...

You can visualize...

(Introduce Your Product Here)

Consider these benefits:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here are some comments from some satisfied customers...

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

I could easily charge (\$) for (product name) but you'll

only pay (\$)! Very economical! [Click Here To Order](#)

Now!

Order before (day, date, time) and you'll get (No.)

bonuses!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

As each second passes, you know you must be

satisfied or you'll get all your money back.

Sincerely,

(your name)

P.S. As an extra surprise, when you order by (month

/date), you will also receive the following (No.) bonuses!

[Click Here To Order Now!](#)

What If...

Dear ,



Everyone knows....

Remember the feeling of...

(Introduce Your Product Here)

You'll get information specifically on:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here are some comments from some satisfied customers...

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

You get all of this for the low, low price of just (\$)

Less than ( ) per day! Click Here To Order Now!

Invest today and receive (No.) free bonuses worth (\$)!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

Picture yourself having all the power because you

have one full year to try out our product without

any risk.

Sincerely,

(your name)

P.S. You can get (product), worth over (\$), for the

low price of (\$).

[Click Here To Order Now!](#)

Picture Yourself...

Dear ,

You probably already know this...

Look at the entire image of yourself...

(Introduce Your Product Here)

Once you own our product you can:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(name of customer) said:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

You could own (product name) for an easy investment

of just (\$)! Best deal on the Net! Click Here To Order!

If you act now you'll get (No.) freebies valued at (\$).

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

As this ad comes to an end, you realize if you return  
our product for whatever reason you'll receive a  
prompt refund.

Sincerely,

(your name)

P.S. You can get access to (product) immediately

after you order.

[Click Here To Order Now!](#)

Think About...

Dear ,

Rare thinking people like you already know that...

Let your inner mind shift back to a time when...

(Introduce Your Product Here)

My product requires absolutely no:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

The testimonials below are proof that...

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

Your entire investment is only (\$)! Get more for less!

Click Here To Order Now!

Purchase before midnight tonight and get (No.)

surprise bonuses.

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

Are you beginning to see that if you return our product  
within 60 days you will owe nothing?

Sincerely,  
  
(your name)

P.S. I can't guarantee the (No.) bonuses will be here  
tomorrow.

[Click Here To Order Now!](#)

Ever Dream...

Dear ,

As you keep skimming through this ad, you're  
beginning to think...

Now that you know what has been happening...

(Introduce Your Product Here)

You can ( ) if you know how to:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here are some comments from (names):

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(product name) is available today for only (\$)! A

fit for any budget! [Click Here To Order!](#)

Order right now and get these special incentives:

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

Allow your thoughts to focus on our double your

money back guarantee.

Sincerely,

(your name)

P.S. Just one of these (benefits) will pay for your purchase many times over.

Click Here To Order Now!

FREE...

Dear ,

As you keep scanning over this report, you are beginning to...

Go forward in time when....

(Introduce Your Product Here)

Here are (No.) promises I'll make you:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)



(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

These are just (No.) testimonial (s) of the over (No.) we

have:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(product name ) is normally priced at (\$) but if you

order before (date) you can get it for only (\$)! An

incredible bargain! [Click Here To Order Now!](#)

And that's not all! Order this month and I'll also include...

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

Okay, you're probably thinking, "I could order their

product then after I'm done with it just send back

for a full refund."

Sincerely,

(your name)

P.S. Remember, when you order today, you will

have the chance to join our affiliate program. Just

(No.) sales will pay for your purchase price.

[Click Here To Order Now!](#)

Unlock...

Dear ,

The more you keep reading this document the more

you feel...

As I talk to you , you continue to feel...

(Introduce Your Product Here)

Wouldn't you like to:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

The endorsements below are based on...

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

All this for only (\$)! You must think I'm crazy! Click

Here To Order Now!

If you order in the next (No.) minutes I'll throw in

these (No.) bonuses:

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

The closer and closer you get to ordering you keep

thinking that, "if I don't like the product, I'm entitled

to a prompt refund."

Sincerely,

(your name)

P.S. If you're not totally convinced yet...

[Click Here To Order Now!](#)

Learn...

Dear ,

As you keep reading this page, you are feeling

more and more...

Travel to the future...

(Introduce Your Product Here)

Receive all the following rewards:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here's what (name) actually said about me:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

And the price? Just (\$)! Very economical! Click

Here To Order Now!

When you get access you'll also get these (No.)

free gifts!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

What would be the best way for us to prove this

(product or service) really does what we say? That's

what we'll do for you...

Sincerely,

(your name)

P.S. You can either invest in our product today or

pay a higher price when you make up your mind.

Click Here To Order Now!

Discover...

Dear ,

Imagine what it would be like if...

As I communicate with you, you continue to...

(Introduce Your Product Here)

Let's compare our product to the competition:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here's just a short list of our clients:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

Low Introductory Price! Only (\$)! This price won't

last long! Click Here To Order Now !

When you get access you'll also get these (No.) free

gifts!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

I'll personally guarantee that you'll (results) or you

pay me nothing!

Sincerely,

(your name)

P.S. Remember, all the bonuses are worth over

what you're going to pay for ( ).

Click Here To Order Now!

...Exposed!

Dear ,

Wouldn't it be amazing if...

As you allow yourself to go further and further

down this page, you're realizing...

(Introduce Your Product Here)

You will definitely benefit by becoming our customer

because:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)



You can just ask (customer's name) what he/she

thought:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

Low Introductory Price! Only (\$)! This price won't

last long! Click Here To Order Now !

If you order in the next (No.) hour(s) you'll get (\$)

worth of bonus gifts!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

We guarantee you'll (results) or we'll give you double

your money back. You have no risk.

Sincerely,

(your name)

P.S. If you have more questions contact me or

read our FAQ...

Click Here To Order Now!

...Revealed!

Dear ,

Imagine, for a moment, that it's a month from today...

As you allow yourself to...

(Introduce Your Product Here)

Let's briefly outline the benefits:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here's what (customer's name) had to say about...

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

Limited Time Price! All this for only (\$)! [Click Here](#)

To Order Now!

Order before (day, date, time) and you'll get (No.)

bonuses!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

I'm so confident that you'll (results) I am willing to

back it up with a full (No.) day money back

guarantee.

Sincerely,

(your name)

P.S. If you act within (hour, days, minutes) we will

give you two products for the price of one.

[Click Here To Order Now!](#)

...Explained!

Dear ,

I wonder, even as you continue to read this ad, if

you...

As you allow yourself to scroll more and more

down this page, you're...

(Introduce Your Product Here)

This product is for people that:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here are some recent e-mails I got from satisfied customers:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

Purchase at (%) off our regular price! It's usually

(\$), you'll only pay (\$)! Offer good while supplies last.

[Click Here To Order Now!](#)

Invest today and receive (No.) free bonuses worth (\$)!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

If you are not satisfied with (product) for any reason,

I'll refund your money and still let you keep the free

bonuses.

Sincerely,

(your name)

P.S. If you order in the next (hour, days, minutes)

you'll get a free subscription to our (name) e-zine.

[Click Here To Order Now!](#)

The (Adjective)...

Dear ,

As you pay close attention to this page...

As your brain responds to this information, you...

(Introduce Your Product Here)

Here's a small sample of what you'll receive:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here are some recent letters I received from (customers'

names):

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

Purchase today for the small investment of only (\$)!

Very affordable! [Click Here To Order Now!](#)

If you act now you'll get (No.) freebies valued at (\$).

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

If at any point during the first year you are not

absolutely thrilled with (product), I will personally

refund your entire investment.

Sincerely,

(your name)

P.S. If you take advantage of this incredible offer

today you will get a (No.%) discount.

[Click Here To Order Now!](#)

Breaking News!...

Dear ,

Let yourself go back and experience those...

As more and more seconds pass by...

(Introduce Your Product Here)

Here's a brief list of what you'll get:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

However, don't take my word for it, here's what

(customer's name) had to say:

(testimonial/endorsement/letter/client)



(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

Order in the next (No.) minutes and you'll only pay

(\$)! It's superb value! [Click Here To Order Now!](#)

Purchase before midnight tonight and get (No.)

surprise bonuses.

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

I'm so confident that you'll (results) I am willing to

back it up with a full (No.) day money back guarantee.

Sincerely,

(your name)

P.S. After today I am seriously considering raising

this price to (\$). So act now!

[Click Here To Order Now!](#)

Special Alert!...

Dear ,

As you sit and read this page you've forgotten all about...

As you continue to move down this page, you...

(Introduce Your Product Here)

Here's what you'll discover:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Read further to see what others are saying:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

It's only (\$)! That's (\$) off our normal price if you

order now! It will pay for itself! Click Here To

Order Now!

Order right now and get these special incentives:

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

I confidently guarantee that you will be completely

satisfied or I'll refund your full purchase price and you

can even keep (product) You don't have to return it!

All the risk is on me.

Sincerely,

(your name)

P.S. Remember you have the option of dividing the

price into (No.) easy payments. Remember,

the risk is entirely on me!

Click Here To Order Now!

Special Report!...

Dear ,

Let your thoughts focus upon this ad...

What do these feelings mean to you...

(Introduce Your Product Here)

Below is a list of all the tools you'll get:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here are some actual results from customers who have

used our product:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

I could easily charge (\$) for (product name) but you'll

only pay (\$)! Very economical! Click Here To

Order Now!

And that's not all! Order this month and I'll also include...

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

If at any point during the first year you are not

absolutely thrilled with (product), I will personally

refund your entire investment.

Sincerely,

(your name)

P.S. Remember, this (product) comes with (\$)

worth of bonuses!

Click Here To Order Now!

WARNING!...

Dear ,

Now I want you to go deep into your own mind

and visualize...

What do these feelings mean to you...

(Introduce Your Product Here)

Here is just a small portion of the benefits you'll gain:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Take a look at these comments:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

You get all of this for the low, low price of just (\$)

Less than ( ) per day! [Click Here To Order Now!](#)

If you order in the next (No.) minutes I'll throw in

these (No.) bonuses:

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

As you think about ordering, you suddenly realize

you have nothing to lose with our lifetime money

back guarantee.

Sincerely,

(your name)

P.S. We reserve the right to withdraw this extremely

rare offer at any time.

[Click Here To Order Now!](#)

STOP!...

Dear ,

As you read this page, you will experience the feeling of...

As time passes by...

(Introduce Your Product Here)

We will supply you with the following tools:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here are some real testimonials:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)



(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

You could own (product name) for an easy investment  
of just (\$)! Best deal on the Net! Click Here To Order!

When you get access you'll also get these (No.) free  
gifts!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

Imagine being able to try out a product without any  
risk. Now it's a reality!

Sincerely,

(your name)

P.S. For the next (No.) buyers we will be offering  
a free (product).

Click Here To Order Now!

( No. ) ( Adjective ) Ways...

Dear ,

As you read this page more and more, you'll

experience less and less...

What does this information mean to you...

(Introduce Your Product Here)

Here's just a small list of the resources you'll have:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here's what the experts say about (your product):

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

Your entire investment is only (\$)! Get more for less!

Click Here To Order Now!

If you order in the next (No.) hour(s) you'll get (\$)

worth of bonus gifts!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

Imagine having the chance to return our product

for a full refund if you're not satisfied.

Sincerely,

(your name)

P.S. Remember, this purchase could be tax deductible.

Click Here To Order Now!

( No. ) ( Adjective ) Tips...

Dear ,

Allow yourself to be open to an image of...

The fact that you decided to read this letter...

(Introduce Your Product Here)

Here are just a few of the features you're going to

get:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here's what (customer's name) from (location) had

to say:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(product name) is available today for only (\$)! A fit

for any budget! Click Here To Order!

Order before (day, date, time) and you'll get (No.)

bonuses!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

Envision being able to return our product for a full

refund and still keep all the free bonuses!

Sincerely,

(your name)

P.S. For a limited time only, if you buy now I will

include (minutes, hours) of free e-mail support.

[Click Here To Order Now!](#)

( No. ) ( Adjective ) Strategies...

Dear ,

Okay, you're probably thinking...

The fact you're still reading this article means...

(Introduce Your Product Here)

I developed simple strategies that allow you to:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here are a few success stories from our clients:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

All this for only (\$)! You must think I'm crazy! Click

Here To Order Now!

Invest today and receive (No.) free bonuses worth (\$)!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

As you debate about buying our product, think about

our no questions asked, 90-day money back guarantee!

Sincerely,

(your name)

P.S. For the month of (name) only, we are having a

special contest where you can...

[Click Here To Order Now!](#)

( No. ) ( Adjective ) Techniques...

Dear ,

Now, let this all sink in for a moment...

By knowing this information...

(Introduce Your Product Here)

You'll have these (No.) incredible ideas close at hand:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Take a look at these case studies:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

And the price? Just (\$)! Very economical! Click

Here To Order Now!

If you act now you'll get (No.) freebies valued at (\$).

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

As each second passes, you know you must be

satisfied or you'll get all your money back.

Sincerely,



(your name)

P.S. Still not sure? Read these (testimonials and/or

endorsements):

[Click Here To Order Now!](#)

( No. ) ( Adjective ) Tactics...

Dear ,

Starting now, more and more, you will visualize...

Now you find yourself drifting slowly back...

(Introduce Your Product Here)

Look what else is included:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here is the proof:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

Low Introductory Price! Only (\$)! This price won't

last long! Click Here To Order Now !

Purchase before midnight tonight and get (No.)

surprise bonuses.

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

Picture yourself having all the power because you

have one full year to try out our product without

any risk.

Sincerely,

(your name)

P.S. As you strongly consider ordering, you picture  
how much money you would save if you bought  
today.

[Click Here To Order Now!](#)

( No. ) ( Adjective ) Secrets...

Dear ,

As you think about...

In just a short while...

(Introduce Your Product Here)

I'll also throw in these (No.) tips that you'll have at  
your fingertips:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

What you're about to read is a true story from one

of our customers:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

Limited Time Price! All this for only (\$)! [Click Here](#)

To Order Now!

Order right now and get these special incentives:

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

As this article comes to an end, you realize if you

return our product for whatever reason you'll

receive a prompt refund.

Sincerely,

(your name)

P.S. As this page ends, imagine getting a product  
up front without paying for it for a full thirty days.

[Click Here To Order Now!](#)

( No. ) ( Adjective ) Ideas...

Dear ,

With every passing word...

As a result of what I am telling you right now, you  
begin to feel...

(Introduce Your Product Here)

Here's a quick recap on what's included:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here's what others are saying about our business:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

Purchase at (%) off our regular price! It's usually

(\$), you'll only pay (\$)! Offer good while supplies last.

Click Here To Order Now!

And that's not all! Order this month and I'll also include...

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

Are you beginning to see that if you return our

product within 60 days you will owe nothing?

Sincerely,

(your name)

P.S. As this report concludes, visualize getting a

\$20 rebate just for trying out our product.

[Click Here To Order Now!](#)

( No. ) ( Adjective ) Benefits...

Dear ,

In a moment, your subconscious mind is going to...

Please concentrate on your biggest...

(Introduce Your Product Here)

Just take a look at what's inside:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here are some reactions from our repeat customers:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

Purchase today for the small investment of only (\$)!

Very affordable! [Click Here To Order Now!](#)

If you order in the next (No.) minutes I'll throw in

these (No.) bonuses:

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

Allow your thoughts to focus on our double your

money back guarantee.

Sincerely,

(your name)

P.S. As this web site nears the bottom, picture buying

only one product and getting one free for your friend.

[Click Here To Order Now!](#)



( No. ) ( Adjective ) Reasons...

Dear ,

Allow yourself to travel into the future when...

Just imagine for moment...

(Introduce Your Product Here)

Let's take a look at all the things you'll receive:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here's what some customers have told us:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

Order in the next (No.) minutes and you'll only pay

(\$)! It's superb value! [Click Here To Order Now!](#)

When you get access you'll also get these (No.)

free gifts!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

Okay, you're probably thinking, "I could order their

product then after I'm done with it just send back

for a full refund."

Sincerely,

(your name)

P.S. I'm sure that by now you can see that you won't

find these benefits anywhere else.

[Click Here To Order Now!](#)

( No. ) ( Adjective ) Questions...

Dear ,

As you continue to pay closer or closer attention to

these words...

Notice how...

(Introduce Your Product Here)

Below are the major highlights of this package:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

We have over ( ) pages of testimonials, here is just a

small sample of them:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

It's only (\$)! That's (\$) off our normal price if you

order now! It will pay for itself! Click Here To

Order Now!

If you order in the next (No.) hour(s) you'll get (\$)

worth of bonus gifts!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

The closer and closer you get to ordering you keep

thinking that, "if I don't like the product, I'm entitled

to a prompt refund."

Sincerely,

(your name)

P.S. Each and every day that you go without ordering

you're more than likely going to...

Click Here To Order Now!

( No. ) ( Adjective ) Steps...

Dear ,

As each second passes...

Imagine hearing my voice talking to you as you read

this article...

(Introduce Your Product Here)

Here is a short list of what (product) contains:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Below is a list of what readers have said about ( ):

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

I could easily charge (\$) for (product name) but

you'll only pay (\$)! Very economical! [Click Here](#)

To Order Now!

Order before (day, date, time) and you'll get (No.)

bonuses!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

What would be the best way for us to prove this

(product or service) really does what we say? That's

what we'll do for you...

Sincerely,

(your name)

P.S. Just imagine minutes from now what you will

be learning...

[Click Here To Order Now!](#)

The End

**This a free ebook.** Feel free to give this ebook away to your web site visitors, e-zine subscribers and customers.

**Check Out Other Hypnotic Products at:**

Larry Dotson's Web Business Center

<http://www.ldpublishing.com>

Subconscious Internet Marketing

<http://www.subconsciousinternetmarketing.com>

Hypnotic Selling Tools

<http://www.HypnoticSellingTools.com>

The Hypnotic Writer's Swipe File

<http://www.hypnoticwritingswipefile.com/>

Hypnotic Marketing

[http://www.roibot.com/hm.cgi?IM3746\\_campaign](http://www.roibot.com/hm.cgi?IM3746_campaign)

Hypnotic Writing

[http://www.roibot.com/hw.cgi?IM3746\\_campaign](http://www.roibot.com/hw.cgi?IM3746_campaign)

Advanced Hypnotic Writing

[http://www.roibot.com/adhyp.cgi?IM3746\\_campaign](http://www.roibot.com/adhyp.cgi?IM3746_campaign)