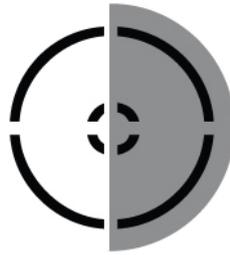




## PART 6: THE LETTER



A great marketer once demonstrated a surefire way to interest a Mr Jones. Taking an envelope, he wrote: *THIS LETTER IS ALL ABOUT MR JONES*.

Mr Jones is everyone on your **List**. And catching his interest is the subject of **Part 6**. You'll take the **descriptors** you created in **Part 5** (with their **selectors** and **scores**) and complete the puzzle with **alternates**: bits of custom sales copy that string together to create a sales letter so personalised, every prospect will think you wrote it as a one-off for their eyes only. (And in a way, you did.)

Your Letter is your second £350,000 business asset. It might not seem much—a sheet of paper with gaps in it. But with the methods and models you'll use over the next two weeks, you'll see how those sentences and paragraphs fit together as a rolling **marketing campaign** that'll keep delivering for your business, with minimal ongoing effort, year in, year out, forever.

The letter structure in **Part 6** draws on research involving over 1,000 winning marketing communications. (Some of which ran unchanged for *decades*.) It has 33 “slots” (in addition to the address block) whose contents depend on the descriptors and scores on your **List**. (You're free to adapt the structure, but first make sure you understand the *purpose* of each paragraph and sentence and why they're in that sequence.)

**Why a letter?** Because in a world of e-this and i-that, a well-written letter addressed to an individual can give greater sales payback than any other channel. And the performance gap is *widening*, not narrowing. Because as more and more marketing activity moves onto the web, a printed letter on quality paper, in an envelope with a colourful stamp, has more chance of being opened than ever. Fewer companies using the channel means a greater opportunity for *your* business.

That's why 100 Days focusses on the **sales letter** as the vehicle for turning cold suspects into warm leads . . . and beyond.

(Of course, the same personalisation methods work with email. But how many emails do your prospects get every day? That's why email in **100 Days, 100 Grand** is a tool for *continuing* conversations with customers—not *commencing* them. Send your Letter as an email if you want. But give snail mail a try first.)

And it's *fun*. **Part 6** is the most creative and enjoyable section of **100 Days, 100 Grand**. (Unless you're a serious masochist, in which case you'll choose Parts 5 or 7.)

Each day of these 2 weeks, you'll aim for 3 Connections on LinkedIn and add 10 companies to your List. For obvious reasons, you'll also be sending out your first sales letter, although most of your actual mailings happen in **Part 7**.