

What is a Sales Letter?

Have you ever been surfing the web and found yourself hooked into reading more and more about a product until you actually purchased it? You are not alone. Internet sales have skyrocketed in the past five years and this upward trend shows no signs of slowing.

One of the reasons for this phenomenal growth is the use of sales letters. If you have ever tried to sell something online, you have figured out that products don't sell themselves. You probably found that you need something that will hook your customers and keep them hooked until they make a purchase.

There are many components in each sales letter but when it is all boiled down to its most basic function, a sales letter must **build trust**. No one will purchase anything unless they believe you and are confident that you will deliver on your promises.

The second most important feature of a sales letter is its ability to **build value** in the product or services it is representing. Many worthy products are available online but the ones you choose to purchase have gone through a series of steps designed to successfully convince you that they are worth the asking price.

Lastly, a sales letter must be able to **close the sale**. If you have the most beautiful website with all of the bells and whistles but you can't convert a looky-loo into a buyer then you might consider taking a second look at the way you are asking your customers to purchase your product.

There are many techniques and approaches to writing a great sales letter. We have learned that to sell products online, your sales letter must build trust, build value and be able to close the sale.

For a more in-depth look at how to build trust, build value, and close the sale, read the article titled, "How to Develop a Great Sales Letter

This article was written by Julie Anderson, home school mom and author of, [The Full-Year Notebook System](#)".