MY MOST SUCCESSFUL SALES LETTER TO DATE

Chris Brogan…

Here’s an annotated version of the sales letter I sent out that seemed to have such a massive effect. None of this was intended as a trick or a tactic, but because it worked so well, I just had to go back and really look at it closely, and try and guess ***why***​*​*people reacted so well. Remember, this accounted for 46% of the sales of my webinar. I hope the annotation is helpful and not too distracting. Maybe I’ll copy the whole letter again and annotate ***that***​,*​*so you can read straight through first.

**THE UNANNOTATED LETTER**

Subject: We won’t be offering this webinar ever again!

Hi <first name>

I made a mistake. When I decided to offer the ​Online Course Maker webinar, I thought it would be a fun, lightweight dip into a few tips and ideas you could use to build your own online courses. Instead, I accidentally created what amounts to a course.

And now, I’m stuffing all that into this webinar, that only lasts an hour, and I worry that it’s way too much information for a webinar, and far more value than the $20 I am charging.

Thus, if you \*really\* are even vaguely interested in starting an online course of your own, I’d highly recommend buying Online Course Maker in

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its current form at only $20, because we will never offer this information in a webinar format ever again.

There are VERY few seats left. The event is **LIVE**​ **at 7pm ET​**and if you buy, you get the recording sent to you the very next day.

After that, all evidence that there ever was a webinar version of this course vanishes.

Sneak in now. I promise it will be worth it.

—Chris…

That was it. That’s what I sent. And that’s what earned me more sales (and more frustrated emails when people missed the date) than any email I’ve ever sent.

And now...

**THE ANNOTATED LETTER**

Subject: We won’t be offering this webinar ever again!

***The subject line is obviously a bit dramatic. Heck, I added an exclamation point. But I really meant it. Remember, this is the fifth time I reached out to offer this product to the same people. Four other times garnered a good response. This garnered 46% of our sales.***

Hi <firstname>

I made a mistake. ***To***​ ***me, that first sentence was an admission of guilt.*** ***It also evidently earned some trust.*** When*​*I decided to offer the[​Online](https://rt947.infusionsoft.com/app/linkClick/44566/69a37b7a7c851302/22131048/01d0583542243881)[Course Maker](https://rt947.infusionsoft.com/app/linkClick/44566/69a37b7a7c851302/22131048/01d0583542243881)​webinar, I thought it would be a fun, lightweight dip into

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a few tips and ideas you could use to build your own online courses. Instead, I accidentally created what amounts to a course. ***Again,***​ ***this*** ***wasn’t a tactic. I was on the phone with Rob, reviewing the slides for the webinar, and when we hit slide #68 or so, Rob said, “This is a course.” And my belly sank, because we weren’t thinking, “Woohoo! We can charge more!” We were thinking, “This is going to be really hard to talk about in just one hour and still deliver the value.***

And now, I’m stuffing all that into this webinar, that only lasts an hour, and I worry that it’s way too much information for a webinar, and definitely far more value than the $20 I am charging. ***Okay,***​ ***here I’m*** ***admitting that I know I can charge more for a course, but it’s true, and you’d have known it too, had you seen all the work (Hint: a pretty high percentage of those who have purchased the webinar bought the course right away).***

Thus, if you \*really\* are even vaguely interested in starting an online course of your own, I’d highly recommend buying Online Course Maker in its current form at only $20, because we will never offer this information in a webinar format ever again. ***This***​ ***was the first time I*** ***said something like this. “never offer this information...again.” I meant it. I received (at the time I’m writing this to you) no fewer than 40 emails trying to call my bluff. But no. We deleted the mechanism to send the video to anyone besides those we’d already scheduled to send.***

There are VERY few seats left. The event is **LIVE**​ **at 7pm ET​**and if you buy, you get the recording sent to you the very next day.

After that, all evidence that there ever was a webinar version of this course vanishes. ***Again,***​ ***this was the truth, not a sales tactic. But it*** ***really worked for those who heeded my words. For those who came late, it was unfortunate, but it was also the truth. The course version is much better than the webinar was. I’ve added so much more depth and***

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***explanation and resources. Project plans, checklists, workflows. It’s good stuff.***

Sneak in now. I promise it will be worth it.

—Chris…

**AND THAT’s THE SALES LETTER**

I know for sure that just copying this and using it for some project of yours will fail. I have zero doubt of that. Instead, realize the mechanisms:

* Subject line makes an emotional claim - scarcity
* First sentence makes an emotional claim - admission of error
* Second paragraph restates the value
* Third paragraph pushes an emotion - scarcity
* Fifth paragraph pushes an emotion - scarcity

I’m not a huge fan of scarcity as a marketing tactic. That’s why I was surprised that my letter came out that way (I sure didn’t sit down to write it that way). But what’s clear is this: I had four strong hits on **emotional​**reasons to buy and one hit on a **logical**​**​**reason to buy. Thiswas the first time I wrote something that came out that way and it paid off huge.

Do you think I’ll try it again? Will you? What other emotions will work?

Oh, and don’t forget to check out [Online​ Course Maker](http://onlinecoursemaker.com/).​It’s one of the best selling courses I’ve ever created.



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