

# Business Niche Planning

[DOWNLOAD HERE](#)

Your attention getting pre-headline can go here to setup your main headline, it should not take up more than 2 or 3 lines and half way across... Your Benefit Oriented Main Headline Goes Here, Its A Good Idea To Make It In Quotes, Capitalize Each Word, And Make It An Inverted Pyramid By Adjusting The Line Lengths Using Shift-Enter At The End Of The Lines Here is your first sub-headline to amplify the benefits or competitive positioning of your offer From: Martin Boyle RE: Attention getting topic line This is your opening paragraph, it should draw your reader into your page, hold their interest, and make them want to continue to read. You could tell them the two or three major benefits they receive from reading this letter, or you could state a little know fact or ask a question that creates curiosity as to what youre about to reveal to them. Sub-Headline Into All The Benefits They Get Now you want to pile on all the benefits your reader receives, like this: This is not the time to make a list of the features of your product or service. No, you need to tell them the end result they get from those features... the benefits, and notice there is no period after each of these bullets, you may use an exclamation point, but sparingly Benefits are the positive results your customer gets Features are the characteristics and specifications of your product or service To help you come up with benefits, start off by listing all the features of your product Then come up with the resulting positive benefit that your customer gets from that feature The best way to see how to do this is to look at successful salesletters Once you have your benefit list, make a list of them in your salesletter using headlines as Benefit Bullets. Its kind of like a rapid fire presentation of the major benefits your customer gets when they buy your product And you can see Ive alternated font settings to help give a little visual relief... (bold, then default, then bold, then italic, etc) And much, much more! Sub-Headline Into Your Irresistible Offer Now theyre primed and ready to hear your offer. And if youre good, youll make them an irresistible offer. An offer that provides more resulting value than the money you are asking them to spend with you. In other words, a terrific deal for the customer. In addition to your product, you may build more resulting value to your offer by including special bonuses, a longer guarantee, after the sale services for free, special package pricing, etc. And make sure to tell your customer all the reasons why these extras are valuable to them. Just like in telling them the benefits of your main product, you must

also tell them the resulting benefits they receive from the added bonuses you're offering them. Take Away Their Risk... Give Them Your Guarantee Now let's overcome their last fear of purchasing. You've got to reverse the risk. You, the seller, must take the risk in this transaction. You give them your 100 money-back guarantee, and for the longest period possible. Think about, isn't that what you want when you make a purchase? You want to be assured that if this doesn't work, or if it's not what the seller has promised, that you can get your money back without a big fight. Most likely you already will refund money to someone who is not satisfied with your product or service, life's too short to have unhappy customers, isn't it? So all I'm saying is promote your guarantee, make it an integral part of your offer. Sub-Headline Into Warning - It's In Limited Supply... Tell Them, They'll Want It Even More (The Scarcity Persuader) Now let's time to poke and prod just a little. You've answered the reasons why and helped justify their buying decision, but still they need another emotional stir to get them to take action. Enter in... Scarcity. People will buy now, if they believe what you're offering them is scarce. Now it may be the number of these you have available for sale, it may be a time limitation, it may be that your pricing is going up... whatever it is, you must tell them they need to take action now, or miss out on this offer. Tell Them Exactly How To Order Now It's time to tell your reader exactly what to do ... Buy! And how to do it. You must give them precisely the how, what and when of ordering ... and do so in a very clear manner. Don't confuse them now, they've already decided to buy, and now it's your job to make it easy for them to do so. Let them pay you. Take their cash, check, credit card... by internet, phone, fax, in your store or office, or by mail. Let them order whatever way they want, but let them order. And tell them exactly how to do it. Sub-Headline Into - Tell Them Exactly What Happens If They Don't Order Now Tell your reader what's going to happen if they don't order right now. Tell them how they will miss out on getting all the resulting benefits you're offering, how they will still have their same problem to solve, and how their problem will only get worse. Remind them of their pain, and how it will continue, and get worse without taking buying action. And then end this section with something like... Go ahead and order right now, I know you'll be happy you did.

Yours Sincerely, Martin Boyle P.S. In PS one, you want to restate your offer, discuss the major benefits and tell them to take action now. P.P.S. In PS two, you want to restate the scarcity factors and what pain they will continue to feel if they don't buy now. P.P.P.S In PS three, reemphasize your ultimate benefits, restate your guarantee, and anything else that would matter in closing the sale, and tell them to order now - your PSs are a quick summary of your salesletter ... all in rapid fire sequence ... and it's probably the

second most read part of your ad or salesletter.

[DOWNLOAD HERE](#)

**Similar manuals:**

[How To Start Your Own BUSINESS](#)

[Profitable Crafts Niche Package - MASTER RESELL](#)

[Setting Up Your Own Business At Home - MASTER RESALE RIGHTS](#)

[Niche Products Made Easy - MASTER RESALE RIGHTS](#)

[IProfit Niche Package - MASTER RESELL RIGHTS](#)

[Home Business Directory Script](#)

[Niche Pay Per Click Empire - MASTER RESALE RIGHTS](#)

[Profit-Pulling Unique Selling Proposition - Secrets Business Techniques](#)

[How To Start A Car Detailing Business](#)

[Beginner's Guide To Dot Com Riches - Everything You Need To Know About Starting Your Online Business](#)

[Wedding Video Magic - How To Start Your Own Wedding Videography Business](#)

[How To Successfully Get Investment Money For Your Internet Business](#)

[How To Unlock The Niche Code](#)

[55 Ready To Go Business Templates Save](#)

[59 Music Business Contracts](#)

[\\*NEW\\* Myspace Marketing Secrets | Discover How You Can Join And Be Part Of The Wave Of The Future In Social Networking And Use It To Promote Yourself And Explode Your Business](#)

[\\*NEW\\* Niche Pay Per Click Empire - MASTER RESALE RIGHTS |How To Start Your Own Empire Of Profitable Niche Pay Per Click Search Engines](#)

[\\*NEW\\* Guide To Starting A Retail Business!](#)

[\\*NEW\\* How To Start Your Own Coaching / Consulting Business!](#)

[\\*ALL NEW!\\* Niche Dominator - MASTER RESALE RIGHTS INCLUDED](#)

[\\*ALL NEW!\\* Start Your Own Scrapbooking Business - PRIVATE LABEL RIGHTS INCLUDED!](#)

[Instant Internet Business In A Box](#)

[\\*NEW!\\* Niche Money Machine | Your Own Auto Pilot Niche Product](#)

[\\*NEW!\\* 12 Ready Made Niche Sites W/ Resale Rights | 12 Easy To Edit Popular Niche Website Templates](#)

[\\*NEW!\\* 8605 Niche Marketing Words And Phrases That Sell Like Crazy!](#)

[NicheSponder - Create Targeted Sales Letters To Dominate Any Niche](#)

[AdSense Business In-A-Box](#)

[\\*NEW!\\* Ebay Pro Business Ebook - MASTER RESALE RIGHTS | Run Your Own EBay Business Like A PRO](#)

[Create Your Niche Video Empires](#)

[My Ebay Ebook Business](#)

[\\*NEW!\\* Little Niche Research Black Book](#)

[\\*NEW!\\* 101 Small Business Ideas For Under 5000 | Business Ebooks](#)

[50 AdSense Ready Professional Niche Wordpress Templates](#)

[You Can Make \\$50 A Day With A Little Known Internet Service Business, Starting Right Now](#)

[85 Exclusive Niche Sites](#)

[Music Business Legal Contracts](#)

[800 ESSENTIAL NICHE BASSLINE SAMPLES FOR MUSIC PRODUCTION](#)

[Social Niche Builder](#)

[Guerilla Marketing Manifesto - Secrets Of Selling Internet Marketing Services To Local Businesses](#)

[Trend Cockpit - Instantly Uncover The Hottest Trends And Niches](#)

[PRO 2008 Business BILLING & INVOICING Invoice Software!](#)

[85 Niche Sites](#)

[597 Ready To Use Sales Letters And Business Forms - With Full](#)

[\\*New\\* Niche Modulator : Increase Your Order Conversions And Sign Ups To Your Newsletter By Up To 400 With The Ultimate Niche Marketer Power Script \(Master Resell Rights\)](#)

[How To Earn A 6-Figure Income With Your Own Life Coaching Business](#)

## [HOW TO USE PLR PRODUCTS TO CREATE A MONEY-MAKING SMALL REPORTS BUSINESS](#)

[Get 6 Of My Best-Selling Private Label Rights - In The Personal Development & Business & Financial Independence Niche](#)

[Over 15,000 PLR Articles In The Internet Business Category, Super Good](#)

[5 Niche PLR Products In The Start An Online Business Niche - Private Label Rights](#)

[Huge PLR Articles Package Business Category - Over 9,000 Articles](#)

[\\*NEW!\\* How I Made My First Million On The Internet And How You Can Too! - The Complete Insider S Guide To Making Millions With Your Internet Business](#)

[10,000 Articles In 400+ Niches!!](#)

[How Mr X Built An Online Business Making Over \\$100,000 PM](#)

[Professionally Designed Water Sports Niche Website Headers](#)

[100 Niche Articles With Private Label Rights](#)

[8000 Business Articles PLR](#)

[02-my-niche-tool-box](#)

[597 Ready To Use PLR Business Letters With MRR](#)

[Doing Business With PayPal - How To Protect Yourself From Yo](#)

[Hot SEO Niche Blog -With Private Label Rights](#)

[Wedding Videography Business](#)

[Webmasters Profit Pak Software Business Package](#)

[\\*NEW\\* Niche Navigator - Discover Profitable Niches](#)

[Niche Marketing Master Course - PLR](#)

[\\*Hot!\\* Building Your Business With Social Networking + Turnkey Niche Site](#)

[Saving Your Marriage - Niche PLR](#)

[Forum Niche Goldmine Video Series](#)

[Niche Profit Machine](#)

[Hot Seo Niche Blog](#)

[Social Niche Builder - Start Social Networking Web 2.0 Niche](#)

[Learn Italian Niche Mini Website Resell Rights](#)

[Massage Therapy Niche Turnkey Website Ebook](#)

[Saving Your Marriage Niche Website Turnkey Plr Content Inc + FREE Bonus Gift](#)

[\\*NEW!\\* Win In Any Niche - Niche Marketing Audio Course With Master Resale Rights\\* !](#)

[\\*NEW!\\* How To Start A Business In Texas](#)

[Website Promotion Or Business Promotion Send Bulk SMS](#)

[Starting A Wedding Videography Business](#)

[HP 19bII Business Calculator Manual](#)

[Become A Successful Magician Niche Wordpress Website](#)

[Niche Profit Machine](#)

[300 Pro Business Headers - The Secret Source](#)

[\\*NEW!\\* HOW TO BECOME A EXPLOSIVE NICHE RICH MARKETER - VIDEO SERIES\(6 Videos\) - Master Resale Rights \(MRR\) !!](#)

[NicheSponder Salesletter Creator With An UNANNOUNCED BONUS!](#)

[10 Niche Adsense Themes & \\$2 To \\$5.50](#)

[Big Money From Your Own Coaching Business](#)

[Example Of A Business Plan](#)

[IPhone Niche Turnkey Website Wordpress Resell Rights PLR Content](#)

[\\*New!\\* INTERNET BUSINESS IN A BOX- VIDEO SERIES With Master Resale Rights\(MRR\) !](#)

[Doing Business With Paypal](#)

[Weebly Template - Business Style](#)

[Online Business - Portfolio Website Template](#)

[Millionaire Business Strategies With Mike Filsaime](#)

[Paint Professionally - Start A House Painting Business](#)

[\\*NEW!\\* Big Business Branding On A Small Business Budget - BRANDING STRATEGIES!! Audio Interview\(MP3\) PLR!](#)

[Online Business - Portfolio Website Template](#)

[\\*NEW!\\* Hypnosis Niche + Ebook + Audio\(4 MP3\) - With Private Label Rights\(PLR\)](#)

[IPhone Niche Website \(+ Ebook Included\) With Resell Rights!!](#)

[Natural Beauty Niche Website With Resell Rights](#)

[Achieve Your Dreams Niche Turnkey Website](#)

[Niche Video Creator](#)