

How to create sales letters that sell

Advice from the killer who wrote himself free

I magine you killed a man in 1907 and left his corpse to rot in the Arizona desert.

You got convicted of his murder, and you're now in jail, where you have been sentenced to stay until you die.

What kind of miracle would it take to win you both your freedom and one of the best paid jobs in Adland?

For murderer Louis Victor Eytinge, that miracle was copywriting.

Without leaving his cell, his sales letters netted him an income of thousands of dollars, fame and a stint as a Hollywood scriptwriter.

And every one of the 15 techniques below helped him on his way.

Read them. They are in his own words.

1. Get inside the envelope and seal the flap. Be yourself in your letters. Don't imitate. Create your own style and it will win just as willingly as would you in person.

2. The letter that osculates the Blarney Stone leaves a bad taste in the mouth. It is simply a question of being YOURSELF.

3. Emulate the sand-flea. Find the point of contact by which you can most easily win your prospect and build your letter so it gets through *gently*.

4. Get off the spot so you can see your own shadow from the other man's eyes. The letter must see things from his viewpoint, the YOU angle.

5. The only theme that amounts to a snap is YOU. Dotted your letters with a plentitude of *WE* and *I* is not sprinkling an appetizer before the prospect's checkbook.

6. Before you write one word, plan everything from greeting to get-away. Plan the perspective so that it makes prominent the points the prospect *ought* to perceive.

7. The character of the opening paragraph makes or breaks your letter campaign. It is THE letter. It invites either further study or a sentence to the oblivion of the waste basket.

GET UNDER THE HIDE — AND GET RESULTS!

8. Confidence begets actions and orders. The prospect knows you are working for *your own* interest — it takes the human letter to prove that *his interests are yours*.

9. The way to batter down a guard is to snuggle up inside of it. Contact accomplishes more than impact. Get under the hide and get — results!!!

10. Change your appeals as vaudevillians change their acts. Make them fit your audience.

11. Break up your letter into eye-pleasing, easy-reading paragraphs. Did you ever notice in reading some work of fiction, how the eye almost automatically skips the descriptive matter and searches for those paragraph breaks that indicate the conversation?

12. Be simple in your language. Avoid technicalities. Henry James was a great writer — Robert Louis Stevenson was a greater and his work will live in the heart of the world when the former is forgotten.

13. Clean type in a letter is as vital as clean teeth in your salesman. Your stationery — the printing of the letterhead, the weight and finish of your paper stock, the shape and balance of your letter, the cleanliness of the type, the style of the language used — all

these indicate to the reader of your letter just what you are.

14. Make your letter like your courtship. Your girl, you know likes the lovey-dovey talk — she enjoys the waist-warming — but — when it comes to marriage, if she is at all the sensible sort of girl I'd expect you to have, she'll want to know HOW you can support a wife — she will want to know things before she says "YES".

15. Get your letters experted if you can't get results — that should remedy their ills. The outsider is the one man who brings the unbiased, critical capacity that the producer and seller rarely possess.

GET THE DOTTED LINE SIGNED AND GET AWAY

If you apply just a handful Louis Victor Eytinge's techniques to your letters, they'll help win you sales.

And if you'd like to get your letters 'experted', talk to us. If Eytinge knew about the sales letter techniques that have been tested since his day, he'd have walked to freedom many years earlier..

GET IN TOUCH

Ben Locker & Associates Limited
The Copywriting Agency
The Colchester Centre
Hawkins Road
Colchester CO2 8JX

t. 01206 266799
e. info@benlocker.co.uk
w. www.benlocker.co.uk

If you're interested in Eytinge, you can find the full story of the murderer-turned-copywriter at www.benlocker.co.uk/eytinge — it's an amazing tale.

Ben Locker & Associates
— The Copywriting Agency