

“Who Else Wants To Make REAL Money Working From Home By Writing ME A Killer Sales Letter?”

If you're about to make a BID for my project, make sure you read EVERY Word in this Position Description!

From the Desk of: **Desperate Internet Marketer** Seeking a Talented Copywriter

Dear Friend,

....

Objectives

To deliver a **full blown** “killer” sales letter that:

- Appeals to people's *emotions* and causes them to continue reading and take required **action**
- Uses *imagery*, *storytelling* and talk-speak
- Uses all the internet marketing tricks such as headlines, **highlighting**, **bolding**, underlines, borders, guarantees, PS's, PPS, Bonuses, etc
- Converts like a *dog in heat* and makes other internet marketers **GREEN** with envy

Background

I'm an internet marketer and know exactly what I want... but don't want to spend days/weeks writing copy... so I need a **PRO** to do it for me. I have a number of lead generation websites which **don't sell products but require killer sales letter to generate the lead.**

Process

Below are the steps you'll need to follow to deliver the sales letter

1. Researching the topic:

- Typing specific keywords into Google
- Visiting sites of competitors
- Reading Top Gun letters from Click Bank for inspiration (which I'm sure you do anyway)

This will be very easy as there is plenty of information available. The **MAIN** purpose of this sales letter is not to inform but rather to motivate/inspire the visitor to take **action** (by leaving their contact details or calling a phone number).

2. Develop Sales letter Outline

Before starting writing, you'll need to submit a **bare bones structure** of your sales letter. This will assist you when you're writing and let me know if **you're on the right track**

3. Write Sales Letter

This will take the most amount of time (and probably drive you temporarily **InSaNe**). However, that's what you **KICK ASS** in and that's why you're being paid a heap of money. Remember, a 500 word article costs around \$1 to \$5 ... and this project is **NOT** about writing articles ... it's about forcing, inspiring, seducing (yep, it may come to that)... anything it takes for site visitors to take action.

Obviously I'll be providing comments along the way... encouraging you at times (and **kicking your butt** when required).

Deliverables

- 1 page skeleton structure of the sales page (**mandatory**)
- 1 Word document file containing the sales letter (**mandatory**)
- 1 Clean Code HTML file containing the sales letter (**optional**)

Timelines

I'm **flexible** on timelines as quality takes time and assume that the whole process will take 1-2 weeks. However, it's in **your** interest to finish the letter and get paid sooner rather than later.

General Stuff

- I'm based in Melbourne, Australia
- My background is Business Analysis in IT... that is why I'm process oriented
- Best time to submit work is by 10pm Aussie time (I will review it within 24 hours)
- All the content must be useful to the site visitor ... it must inspire, inform, etc them
- Work will be checked against Copyscape and my own personally developed tools.
- The target market for all of these sites is Australia (almost identical to the US market)
- The sales letter will become MY property and you can't reuse it in ANY shape or form.
- The copyright will fully belong to me as I will be the legal owner of the sales letter.
- Sales letter must be written by someone with a perfect command of English ...

Quality Warning

In the past some freelancers produced low quality work (**bastards!!!!**), causing me substantial frustration and wasting valuable time "coaching" the freelancer in the hope that they'll improve. Unfortunately that has never happened (and wasted a lot of my time in the process). I also don't like **OVERLY** helping freelancers to do the work for which **I'm paying them to do** – I like to pay for **solutions** not **problems**.

To deal with this, I've developed a streamlined process where I can quickly cancel the escrow and re-advertise the project. I do everything with templates so it's just a matter of cut/paste and I have a new (and hopefully better freelancer). So if you're not sure if you can deliver, **DON'T** bid on this project as you'll only be wasting your time. If, on the other hand, you're a PRO... and just can't wait to get your hands on my project, then I'm dying to hear from you.

Technology Platform **(For Interest Only)**

I have the following technology platform (this has nothing to do with the sales letter ... don't be turned off if you don't know any of this):

- Joomla 1.015 and 1.53 as a Content Management System (CMS)
- MSN / Google for chat
- Google Docs for sharing
- Australian based hosting (Unix / PHP server and a MySQL database)

Samples of Work (VERY IMPORTANT)

You **DON'T** need to write anything about yourself... just include your **3 best sales letters** (the sales letters will speak for themselves). I'll develop a human relationship with you later... but first I need to make sure you can **do the job**.

1. <http://www>.
2. <http://www>.
3. <http://www>.

P.S. Future Work:

There is substantial of opportunity for future work for the right individual including me paying money directly into your account. I don't like placing projects and spending time reviewing freelancers and prefer dealing with someone I know and trust – hopefully you feel the same way.

P.P. S Make Sure You're A Pro!

Please be aware that I'm ONLY interested in someone with a LOT of experience in long sales copy and internet marketing... so this is not for everyone. But if you're really good and have **done this before** then I want to see your past sales letters and your **BID**. Bids without 3 sales letters will be IGNORED as I'm only looking for a professional with a solid track record.