

The **My Online Biz** **Tool Kit**



**The 50-piece toolkit to start, scale and
sustain your online business!**

Tool #10 - Your Multi-Purpose, Fill-In-The-Blanks Infoproduct Sales Letter Template

You've just finished creating an awesome product. Now you need to create a sales letter that shows your prospects the benefits of the product and why they should buy it now.

To start, it's a good idea to profile your audience so you understand what your ideal customer looks like. You'll also want to list all the benefits of your offer which will help you fill in the blanks in the sales letter template below.

Here's your template:

Here's the Very Best Way to [Get a Desired Outcome] - Even If [you don't have the required skills, money, personality characteristics, know-how, etc.]

Yes, you too can [get a great outcome] - when you know these [type of] secrets...

Does it ever feel like you've tried just about everything to [get some desired result]?

You've tried [some common solution that almost everyone tries]. You've probably tried [another common solution]. Maybe you even got desperate and [tried something a little outlandish. For example: a dangerous fad diet for people who want to lose weight, or "black hat" strategies for a marketer].

Oh sure, maybe you made a little progress. You [insert what little progress the person made. E.G., "lost five pounds" or "got a trickle of traffic coming into your website"]. But you couldn't sustain it. It didn't last. And the next thing you know, you were right back where you started.

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It's absolutely exhausting, isn't it? And frustrating. You're doing absolutely everything right - everything you've been told to do - and yet you can't [get a desired outcome].

You look around, and it seems like others are able to [get the desired result] just fine. Some people make it look so easy.

And you can't help but think, what's wrong? Why does it seem like everyone else except for you can [get a desired outcome]?

Here's what you need to know...

It's not your fault if you're struggling to [get some desired result].

It's not.

The problem is [list a common problem/reason why someone can't get a good result - note that this needs to be a problem that your product fixes. For example, a dieting problem might be a slow metabolism. A web-traffic problem might be low-quality traffic or a lack of a budget].

The good news is that you can fix it and start [getting a good result]... starting as soon as today.

Introducing [Name of Your Product]: your complete guide to [getting a really good result].

It doesn't matter if you [aren't getting good results because of that factor mentioned above]. It doesn't matter if [there is another common factor holding back the person from getting good results - e.g., someone trying to get traffic might not have much money or time]. It doesn't even matter if [the person is held back from other reason].

That's because [Name of Product] is designed specifically for people just like you. It's entire purpose is to [help people overcome this problem]. And it does a really good job of it too.

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[Insert one to three of your BEST testimonials - those that show someone who struggled before was able to overcome the problem].

Intrigued? Excited to see if you can get results like that too?
You can - guaranteed - when you order [Name of Product]:
Let's take a look at what all you get when you order now:

- You'll discover the very best way to [get a benefit].
- You'll get a simple step-by-step process for [achieving a desired result].
- You'll find out the top [number] mistakes almost every [type of person] makes - and how you can save time and money by avoiding them.
- You'll get a step-by-step checklist to make it as easy as possible to [complete a required process/task/goal].
- You'll find out which [type of tools/resources] [niche experts] use when they want to [get a great result] - and now you can use them too.
- You'll get dozens of tips and examples to help you [get a great result].
- You'll find out how to overcome [common problem] so you can finally [get a great result].

And much, much more - you'll get everything you need to [get some desired outcome] - even if you've been struggling to get good results [for months/years/etc.].

And that's not all...

Get These Bonuses Absolutely Free When You Order Now

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If you're looking for the fastest and easiest way to [get some benefit], then look no further. Order now, and you'll also get [Name of Bonus], which will help you [get a benefit/desired outcome].

[Insert a short bulleted list like the one above sharing the top benefits of the bonus. E.G., "You'll discover a quick and easy way to _____."]

[Insert any other bonuses and their benefits that you're including in the offer.]

Order Now for Just [\$ amount]

You can keep struggling and waste even more months and years trying unsuccessfully to [get a good outcome]. Or you can order [this product] now for just [\$ amount] - you could start [seeing a desired result] in as little as [some short but realistic time frame].

Most people would gladly pay [double or triple the price] just to finally [get a good result], and I bet you would too. But you don't have to because when you order now, you can lock in the very best price I've ever offered on this package.

Click the button below to get started right now because you deserve [some really good outcome/benefit].

[order button]

[sign off]

P.S. This is the best way I know to [get a good result]. But don't take my word for it - see for yourself by ordering now.

PPS. Your satisfaction is 100% guaranteed. If this product doesn't [help you get a good result] - or if you're unsatisfied for any reason whatsoever - you'll get a full and prompt refund, no questions asked.

Order risk free right now...