

# The Copywriting Formula



*"Formulate Creative Sales  
Letters Like A Pro!"*



# **The Copywriting Formula**

**How To Write Creative &  
Hypnotic Sales Copy That  
Push Your Visitor's 'Buy  
Now' Buttons!**

**"You're About To Discover The Single  
Most Important Skill You Can Ever  
Learn In Marketing!"**

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**Dear Friend,**

I'm writing this to you while it's fresh in my mind and pumped... actually totally psyched about this subject. Copywriting is something I've personally been working on perfecting ever since I made that initial decision to take a stab at making a dollar or two online.

You see... copywriting is the single most important skill you can ever learn in marketing. You either learn to write it, or pay someone else dearly to write it for you. Personally... I'd rather keep that kind of money in my own pocket and just learn how to write it.

It doesn't matter how fantastic your product is... if your sales copy sucks you're going to spend your time and money and send it down the toilet.

You can actually have a shithouse product, but if your sales copy screams a pot of gold at the end of a rainbow... Then it will sell.

I'm sure you've experienced this before... You find yourself so engrossed in a sales page, you can't take your eyes off "what will be said next"... This is what you're aiming for when you write your own copy!

Heck... doesn't just apply to sales pages... Have you ever had an ad that comes on TV... and you cannot change the channel? You feel compelled

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to watch every part of it... You know you're being "sold to" but you just can't resist! You've got to watch every part of it!

In fact... it just happened to me 5 minutes before I began writing this... I'd just finished watching a movie and when I flicked to the tv there was one of those "infomercials" on.

And you know what? I COULD NOT SWITCH THE CHANNELS! Anyways, lets get to it...

Right now, I'm going to show you what system I use in order to pull an at LEAST 1% conversion. Most of my conversions sit around 1.5% to 3%.

Here is my formula...

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## Headers

They look pretty don't they? In fact... it often gives the page a much more professional feel... Depending on my sales copy... I may or may not use one.

Let me explain...

If I'm selling a product for under \$20 and I'm planning on selling it to my subscriber list then I will usually create a banner for a slightly more professional feel. (Especially if I'm planning on only writing a small sales page for it...2 to 4 pages).

In order to use this feature though, you need to ensure it blends in with your page, not stands out like dogs dicks. You don't want it to take away the focus of what you are selling.

If you are using a blue background then a red colored header is going to look inappropriate. Yes... it will stand out like dogs dicks! (Excuse my French ;-)

Perhaps a good indicator of this is for you to reflect and think back before you begun marketing... How many websites did you buy from that had a header?

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When I go back and think of what I bought when I first began buying online I can honestly say... most of it didn't have a pretty header and these were \$100 to \$200 products I purchased.

It's indicated by some of the world's top copywriters that they noticed a marginal increase in sales when they took headers out.

I nearly cried when I took out my very first header... after all I had spent so much time making it look sooooo pretty.... But I have to agree with them... my sales increased when I did this.

## Your Headline

This is acclaimed to be the most crucial part of your sales copy. And it really goes without saying doesn't it?

How often have you been searching for something online, and because the first thing you saw didn't grab you and drag you in to want to know more... you just clicked the site away and went in search for another website instead?

Or better yet... how often have you read a stunning headline that grabbed you by the eye sockets and there laid your eyes glued to the monitor to find out more!!!

This is the best time to "create" curiosity.

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I've also found by using a "YOU" in my headline ALWAYS converts better. Speak to your visitor right away, that's what they want. Isn't that what you want when you visit a website?

Its human nature we all want to hear about ourselves, talk about ourselves, we all want to know what "you" the consumer can do for US. Not how we the "paying" customer can line your pocket with gold.

In fact... this can be your one calling card to throw in the "what's in it for me" straight away.

Take for example... "Finally... Now You Really Can Put an End to That Stray Cat Spraying on Your Front Porch".

Straight away the visitor knows he is about to find out how to stop that wandering tom cat from leaving that filthy smell on his front porch.

There seems to be this myth going around lately that your headline seems to need to read more as a "paragraph". I've tested this theory... and I can honestly say I've pulled better results without the extra glam.

You can often use this (or what you might use in a full paragraph as your sub headline)

Another important factor when you create your headline is the color, font style and font size.

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This should stand out more than any other part of your sales page. I find often a red or blue and/or combined of both to work well. I usually make this the largest size possible (depending on the entire length of my headline).

The font needs to be readable and bold. My favorite is "Verdana"... Here is an example:

## **"Finally... Now You Really Can Put an End to That Stray Cat Spraying on Your Front Porch".**

It stands out so it will attract the reader visiting; it is also easy to read. Basically they'd stand a better chance of dodging a sumo wrestler standing a few feet away ready to rub tummies with them than miss this headline!

So many times I see headlines that blend in like a prey mantis does to a branch and most often then not their sales page is really quite good, but if your headline doesn't stand out then your conversions WILL suffer for it.

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It's an easy fix!

I've heard many top copywriters say you should write out 100 headlines before choosing and testing.

To be completely honest with you, I have NEVER done this.

I usually write out and fiddle with 20 maximum of 30 headlines. I also do this by writing it out by hand first instead of typing them out on the computer.

I find it sticks better in my mind... plus I can't do the simple "backspace" and often although you might come up with a headline that you think sucks... but there is often some words you want to take from that and add to another.

It's from building from one of those shitty headlines that I can usually create something effective.

If you're not pulling good conversions... consider your headline first... get others opinions... the warrior forum are great for that. As the old saying goes... Two heads are better then one... In the warrior forum you'll probably get 20 heads working to help find you a headline.

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## Sub Headlines

This is almost as important as your headline. If your sub headline sucks then you lose the visitor just as fast.

Keep creating more curiosity to your offer.

Take for example, we already have the headline:

**“Finally... Now You Really Can Put an End to That Stray Cat Spraying on Your Front Porch”.**

**And NO! This method doesn't include shooting the rotten tom cat, or setting harmful traps that will end in an enquiry from the SPCA!**

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In this sub headline I have answered some questions that might be looming in the visitors mind, yet still created curiosity.

I've also taken away the most obvious answers and leaving the visitors wanting to know "more" about this apparent "solution" I have to their problem.

You will notice in the example... I've made the sub headline still very large, but still smaller then the main headline. It is also a different color.

I find this to be important because you don't want your sub headline to steal the attention of your main headline. You simply want to hold and maintain the interest of your visitor.

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## Opening Your Letter

This is usually where I place the:-

From: Your Name Here  
Tuesday 2.16PM AEST

It just makes it more personalized. They know now right off the bat I'm writing to them and I am <Your name here>.

The first paragraph I ensure I get them to envision their dream. For example... we'll stick to the same subject I've started on (by the way, I've made this up as a pure example, I truly have no idea how to stop tom cats from spraying on your front porch ;-))

Dear Friend,

How many times have you wished you could wake up each morning to reach for the daily delivered newspaper from your front porch breathing in the fresh crisp morning air and smelling the soft sweet scent of your rose bushes without the competing sickening smell of cat spray... if you can relate to this, then you need to read this letter.

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Now... by this stage you've answered the age old question "what's in it for me" ... You've told them what its NOT... You've created curiosity and now you got them dreaming!

Here is where you start your story of the troubles you experienced...

Example:

Just two years ago I was in your exact same shoes. I was ashamed and completely embarrassed to bring friends and family to the front door.

With the occasional comment of "Ewww... what's that smell?" and of course some looked just as embarrassed as I did and said nothing, but you could tell by the looks on their faces they copped a big wiff of it too.

In these two paragraphs I have sympathized with the visitor. I understand their problem, I tell them the "obvious" of what they're experiencing.

We all want someone to relate and sympathize with our problem!

Next paragraph I would begin to mention "what" I've tried in order to help the problem.

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Likely just like you, I was out there on my front deck everyday scrubbing with powerful agents, and yeah this worked for a short amount of time.. but that same cat came back the next day to leave his mark once again.

It felt hopeless... I would never resort to any type of cruelty to animals, I don't believe in that. I even considered moving house to erect the issue but that was far too expensive.

Now your following paragraph should tell your visitor how you come about the solution to the problem without "actually" telling them what the solution is.

It was by chance I happened to stumble across the solution... etc... etc..

I could finally walk out onto my front porch without the horrible stench of etc... etc..

Now this is your chance to build your credibility... You're going to answer why they should truly be listening to you...

Since I discovered this method I've been teaching thousands of others word wide...

Now is the time to back up your credibility with testimonials...

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Don't just take it from me... listen to what others have to say when they tried my method...

Testimonial goes here

Testimonial goes here

Testimonial goes here

Try to ensure you add a name and where they live. If you can, also try to get a photo of happy customers. Depending on what it is that you're selling, perhaps you could even get photo proof of them using your product.

Using photos of yourself using your own product can be very effective also.

I heard a story of one guy who sells info products on how to get hot women... Apparently he would get hot women that he would to hold a sign up saying "The something method worked on me" with his arms around the ladies.

Photos bring greater credibility... it paints a picture in the mind of the reader. Take Corey Rudl's website for one... he actually goes all out and has actual video's of his happy customers speak of the success they had using his product.

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They do this exact same thing in the “infomercials”!!! In fact... something I’ve noticed from these type of commercials is most of their advertisement IS testimonials.

ANY documentation of proof you have... ADD it! It will only add to your credibility and ensure your reader your not just pulling their leg.

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## Features & Benefits

There has always been the great debate between some top copywriters screaming “State benefits not features” and others that say the complete opposite...

Well my simple solution was just state both!

This is where you really need to get creative and stick the meat in.

For example:

Using this one particular everyday household product will take that stench out and have your front porch smelling like roses instantly!

Once you use this little doozy NO stray cat will even dare set foot on your drive way let alone your front porch

You know the old saying... Curiosity killed the cat? Well using bullet points like this will drive your reader crazy with curiosity he probably won't even think twice about ordering! He WILL want to know!

Oddly enough... I've even read sales pages where I'm not particularly interested in what they're selling, but the bullet points have created so

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much curiosity I felt compelled to want to know the “great” hidden secret they had landed upon.

After stating what type of features it has... I would then progress into benefits...

Example:

Imagine never having to feel the embarrassment ever again of inviting friends and family over

Walking out onto your front porch to the smell of freshly mowed lawn etc... etc...

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## Bonuses

And if all that wasn't enough to sweeten the pot... You slam on the bonuses.

Now, a fatal error I made in the earlier days is I didn't add a value to my bonuses. When I was pulled up on it, I was asked... "Don't you value your bonuses? Because if you don't value them then why should your customers?"

It was a poke between the eyes... but a good one none the less! ;-)

I usually bullet point some features/benefits of each bonus as well.

Next Step...

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## Guarantee

This is always a great debate... most say you “have” to give it a guarantee. I’ve tried both methods. I can clarify that a guarantee does pull more sales however I have also tested different methods of writing a guarantee to “lessen” the amount of refund requests that come through.

I’ve found that certain ways you put your guarantee can lessen the amount of refund requests.

But if you want the maximum possible amount of sales then tell them in your guarantee...

Example:

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## **100% Unconditional No Questions Asked – NO If's NO But's**

If you're not completely happy with this product even if you so much as spot a cat hair within a 5 yard radius of your front porch then I want you to email me right away for a prompt and courteous full refund of your money!

I like to use these next paragraphs to let them know how much of a good deal they're getting.

Usually comparing to what they might pay for this product else where and then ensure them they won't have to pay that much from me for the solution.

Or another great line is initially making the price point higher eg. This is valued at \$1,000 but today when you order you get all this including all bonuses for a measly \$497.

This will usually give the reader a sigh of relief and excited that he is getting it at this bargain price.

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# **Walk Your Customer Through The Steps Of Ordering**

The first words I begin with in this process are:

Place Your Risk-Free Order Now using our Secure  
Server Provided

Straight off the bat I'm asking them to place their order at the same time  
soothing their doubts about ordering online by letting them know about  
the secure server used to process the payment.

This is also a good time to mention "how" they will receive the goods  
they're ordering. i.e. Will it be posted? Is it downloadable?

Sign your letter off!

Sincerely,

<Your name here>

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Set up your order button. You will want this to be outstanding. Not something they will skim past un-noticed. Placing an order here can easily be over-looked.

Then hit them with a strong P.S.

This is where you create the urgency and need to buy right now

Example:

P.S. This offer is time limited, I can't guarantee if you come back tomorrow or the next day the price wouldn't of risen

P.P.S. A great smelling porch is just minutes away, don't delay

Etc.. etc..

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## More Tips

Tables – Use one! How horrible is it when you go to a website and you’ve got to read from one side of the page to the other without a neat and small table? Unpleasant isn’t it?

Backgrounds – They say that blue backgrounds are the tried and tested and pull the greater response. I also agree with going with a theme.

For example – if you’re selling something about love, then set the mood with a red background; if you’re selling golf tips then a green background would be a suitable theme.

Your main text should be on a white background with black text. Don’t use fancy and/or hard to read font styles. You want the page to be as “readable” as possible.

Add visuals to your products. If it’s a digital product you can still bring it to life with creating a digital 3D look and appearance.

High-lighting – This is effective providing you use it sparingly... It will lose its effect if over used. Make sure you only use this to hi-light dramatic important parts in your copy.

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## Getting Effective Testimonials

Honestly... everyone likes to run around and say you just have to “ask” to get testimonials... I can assure it’s rare that you actually receive a hum dinger of a one. Most of them will just be one liners “It was great, thanks heaps”.

Especially in niches that aren’t marketing orientated. The customer doesn’t realize the type of impact a testimonial can have on your business.

So here’s an idea you can utilize to increase the quality of your testimonials...

Send out an “unadvertised” bonus a few days later... Completely free of charge! On the page add a feedback form with a few questions.

Some example questions might be:

**Could you tell us your story as to what’s brought about X problem?**

**What results have you received from using our product?**

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**Would you recommend this product to others? If so, who do you think it would be most suited to?**

**Do you believe you got value for your money?**

Then simply ask permission to correlate this into a testimonial you can use on your webpage.

Of course, within all this said... there is still one very big secret to writing killer copy that will hit your readers between the eyes. And this is writing with persuasion.

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## When It Pays To Hire Someone

Okay, you've done the practice and you've come to the conclusion that you have before you one of two scenarios:

- You hate writing copy or it takes you too long. This is where you, as the business person, has to sit down and do a cost analysis. Here are some of the things you want to consider:
- Is it worth it for you to spend two hours writing copy for your site that is good when you can pay someone to do it in less time and have it be great?
- How much do you make an hour?
- How much does it cost to hire a great copywriter?
- Can your skills be better utilized in layout?
- How fast do you need this copy?
- How effective is your copy versus a professional's copy?

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- Can you recoup what you paid a copywriter in additional sales?
- How long will your copy run and how much revenue can it potentially generate?

These are all things that will help you to decide whether it pays to hire someone to write the copy for you or not. If you really hate copywriting and it is important to your business, then you will want to look for a good team of copywriters who can fulfil your business needs at a reasonable cost. You will have saved the time it takes you to write the copy and paid someone else to get quality work to you at a good price. If it takes you four hours to write two pages and they charge a fee that actually makes it profitable to hire the work out instead, then you know you've made a good business decision in the long run.

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## Conclusion

Writing good copy takes more than just knowing how to put two words together. If you are writing for the Internet, you have to know how to attract readers and how to persuade them to become buyers. All this comes by use of good writing and understanding the psychology of your audience. There are different online strategies that help you to attract visitors, but to make those visitors loyal readers, you need to have great copy.

You will use your copywriting skills for brochures, emails, instant messaging, and website copy. You may even become so confident that you attempt to do an ebook. If you intend to do a business online, the written word is your best tool to bring in potential buyers. You need to make sure the information you distribute is concise, easy to understand, and makes a sale. You will likely only get a few minutes with each individual that visits your site to make a great impression, so you want words that are meaningful and spur action on the part of the visitor.

Good copywriting is in some ways a natural skill that can be learned. If you are not clever with words, and you want to do your own copywriting the only thing that will help is study and practice.

There are gifted writers who have an intuitive sense with words and can write persuasive and dynamic copy without strenuous practice. These are the individuals you need to hire to be on your team. Otherwise, if

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you are trying to save yourself some money, you can bet that to get to the same skill level you will have to work hard at it.

One of the most effective ways to learn how to write copy that works is to go to websites that have already been written in a style that you like. As to how effective the copy is, see if it follows the basic rules. It should always sell the benefits of the product and it should appeal to the emotions and mental processes of a specific demographic.

Obviously, you won't know if they are doing a brisk sales business or not. You may, however, figure out if the site attracts viewers by checking them out on Alexa.com for their website ranking. You can even get a bird's eye view of who is linking back to them and what the trend for their visitors has been like. This can give you an idea as to whether their copy and sales strategies are working for them. Then, all you have to do is copy the style. Do not copy the words or you will probably be sued for plagiarism.

Checking out your competitors online can be a great way to figure out how to market yourself or how to differentiate your services and goods from others on the web. As you begin this process of doing copywriting, you may find that you are spending hours working on revision after revision. This is fairly normal for beginning copywriters. There are few people who have an innate skill to communicate effectively. If you want to continue on this path of creating your own content, you can do several things until you get more proficient.

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Set up a web log where you can start to find your voice. Whatever copy you write should have your authentic voice to make it personable and appealing. If you've never written much, then you probably don't know what your authentic voice sounds like. This is okay. You may find yourself trying out various voices or personas in the written word trying to figure out what works best. The best place to do that sort of writing exercise is through a web log. A web log is a much more informal format for writing copy. People who will be furious about misspellings or editorials on professional looking web pages, can forgive or laugh at them in a web log. It's not considered to have to comply to professional standards. It's supposed to be the "every person's" view.

Make it a point to spend each day writing one article for your blog. This will build up some content and allow you to explore your writing style. Web logs also have a good feature whereby people can comment on your entries. So, if you write something exceptionally good, you will know what works. Of course, the opposite is also true. If you write something exceptionally bad, you will probably be burned virtually at the stake by your readers. Just remember that it is all a learning process.

If you find a web log has gotten out of hand, just delete that entry along with all the nasty comments and count it a learning experience. If you are still in love with copywriting and think it just needs some extra practice, consider taking a creative writing course. There are local community colleges who offer courses in writing that might help to inspire your muse or clean up your mechanics. There's no reason why you should have to do this alone. There are any number of classes or

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mentors who can help you achieve the goal of becoming a great copywriter.

If you truly love the craft, there isn't much that will keep you from getting to your final goal. Every bit of wisdom along the path will be helpful and you find that you pick up your own tricks and tips along the way.

If, however, you find that you can't even set up a web log and write in it daily or every other day, face it – you are not a writer. Writing your own copy will probably ultimately be a tortuous and unpleasant experience for you. Not everyone can be a great copywriter, but most people can become good copywriters with enough practice. If you don't like the practice, you won't be able to spend enough time on your craft to perfect it. And, it will show when you decide to write the copy on your business website, where it matters most.

Hopefully, after reading this ebook, you have some idea of what it takes to write great copy that works. Even if you decide that this is not something you want to do yourself, you know what to look for in a writer. This can help you make informed decisions when buying content and deciding whom should get this part of your business.

Educating yourself on how to write good copy is good for your business just like knowing how to do your taxes is good for supervising someone who you eventually hire to do your taxes. It gives you the degree of familiarity that can help you narrow down what you want and helps you target the professionals that will get the best work done. In that respect,

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it's always a good idea to learn everything you can about writing, even when you aren't going to be doing the job yourself.

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