

How To 'Go From Zero To Hero' Bonus Item One

# A Proven, Simple, Sales Letter Template

To Create Your First Ever Order Pulling  
Marketing Masterpiece



By Paul Evans

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## Bonus 1: Sales Letter Template

Below you'll find a sales letter template that you can use to quickly and easily create a sales page for your profitable package. Be sure to read the lesson on creating a sales letter before you put this template to use.

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**"[Getting A Desired Result] Is Easy When You Have the  
Right Tools and Information!"**

**If you've ever wanted to [get some desired result], then this is  
the most important letter you're going to read on the topic...**

Dear [Type of Person],

Trying to [get a desired result] can be a huge hassle...

You [take some common step to get the desired result]. And sure,  
maybe you [get some specific but small results] for [a short period  
of time].

You're feeling good. You're thinking you finally figured out the  
trick to [getting the desired result]...

But then [some undesirable thing] happens. And the next thing you  
know, you're [right back where you started].

It's frustrating. It's [some other feeling someone might have in  
this situation]. And [it's some other feeling, e.g., exhausting,

makes you feel like giving up, makes you think getting the desired result will never happen].

If this sounds familiar, let me assure you it's NOT your fault.

Here's why it keeps happening: [explain a reason why it keeps happening].

Now here's the good news you've been waiting for...

**Now You Too Can Finally [Get a Desired Result] - And All You Have To Do Is Learn How To [Explain In A Couple Words How the Package Fixes The Problem/Reason Mentioned Above]!**

And that's exactly what you're about to discover!

Introducing "[Name of Your Package]" - your complete set of [Number] [explain what's in the package, e.g., guides, courses, checklists, worksheets, etc.] to [getting a desired result]!

The reason this package of resources works so well is because [explain why it works so well - what is it about these tools and resources that sets it apart from competing products?].

But you don't even have to take my word for it. Just look at what others are saying:

[Insert 2-3 of your best/strongest testimonials here]

It's pretty exciting, right? You can already imagine how good it will feel to [get a desired result].

So, let's take a look at what all you get inside this package...

**[Insert Name of Resource 1]**

If you've ever wanted to [get a specific benefit], then you won't find an easier way to do it! Here's what you get:

- You'll discover a quick and easy way to [get a benefit] - you'll wish you'd known about this years ago!
- Ever wonder how [some specific type of person or expert] seems to always [get a good result] - wonder no more, because this [type of resource] shows you exactly what to do to [get the same sorts of good results].
- You'll find out why [some bad thing keeps happening] - and how to fix it, FAST!

Here's what else you'll find inside this package...

**[Insert Name of Resource 2]**

The big key to [getting a benefit] is [having a tool or knowing some piece of information that this resource provides]. That's why this [type of resource] is going to be your go-to whenever you need to [complete some task or get a benefit]!

**[Continue to List All Other Resources in the Package and Their Associated Benefits]**

And that's not all...

**Order Now And You'll Also Get This [type of, e.g., "rapid weight loss"] Bonus Pack For FREE!**

To make it even [easier/faster/etc.] to [get a desired benefit], you need [some resource or tool that this bonus pack provides]. Here's what you get:

**[Insert Name of Bonus 1]**

Think you don't have [time/money] to [get a good result]? Think again! This [type of resource] [explain how it saves time and money].

**[Insert Other Bonuses and Their Associated Benefits]**

As you can see, this package gives you everything you need to start [getting a good result]. You know this is exactly what you need. So now you have one more question...

**How Much Is It, [Your Name]?**

If you purchased all these tools and resources separately, you'd be looking at laying out [big dollar amount] for this package. And it would be worth it, because [explain why even that high price would be worth it].

But the good news is that you don't need to pay [the big dollar amount]. You don't even have to pay [another amount that's smaller than the big one mentioned above].

Because when you act now, you get everything you see on this page for just [\$x] - that's just [\$x] per piece!

That's an awesome deal. You know it and I know it. But I can't promise this deal will last forever, so claim your copy now by clicking the order button below:

[Insert Order Button]

Here's to [getting some good result]!

[sign off]

P.S. This package is simply the best way to [get some desired result]. Here's what others are saying:

[Insert another handful of your strongest and best testimonials]

If you want to [get some good result] too, then click here to get started [insert an order link or button]...

### **Your Satisfaction Is GUARANTEED**

You don't have to say "yes" today - just say "maybe." Because when you order now, you get a full [number of days] days to review every last tool and resource in this package. If it's not everything I've said it is - if you're not completely and 100% satisfied - then all you have to do is email me for a prompt a cheerful refund.

Fair enough? Then order risk-free - and do it now, because [some good result awaits you]!



# Recommended Resources

**Six Figures A Year In Information Publishing** Discover how to start your own successful information publishing business from scratch. While stocks last you can you **FREE COPY**\* of this best-selling book and have it shipped to your home no matter where you live in the world. [SixFiguresAYear.com](http://SixFiguresAYear.com) \*

**One Letter From Retirement** You could be just One Simple Letter away from the end of all your financial worries... and here's exactly how you can write it! [OneLetterFromRetirement.com](http://OneLetterFromRetirement.com)

**The Lazy Way To Email Riches** Generate an instant income, anytime you want ... even on a shoestring budget, and even WITHOUT a website... If you can write a short email and 'Click Send' You can do this! [LazyWayToEmailRiches.com](http://LazyWayToEmailRiches.com)

**Serious About Six Figures.com** Simple actionable steps to complete every fortnight in order to generate a '*six figure a year online income*'. [SeriousAboutSixFigures.com](http://SeriousAboutSixFigures.com)

**Product Licensing Formula. ...** It takes me around 1 hour a day to do this just 2 or 3 days a week...

If you'd like, I can show YOU what I do to make this kind of money 'from scratch' in exactly the same way too... "[ProductLicensingFormula.com](http://ProductLicensingFormula.com)

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