

Date

Name  
Company  
Address  
City, Province P Code

Dear Name:

**Attention-getting headline goes here. Make it urgent. Maybe even scary. Include a major benefit if you can.**

**Paragraph describing the problem goes here.** Dramatise it. Suggest your service as the solution to the reader's problem.

**Paragraph describing your qualifications goes here.** I'm a sceptic. Convince me. Testimonials could help. But you have to go deeper than just the features ...

**Paragraph describing benefits goes here.** Here's where you describe how your reader's life will change once he buys your service. [in structural terms, this is the crisis.]

**Insert your offer here.** Emphasise the free stuff you're prepared to give away with your product/service. Getting free stuff makes people happy. [ Action is still rising here, towards ...]

**Guarantee goes here.** Your buyer doesn't really know you from Adam. So give him some relief. Guarantee your work. [This is your climax.] Once you've done this, insert your **Call to Action**, telling your reader exactly what to do next.

**Last-chance warning goes here.** You're into the denouement, but some readers will still be sceptical. Here's your chance to warn them (gently) of what might happen if they choose not to buy your service.

Sincerely,

You

PS: **Remind your reader of the offer, and re-state how to collect it.**