

Exclusive Course

10-Day Copywriting Challenge

Day 9

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Challenge #9: Postscript

You probably know a postscript by its abbreviation: P.S. And while the postscript seems a bit like an afterthought, it's actually one of the most important parts of the sales letter.

Here's why...

While your ultimate goal is to write a compelling, "sit on the edge of the seat" letter that keeps your prospects hanging on your every word, the truth is that not everyone will read the entire letter. Some will read the headline, let their eyes scan the page as they scroll down quickly, and then they'll read the postscript. And that means the postscript is often the second-most read part of your letter (right behind the headline).

As such, the purpose of your postscript is to put forth or reiterate one of your product's strongest selling points. Once again, this is where you want to shoot one of your biggest guns!

You see, if the person has read the rest of the letter, then your postscript helps close the sale. For those who've merely skimmed your letter, your postscript needs to present a big benefit that makes the skimmer stop in his tracks. This prospect needs to be so intrigued that he scrolls back up to read more of your letter.

With those end goals in mind, here are different ways to create a compelling postscript...

Play Your Ace

You should craft your postscript in much the same way that you craft a headline or a bullet point. In other words, it should present a big benefit or make a big promise to the prospect. And since this is your postscript, you can remind them of a benefit that you mentioned elsewhere in the letter.

Tip: However, do NOT refer to the same benefit as the one in the headline. As mentioned before, some prospects will read the headline and then skip right down to the postscript. That's why you need to offer something different, since you want the skimmers to go back and read more.

So what types of benefits should you offer in your postscript? Could be anything, including but not limited to:

- A reminder about one of the product's major benefits.
- A reminder about your product's unique selling proposition (USP). That is, why should the prospect buy your product instead of the competitor's product?
- A reminder of the guarantee (and how this is a risk free offer).
- A reminder of a special discount.
- A reminder about a special bonus.

Tip: Instead of hitting them up with one benefit, you can offer one sentence that recaps the entire offer (what they get and for what price).

Surprise Them with a New Benefit

Whether your prospects skim the letter or read the whole thing, virtually all of them will read the postscript. And that's why you can mention a benefit in your postscript that you didn't mention anywhere else.

Tip: If you use this strategy, your postscript may start with something like, "I almost forgot to tell you..." or "Here's another benefit..." In other words, make it clear that you're sharing new information.

This could be a benefit of the product. Or you could toss in an extra bonus or a discount. Point being, this type of P.S. helps push people off the fence and towards the "buy" button.

Remove Objections and Roadblocks

As your prospect reads your letter, he's thinking of all sorts of reasons why he shouldn't buy your product or service. As mentioned before, offering a price justification and a guarantee help overcome the two biggest objections. You can mention these items in your postscript.

Example: Don't forget about the rock-solid "double your money back" guarantee! This is a completely risk-free offer, so order now!

Tell Them "Everyone Else is Doing It!"

Another way to make an impact with your postscript is by using it to offer proof of your claims.

The most common way to do that is by offering testimonials or endorsements.

Example: You might say something like this: "Just look at what others are saying about [product]..." Or, "Not sure if this product is right for you? Jane wasn't sure either. But just look at her results..."

Note: You already know you should avoid posting weak testimonials. However, you'll want to post one of your strongest testimonials here, because nearly everyone reads the postscript.

Persuade Them to Take Action

Yet another way to use this important section of your sales letter is by providing another "pull" – that is, reiterate your call to action. And since you're offering another call to action, ideally you should also give your prospect a reason why they should order now (e.g., create a sense of urgency).

You can create this sense of urgency by reminding prospects of the benefits they'll miss out on if they don't order now. Or you can remind them of a special discount, special bonus, or even the limited availability of the product or service itself.

Tip: The word "because" is an extremely powerful word. Psychologists have shown that when you make a request that includes the word "because," your compliance rates go up significantly. That's why you should try to include the word "because" in your call to action.

Example: "Order now, because..." or "Click here to get started now, because..."

Now let me share with you several examples of how to use the above postscript keys to create your own compelling postscript.

Note: Please note that several of them incorporate a call to action (such as “order now”). If you do not include a call to action in your P.S., you should put an order link and a call to action directly below your P.S. Doing so makes it easy for everyone – especially the skimmers – to find the order link.

Example Set #1: Reminding Prospect of a Big Benefit or Tell Them About a New Benefit

- P.S. I almost forget – if you order within the next 24 hours, you’ll get an extra 50% discount! So join now, because you’ll kick yourself if you miss out on this great deal!
- P.S. This is the fastest, easiest way to lose weight... guaranteed. Order now – because a new healthier, sexier and trimmer you awaits!
- P.S. This is the ONLY weight-loss product on the market that’s been scientifically proven to burn belly fat!

Example Set #2: Remove Objections

- P.S. Go ahead and look around – you won’t find a better package at a better price, so order now!
- P.S. Remember, you’re backed by my rock-solid, 90-day guarantee. If you’re unsatisfied for any reason whatsoever, just email me and I’ll buy this package back from you. No quibbles, no questions asked, no hoops to jump through!
- P.S. You work hard. Don’t you deserve to relax and let your stress and cares melt away? You bet you do. So go ahead and order now, because you deserve this. And your body will thank you for it!

Example Set #3: Offer Social Proof

- P.S. People everywhere are raving about how easy it is to make money online using this system. Just look at what they’re saying... [insert testimonials]...

- P.S. This is the best lure for catching trophy bass. But don't take my word for it. Just look at what these happy fisherman say about the Bass-Catcher-Pro 500...
- P.S. People just like you are enjoying amazing results! See for yourself...

Assignment: Day #9

Time to craft your postscript!

- First, I want you to do some brainstorming. Specifically, think about what's the single most important thing you could tell your prospects to help convince them to buy? If this item isn't already mentioned in your headline, then share it in your P.S.
- Next, start crafting your postscript. You can use the provided templates to help you brainstorm and write one that best suits the rest of your letter.

God bless,
Jimmy D. Brown & Paul Evans