

Abraham factors sales letter

- The guru used a disruptive red colored text headline to snag the reader's attention.

What was the purpose of the headline? The purpose was to remind the reader about the previous sales letter that sold them the Mr X book.

The guru is assuming that the reader is considered a type 1 entrepreneur considering the reason why they purchased his book in the previous sales letter.

- The purpose behind the second major headline was to intrigue the reader whether they are a type 1, 2, or 3 entrepreneur. This heightened curiosity because the reader is interested in finding what TYPE of entrepreneur they are.

5 ways to create business wealth is teased in the headline and makes the reader want to continue reading because every business owner/entrepreneur wants to create wealth no matter where they are on the totem pole. This is the desire of the target market/avatar.

The 3rd line of the headline "One Decision/Action Can Maximize All Eight" amplified the desire to create business wealth because no matter what Type of entrepreneur the target market is, the one decision/action that is being teased can amplify and multiply the ways of creating business wealth.

Now the reader is hyped and ready to read more and more.

- The guru finally reveals the 3 TYPES of entrepreneurs and also reveals how he can help them.

The guru also amplifies the target market's desires by promising their dream outcome of where they want to be after purchasing his product and applying what they have learned to reality.

## **Lead**

The guru begins by getting ready to reveal what the 3 TYPES of entrepreneurs are by starting it like a letter you receive from a job or your friend.

Dear Friend,

What I am about to say will probably shock you. You may not like hearing it. But you'll have to admit that it's absolutely true. Recognize, also, that it significantly impacts your future prospects for business growth and long-term prosperity. Here goes...

## Body

**There are 3 TYPES of entrepreneurs in the business world:**

1. The people who are constantly making things happen (Action Takers)
2. The ones who watch things happen...and
3. The people things keep happening to

Next the author dumps massive amounts of promises and amplifies the desired outcome for each of the 3 types of entrepreneurs.

Next the 5 kinds of business wealth that the reader desires to create are revealed.

The guru Jay Abraham drops an authority and credibility boost: **30 years of business building experience.**

## Close

The guru also gives a syllabus the reader can study before the 3 day event in california. They can take the information and insight and apply it to their business immediately.

The guru reveals a \$2000 program called the Abraham Factor. Offers of 60 day return and money back guarantee.

Has a CTA for a 1-888 number and a contact email address so the reader can sign up for the program

There is also a link to find out more information about the program. CTA. Adds a sense of urgency: **This won't be around forever!**