

Never end a sentence on the bottom of the page. Always end in mid-sentence at the bottom of the page. The goal is always to get your reader to turn the page and continue reading.

Another way of saying it is to ask the question: Why do you have a headline for a sales letter? Why do you have subheads? What is the purpose of each sentence in your sales letter? The answer to all the above is...

### **get the reader to continue to read your sales letter**

**Side note: A sales letter must be read. Generally speaking the longer the sales letter the higher the response. But, no matter what you must make the letter easily readable and it must be geared toward getting your Prospect to read the next sentence.**

It does absolutely NO ONE any good at all if your Prospect receives your letter and tosses it in the trash. In fact, the average mail recipient sorts his/her mail over the trash can into an A/B pile. Everything and anything that looks like junk gets trashed immediately...another reason to make it easy to read your sales letter and don't use bulk-rate-postage...you might as well take your letter and use it to start your fireplace.

And by the way, mail your letters in white envelopes with live stamps (not postage metered stamps). People can smell junk mail a mile a way and they aren't sitting by the mailbox waiting on a letter from you telling them how great your caskets are or how wonderful the grass looks over their future grave!

While we're on the subject if your game plan is to mail your sales letter once and sit back on the lazy-boy-recliner waiting for these folks to jump up and down for joy and rush to the telephone to call you up.....well, you've got another thing coming.

Always mail more than one sales letter, always link your sales letters into a series and reference the previous sales letter. There's magic in frequency. Your Prospects will notice you after the second third or fourth correspondence but if you expect them to notice you after only one letter I've got some ocean front property to sell you up near