

# A Powerful, Short-Cut Sales Letter Template

---

*To Anyone Who Wants [to Achieve a Specific Result]...*

**“Now You Too Can [Get a Big Benefit] and [Get Another Big Benefit] – Even If You [Don’t Have Some Prerequisite]!”**

*You’re about to discover the same [type of/topic] secret the pros use to [get a benefit] – you won’t believe how well it works! Read on...*

Dear [Type of Person, such as “Fellow Small Business Owner”],

Seems like everywhere you turn, people are [getting some great result]. They all make it look so easy. But when you try to do the same thing, you end up [describe the poor result people typically get].

It’s frustrating. You’re tired of [being in some negative position]. You just want [to get some good result]. You’d love if you could only [get some other benefit or good result].

Good news...

**Now You Can [Get a Great Benefit] in as Little as [Some Short Time Period From Now]!**

Introducing [name of your short report], which is your complete guide to [completing some step-by-step process or getting some result], [getting some other benefit] and [getting a third big benefit]!

Inside this exciting [number of page] page jam-packed report, you’ll discover:

- A quick and easy way to [get a result] – see page [number] for the exciting details!
- You’ll discover a surprising way to [get a benefit] – and it has nothing to do with [what the reader expects it has to do with]!

- You'll find out how to [get a benefit], even if you [don't have some skill, experience, background, possession, etc] – see page [number]!
- Can't [get some benefit] – you'll find out a surefire method for [getting this result] on page [number]!
- You'll get a surprisingly simple [number]-step process for [getting a result] – [getting a specific benefit] has never been so easy!
- You'll find out how the pros [get some specific result] – see page [number] for this little-known strategy they hoped you'd never find out!

And much more. By the time you've finished this report, you'll know exactly how to [get a benefit] and [get another benefit]!

But don't take my word for it. Just see what others are saying about this eyeopening report:

[Insert testimonials here – bold or otherwise emphasize some of the best parts of the testimonials. Choose strong testimonials, such as ones that talk about what results they've received.]

[You can also insert other forms of proof here, such as before and after photos.]

**So let me ask you a question: Are YOU ready to [get some benefit]?**

**Then order [name of report] risk-free today!**

It doesn't matter if [you've tried and failed before]. It doesn't matter if [you don't have some prerequisite]. It doesn't even matter if [you don't have some other prerequisite]. Because when you know the secret [type of] strategy revealed inside this report, you'll know exactly how to [get a big benefit]!

Best of all, you too can discover these secrets today for just [low price]. That's less than the cost of small pizza. You won't find a better deal around, so order risk free today...

**Your Satisfaction is Guaranteed!**

Download [Name of Report] right now, and you'll have a full [number] [time

frame, such as days/weeks/months] to read every page of the report and use every strategy to [get some benefit].

If you're not absolutely satisfied for any reason, and if you don't agree that this is the best way to [get a benefit], simply contact me by [instructions for what to do, such as email you or contact your help desk] within [length of guarantee period] and I'll promptly and cheerfully refund every penny.

No questions, no quibbles, no hoops to jump through... so order now risk free!

[If you have any bonuses, list them here]

We both know this is a great deal, so...

### **Place Your Order Below Now to Get Started**

Get out your credit card and click the "buy now" button below to place your order. Once you do, you'll get instant access to a downloadable .PDF file that's readable on any PC, Mac or even on your mobile device.

[Quickly remind them of anything else included in the offer, such as bonus gifts.]

So order now, because the sooner you do, the sooner you'll start enjoying [some benefit]

[Insert order button or form]

[Insert legal links as needed]

[Insert your signature]

**P.S.** Simply put, this is the quickest, easiest and smartest way to [get a specific result]. So don't waste another moment trying to [get some result on your own or trying faulty methods] – order [name of report] right now and you could be [getting some specific result] in as little as [short time frame] from now! Click here to get started – you'll be glad you did!