

This template can be used across a wide variety of niches. However, in order to use this template, you must have your own story about how you overcame the same problem that your prospects are facing.

Telling your story will help build rapport, tap into those emotional buttons and build your credibility as someone who's conquered the same problem as your prospects.

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## **“Here's What's Standing Between You and [Getting a Big Benefit]...”**

**If you want to [get a specific result], then you need to read every word of this exciting letter, because it could change your life...**

Dear [Niche Member / Friend],

There comes a time in every [type of person]'s life when he has to stand up and say, “enough is enough.” And that's the day when you decide to change your life for the better by [committing to getting some specific outcome, like “losing weight”].

I know what it's like. Before I [got a specific benefit], I spent a lot of time just thinking about it. I purchased a lot of books on the topic. I even [note some other thing you did to show that you were interested in the topic].

Problem was, I really wasn't serious about [starting some specific venture]. Oh sure, all the [niche topic] manuals and guides stacking up on my bookshelf and hard drive made it look like I was serious. All the charges on my Visa bill made me look pretty serious. But I never took any serious action.

I dabbled. I did things like [mention some of the ways you started to take action]. And I even [list another way you took a smaller action]. Yet I never got serious enough about it to [take some big step, some big action].

But then something happened that rocked me to my very core. And maybe you can relate to this...

One day it seemed like everything was fine. I was [describe in a relevant way how everything was good in your life]. Then suddenly, without any warning whatsoever, [bad thing happened (like you lost a job, you had a heart attack, a friend had a heart attack)].

I can't even begin to tell you how [this event] shocked me. It really was the proverbial wake up call. Because suddenly I realized I had to [get a good result], or I was going to [end up in a really terrible situation].

You can bet I got serious really quick. I stopped messing around. I stopped dabbling. And I started [taking some specific steps to get a good result].

It wasn't always easy. I quickly found out the learning curve is steep when you're trying to [get a specific benefit] through trial and error. I made a lot of mistakes and wasted a lot of time and money.

But I did it. In just [some short time frame] I went from [beginning point] to [some good results]. Take a look:

[Insert proof of your great results.]

So believe me when I say I know what it's like to [have this problem]. It wasn't very long ago that I was struggling [with the problem and side effects]. But once I discovered the secret of [getting a benefit], nothing could stop me. And now you too can learn these same secrets, without all the trial and error...

Announcing [name of your product]...

## **The Quick and Easy Way for You to [Get a Desirable Result]!**

Forget about [some specific struggle]. Don't worry about [some typical bad effect]. Because once you know the [niche topic] secrets inside this exciting guide, you'll never again [have to deal with some specific bad problem]!

That's because [name of product] is a detailed, step-by-step, no-fluff blueprint which will show you exactly how to [get a specific benefit]. Just imagine:

- No more [bad thing]!
- No more [other bad thing]!
  
- And never again will you have to deal with [still another bad thing]!

Go ahead, imagine how you'll feel when you finally [get rid of a problem and get a good result]. Just imagine [getting a good result]. And just think of what your

[friends/family/colleagues/etc] will say once they see you [getting a good result]!

You can bet you'll feel the same way as [name of person who gave a testimonial], who [give quick overview of this person's amazing results]. Here his story in his own words:

[Insert testimonial]

Or maybe you'll feel like [name of another person who gave a testimonial], who [give overview of this person's story]. Take a look:

[Insert testimonial]

Look, you could be the next success story. You could be just like [name of first testimonial giver] and [name of other testimonial giver]. Because...

**In as little as [some time period],  
you too could [have a great result]!**

Best of all, it's easy to [start getting some benefit]. All you have to do is download your copy of [name of product], and in just moments you'll discover:

- At last, you'll finally discover the TRUTH about [topic]!
- Need to [get a benefit]? Then see page [number] for a simple [number]-step system that will blow your mind!
- Short on time? Then you'll love the [number] time-saving tricks you'll find on page [number]!
- How to [get a benefit] – you won't find these secrets anywhere else!
- What [some specific niche people] hope you NEVER find out about [niche topic]!
- A surprising trick for [getting a benefit] – no [extra effort, money, resource, energy, etc] required!

- The top [number] [niche topic] mistakes and how to avoid them!
- A simple little way to [get a benefit] – you won't believe how well this works!
- The quick and dirty way to [get a specific benefit] – you'll wish you had thought of this years ago!
- The little-known strategy for [getting a great benefit] – this one works so well you'll think it's magic!

And so much more!

By the time you flip the final page of this exciting [niche topic] guide, you'll feel like you have a PhD in [niche topic] – and at last, you'll finally have everything you need to [get a specific benefit]!

Listen, if you're looking for some rehashed theory or a pile of fairy dust, this isn't it. But if you're looking for a surefire way to [get a specific benefit], then this is the last [type of product] you'll ever need to [get a specific outcome]!

But wait, it gets even better. Because...

### **Order Now and You'll Also Get [Bonus Product]!**

Tired of [bad thing]?

Want to get rid of [other bad thing]?

Then [name of bonus product] is exactly what you need to [get rid of a problem] so that you can start [getting a good result]! In fact, it's the easiest way I know to get [a specific good benefit] – and that says a lot, because I've tried almost every [type of] method out there!

Here's a sneak peek at what you get:

- You'll find out an extremely unusual yet surefire way to [get a benefit]!
- Need to [get a benefit], fast? Then see page [number] for an astonishing strategy!

- Plus you'll discover the secrets of [getting a benefit] – almost no one knows this!

So let me ask you...

## **What is [Getting a Big Benefit] Worth to You?**

If you're like a lot of people, you've already spent [hundreds/thousands/tens of thousands] of dollars on [niche] [books/equipment/training/etc]. But none of those gave you the results you wanted. And that's because they were all missing one crucial ingredient...

[Insert some crucial factor that's missing from other products but present in yours.]

That's what makes [name of product] different. Because for the first time ever, you'll finally be able to [get the results the prospect desperately wants]. And that's a promise.

Now, I know you're thinking that this is gonna set you back at least [some high dollar amount].

Relax... you don't have to pay [\$] – not even close. That's because I wanted to make sure this solution is available to absolutely everyone. And that's why if you act now, you can get your copy for the introductory price of just [\$].

That's right – your [niche problems], solved, for a one-time investment of just [\$]. You know this is an absolute steal, so click here to order now.

And just to ease your mind...

## **You'll Get [a Specific Benefit] – Or You'll Get Your Money Back!**

Look, you don't even have to say "yes" today. All you have to say is "maybe." Because when you order now, I'll automatically extend to you my [number] [day/week/month] iron-clad, no-questions-asked, money-back guarantee.

If [name of product] doesn't [deliver a specific benefit], or if you're unsatisfied for ANY reason, simply email me within [length of guarantee] and I'll refund every penny.

Fair enough?

Then there's just one thing left for you to do...

**Take Advantage of the Special Introductory Price  
and Order Now for Just [\$]**

Your next step is easy – take out your credit card and click the order link below. And do it now, because [insert reason why they should order now, such as getting a low price, it's risk free, they get a big benefit]:

[Insert order link or button]

[Sign off]

**P.S.** All you have to do is decide to [get a big benefit], and [name of product] will take care of everything else. So make that decision right now, and then click here to change your life!