

1. Cash-flow surges
2. Prospecting
3. Stay-in-touch program
4. Past Customers
5. Referrals
6. Testimonials

Second let me tell you what **NOT** to do with sales letters:

1. Mail once to a Prospect
2. Mail bulk-rate
3. Mail in company envelope/letterhead (except to past customers)
4. Mail one page only (longer is better)
5. Make assumptions without testing

We'll cover all the Do's and Don'ts and the why's and why not's by the time you've read this letter you'll have a pretty good idea of how to write a damn good pre-need sales letter.

Let's get started.

A former English Teacher of mine used to tell me that there are lots or rules in writing English BUT you can break the rules as long as you do it consistently. Well, it is the same for writing Pre-Need Sales letters.

There are rules of thumb and exceptions. Anytime I'm working with new Sales Associates they seem to always want to argue or "break the rules of thumb". I'm not sure why this is exactly but I can tell you that all the rules of thumb I reveal to you have been tested by me....that's why I call them rules of thumb.

Also, you can break the rule and still succeed. But, for you golfing fans out there it is much like trying to make a 1 in 12 shot when it's a whole lot easier to play it safe and keep your score low. Anytime you break "rules of thumb" you are inviting disaster by spending money and time chasing folks who aren't going to respond to you.

So, for Pete's sake....or anybody's sake....follow the rules of thumb and you to will succeed way beyond your wildest dreams...that means put commission dollars in your bank account. Okay, if you're still not getting it...it means to serve families and get paid for it...because the bottom line is....you can't stay in business and sell if you don't get paid.

### **Rule of Thumb One**