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Are You Making These Costly Beginner Mistakes With Your Sales Letters?

***** Thread *****

Pssst... if you sell anything on Gumroad...

You might wanna pay attention to this ■

Here's How I Ethically *Stole* The 7-Step Sales Page Cash Blueprint

That Was Guarded Under
Lock & Key For Over A Decade
By The World's Best Sales Page
And Marketing Guru Ever!

*And the best part? I never have to think about
hiring expensive copywriters...or wondering if
my sales page is going to rake in the bucks!*

“7 Simple Steps...And You Don't Have To Be A Pro Marketer!”

I usually focus on email...

But I've been busy critiquing sales letters this past week.

Instead of getting in the weeds...

Let's zoom out and talk about 5 high-level areas that can help you boost those juicy conversions.

#1 — Weak structure

I want to see how the sales letter flows.

How are we organizing the sections?

Do we even HAVE sections?

What about section headers for skimmers?

We want to take the reader through a logical sequence that primes them to buy.

#2 — Fuzzy targeting

WHO is our ideal client or customer?

Are we speaking to this person... or trying to appeal to everyone?

A common, common mistake I see is that the offer owner isn't clear on the target.

Instead, write to ONE person.

#3 — Incomplete offer

Many people will create a book, course, or coaching program...

Slap a price on it...

And call it a day.

They don't really give thought to offer positioning, bonuses, one-time offers, upsells, ascension, urgency, etc.

We want to solve a SPECIFIC problem...

Offer a SPECIFIC solution...

Talk about WHY they haven't been able to solve this problem...

And highlight what makes our entire offer stack UNIQUE.

#4 — No FAQ

I know some people may disagree...

But I like to have an FAQ for the people who jump straight to the bottom of the sales page (like me).

This is a good opportunity to recap the offer...

Overcome objections...

Set expectations...

And tell the reader how to buy.

#5 — No background story

People want to know who created this product.

Who are you?

And why did you create THIS particular product?

A good story will help you break down buying resistance...

And build a bond with your reader.

It's also an opportunity to build trust.

This is high-level stuff.

Nothing earth-shattering if you're writing sales letters for Agora.

But for people just getting their feet wet with sales letters...

Like coaches and course creators writing their own copy...

These are some key ingredients you'll want to include.

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