

CHAPTER VII.

SALES LETTERS.

A SALES LETTER to be really successful must do three things—the same as the successful salesman does.

It should first attract favorable attention, then create a desire for the goods in question, and finally turn the desire for the goods into a decision to order—not later—but now.

The way to get attention is to talk about a customer's needs or difficulties, for everyone is interested in his or her own troubles. In the same manner the opening paragraph of a Sales Letter should arouse interest and curiosity. There are thousands of ways of beginning a letter but they can all be classified under this one principle of getting favorable attention.

After securing interest the proposition must be put forth strongly and completely. It does not matter if this end is obtained by description or by argument so long as interest is held and desire created. Sometimes a long letter, in fact, a letter of a dozen or more pages, is necessary to fully describe a proposition, so that length has nothing to do with the effectiveness. Of course, a letter should not