



*Presents ...*

**My Seven-Step Foolproof Ninja  
Sales Letter Template (on crack)**

# My Seven-Step Foolproof Ninja Sales Letter Template (on crack)

*or...a cheat sheet for writing your sales copy - fast*

*Brought to you by ...*

*Trevor Greenfield*

Hello and welcome.

I'd like to thank my friend Tony Shepherd for putting this together.

**This is his, and now my, personal 7 step blueprint for creating a perfect sales letter.**

It's simple but it works. Just break down your sales copy as follows:

Here we go....

**1. Pattern Interrupt** - Get their attention (e.g.. 'Oi You – listen up!)

**2. State the BIG problem.** This is the main problem - the biggie that your potential customer is having - bad breath, lack of traffic, no boyfriend

**3. Agitate the problem.** Tell them why their problem is REALLY bad and what other people think of their problem / why it's hitting their business / relationship / future / financial health etc

**4. Here's what MOST people do.** Tell them what most people do and why it doesn't really work

**5. Here's what I do.** Tell them why your solution is the best and they MUST have it

**6. Close the sale** - ask for the money - outline the deal.

**7. Scare then one last time with the ultimatum** - you either do this or you're gonna be left behind / die broke / be lonely / not get laid

That's it - adapt it for your niche



To Your Success,



P.S. Want to learn more about pattern interrupts?

Pattern interrupts are a key way to get your message noticed in a world where everyone is busy doing other things than what we want them to do.

Learning what pattern interrupts are and how to use them in your marketing is a skill that will set you head and shoulders above other online marketers.

The best training I know of on this subject is by my good friend Rob Cornish. You can get your access here;

[Pattern Interrupts](#)