

## The Product

In this video we are going to be talking about the product section of your sales letters.

Now that you've established a problem, it's time to share the solution – namely, what YOU have to offer in your product!

Here's where you let the reader know what makes you different. What makes you special. What makes you the person they should turn to to solve the problem they are having.

Without being arrogant or prideful, it's time to talk about yourself: your experiences, your knowledge, your secret weapon, your special way of doing things.

You do this by...

? Explaining what your product offers that will help the reader to solve the problem they are facing.

? Tell a story to explain HOW you found out what you'll be sharing in your product.

Empathize with the reader – you've been where they were and look at how things have changed since you made your discovery of “what works”.

Point out what makes you different than the rest of those out there who might be offering similar products.

? Refer to tips, strategies, practices, etc. that you reveal in your product (without telling them exactly WHAT those items are, of course!)

? Mention specific results you've achieved by using the information included in your product.

As you can see from the sales letter I wrote for the Lazy Marketers Cash Flow Copywriting System, I explain what my product offers that will help the reader solve the problem they are facing, which is reeling in customers and almost forcing them to buy whatever it is you're selling.

So I'm addressing the problem I mention in the opening of the letter. If you remember, the problem is that people are struggling to find success online. Here, in the product section, I say that my product is the answer. That it can help them achieve that elusive success.

I also clarify who can use the system when I say "And the "killer advertising" secrets you'll discover inside can be used by anyone: including: Product creators, bloggers, ecommerce owners, CPA marketers, affiliate marketers, local business consultants, eBay sellers, and more. I do this so there's no doubt that the copywriting system can be used by anyone for almost anything (selling wise, that is).

Okay, to make this easier on you, below the video, I've included a template you can use for the product section.

You can download the template, plug in a few of your own words, and you have a fully functioning "product" section ready to go.

So, just remember, that when addressing the product section of your sales letter that you talk about yourself, your knowledge, your expertise, your secret weapon, and you do it in a way that empathizes with the reader, points out what makes you different, and/or tells the story of how you found out what it is you're sharing in the product you're selling.

And, when you start talking about results, don't just make claims, PROVE them. Which takes you into the next section of the sales letter which is your "proof"...

We will be discussing that in the next video. I'll see you there.

