

MISSION LONG FORM COPY

Copy: Famous Dollar Letter by Gary Halbert

Following are the points I found really catchy in the sales letter:

Headline: The craps dollar bill attached to very top of the sales letter is a massive attention grabber.

The 2 points following the attached dollar further hooks the reader into reading more. (being honest with the reader about attaching the dollar to catch attention sparks trust)

Making the reader remember when they opted in for the product. Builds more trust. Also stacking a couple of great fascinations to create intrigue, amplify their desire.

Teasing the product/mechanism.

Guru/Hero's story, specific number of results produced by the guru (7300000 replies).

Creates more intrigue by teasing some "crazy idea" that he used to get all the benefits.

Stacks some questions to connect with the reader, amplify their desire, make promises.

Teasing more of the mechanism through words like "killer advertising" and "remote control".

"More than 20,000 cheques a day" specific number of the dream state.

Creates a vivid imagery in readers mind about how they will have to hire 30 depositors to deposit that many cheques in a day to the bank. Amplifies desire.

Stacks value through listing 16 more sections of the product.

Section 16 teases a free "valuable gift" that they're going to get along with the product/plan.

Introduces price for the product, comparing it to a price that was way more expensive for the same product.

Stacks additional value by making promises and teasing what's inside the package.

Gives reader a choice to either ignore and *amplifies pain* or buy the package and *teases dream state*.

Tells a story about how business rejected the same product of his because they thought the promises were too unrealistic but then he tells how they realized the actual value and then paid him a lot for his product.

Money-back guarantee.

In the end it mentions some testimonials attached to the letter for building credibility. (It also mentions how the reviews are from some known successful people).