

This sales letter is perfect for niches where people have repeatedly tried yet failed to achieve their goals. Niches like weight loss, relationships, and online (or offline marketing).

“[Large Number] of [Certain Types of People/Niche Members] Will [Try to Get Some Benefit]. Very Few Succeed.

Will You Be One of the Lucky Ones?”

Everyone Who’s Ever [Gotten a Specific Benefit] Know These [Type of] Secrets. And Now You Can Discover Them Too...

Dear [Niche Member/Friend],

It’s depressing, isn’t it?

Even though [large number] of [types of people] will start [trying to get a benefit] this year, very few will succeed.

Some people will [describe how some will get a little success]. A few others will enjoy [describe another success]. But nearly everyone else will [describe how this group will fail].

Maybe it’s even happened to you already. You start to [try to get a specific benefit], but you end up [getting undesirable result] instead. Or perhaps you [try to obtain another benefit or result], but [describe how this turns out poorly too].

It’s frustrating. It’s humiliating. It’s exhausting. And sometimes it feels like no matter [how much time you spend/how many times you try/what you do], you’re just never going to [get a specific benefit].

Listen, if you've ever felt like this, let just reassure you that you're not the only one. And let me also tell you that it's not your fault if you've [tried and failed before].

You see, the reason why you [can't get a desirable result] is because [describe why people fail – e.g., the teachers are giving bad information, the product isn't designed for you, etc]. I mean think about it: [give further elaboration on why it's not the prospect's fault]. After all...

If [you had some specific advantage] like everyone else, then [you'd get a fantastic result too]...

Ahh, to be so lucky.

But you weren't born with [some specific trait or characteristic that most people think they need to succeed in this niche]. You don't have [some other trait, characteristic, skill, knowledge, experience or possession that people think they need to succeed]. You probably don't even have [some other assumed prerequisite experience, skill, etc].

So it's no wonder that [those other specific types of products] didn't [give you the specific results] you wanted. It's no wonder that everyone else makes it look so easy, while you struggle to [describe how the prospect struggles].

Until now, that is.

Introducing [Name of Product] – the first [type of product] to [do something or have some specific benefit that the other competition products don't do/don't have]!

That's right, now you too [can get a specific benefit], even if [you don't have some special skill, knowledge, experience or possession]!

It seems a little hard to believe, doesn't it? After all, you've tried to [get a specific result or benefit] before, but you're not really any better off than before. So it feels like too much to hope for to believe that this [type of product] really could be the solution to [specific big problem].

But this [type of product] is unlike any you've ever tried before. That's because [describe briefly how this product is different]. And in just minutes from now you'll:

- Discover the ultimate secret of [getting a specific benefit] – you simply can't fail once you know this!
- A surefire way to [get another benefit].
- Plus you'll even get [another benefit], quicker and easier than you ever thought possible!

I know, these sound like bold claims. But I've used these strategies to [get a specific benefit]. I've shared these same strategies with countless other [types of niche members] so that they could [get a specific result]. And I know these little-known [niche topic] secrets will work for you too.

But you don't have to take my word for it. Instead, just look at the proof:

[Insert proof like a video, before and after photos, screenshots, a couple strong testimonials or something else that specifically proves what you're saying]

Now it's your turn to get results...

Are YOU Ready to [Get a Specific Benefit]?

Here's a sneak peek at what you get when you order now:

- You'll find out a deceptively simple way to [get a benefit]!
- You'll discover what [one seemingly unrelated item] has to do with you [getting a big benefit]!
- **WARNING:** Don't even think of [trying to get some specific benefit] until you learn how [someone or something] can sabotage [your results]!
- How to quickly and easily [get a benefit], without [getting some other common yet undesirable side effect]!
- You'll discover what the [niche] insiders know about [getting a specific benefit]!

- Are you making any of these [number] [niche topic] mistakes? Find out on page [number] – you might be surprised!
- You'll find out how to avoid [getting a bad result] – never again will you [endure the emotional bad feelings associated with this bad result]!
- You'll learn a simple [number]-step strategy for [getting a good result] – it's easier than you think!
- You'll get a surefire strategy for [getting a benefit] – you're gonna love this!
- Plus you'll even find out how to [get a specific benefit] in just [insert time frame] – you'll even amaze yourself with this neat little trick!

And much, much more. By the time you're finished [reading / reviewing / viewing / listening to] [Name of Product], you'll know everything you need to know about [getting a specific benefit] – guaranteed!

Take a look at what others are saying about [Name of Product]:

[Insert your strong, results-driven testimonials]

If [name of product] works so well for these folks, just imagine what it can do for YOU!

Now, I know you're excited about finally [getting a big benefit]. But I also what you're thinking...

How Much?

You've seen those other [types of products] that cost [some large amount], [a slightly larger amount of money] or even [a larger amount of money]. And so you're probably thinking that you're going to have to invest at least [\$] in order to [get this course/download this manual/etc].

Tell you what, it's worth twice the price as those other [types of products], simply because [insert primary reason why this product is better than the other products].

But you don't have to pay [\$]. You don't have to pay [smaller amount of money]. You don't even have to pay [still a smaller amount of money].

Because if you act now, your total investment is just [\$].

You know this is a good deal. If you [bought another more expensive alternative, like a "personal trainer"], you'd be paying at least [\$x]. And you wouldn't even get [some specific benefit].

Isn't [getting some specific benefit] worth at least [\$] to you? Of course it is. And that's why you need to click here [insert link] to order your copy now before this introductory price disappears.

Still on the fence? Still not convinced that this is the absolute best way to [get a specific benefit]? Then let me sweeten the pot...

Act Now and You'll Also Get [Bonus Product] Absolutely FREE!

This [report / video / manual / guide / course / software / other product] will [give the prospects a big benefit]. Plus:

- You'll find out how to [get a specific benefit] without [having some special skill or qualification]!
- You'll how to [get a benefit] the "paint by numbers" way – it's easy!
- You'll discover the top [number] [niche] mistakes and how to avoid them – this will save you loads of [time/money/grief/etc]!

And much more. If you ever wanted to [get a benefit], then this is the best way to do it. Here's what others are saying about [name of bonus]:

[Insert strong testimonials.]

If you order [name of main product] today, you get [name of bonus product] free – so act now!

[insert link that leads to order form or button]

Your Satisfaction is Guaranteed!

Go ahead and order [name of product] risk free right now. Use these [niche] strategies. Enjoy the results for a full [length of time]. If you're unsatisfied for any reason – if this [type of product] isn't everything that I say it is, simply [describe how to contact you] for a full, prompt and cheerful refund. And just as my way of saying thank you for trying [name of product], you can KEEP [name of bonus product]!

I can't be any more fair than that, so order now...

Order Now to Lock in the Lowest Price

If you act now your total investment is just [\$x] – but this special price could end at any time. So click the order button below now to get started, because you deserve to [get a big benefit]!

[Insert order button or link.]

[Sign the letter]

P.S. Go ahead and look around, because you won't find a better or more affordable way to [get a specific benefit], and that's a promise. So order risk-free right now – because you too can [get a desired result]!