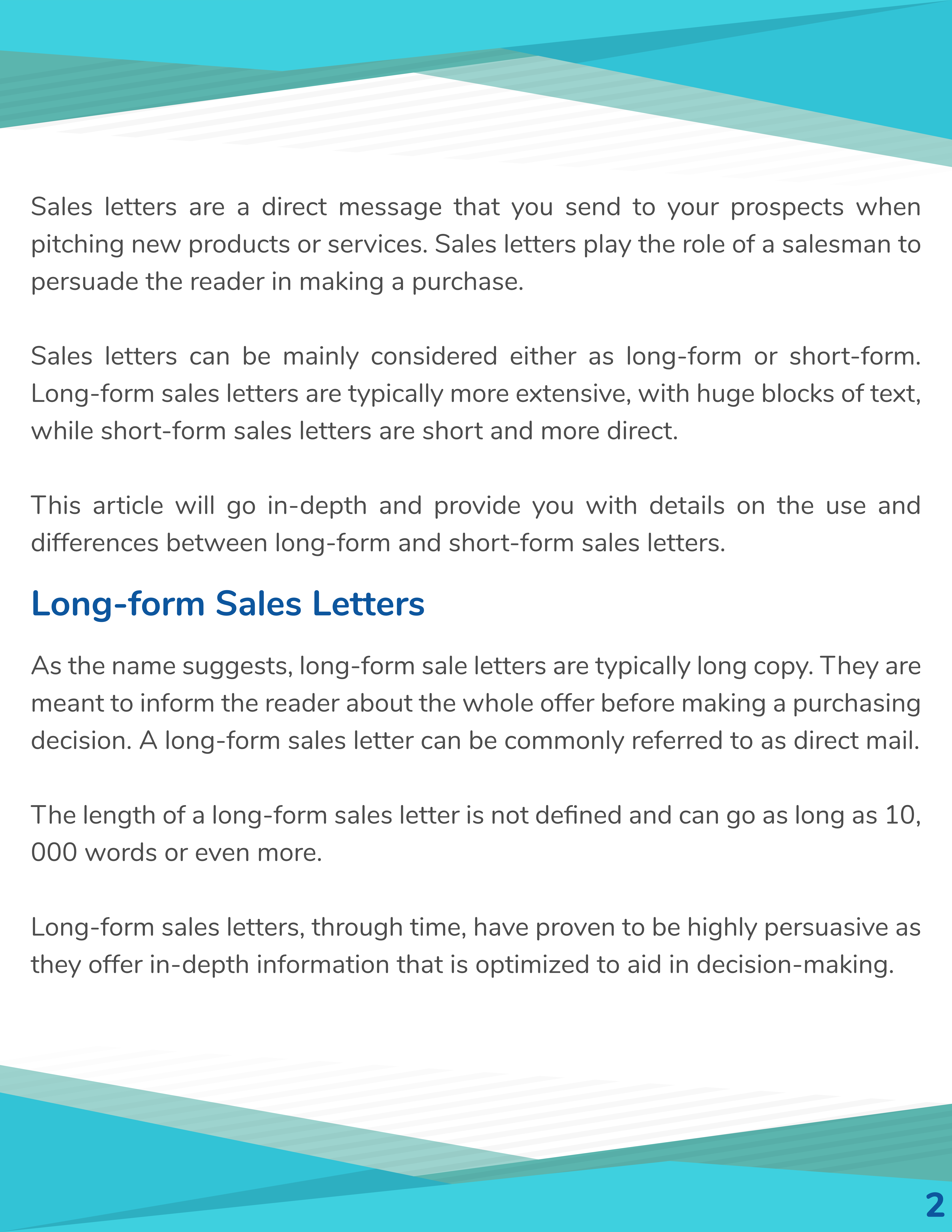


LONG-FORM VS SHORTFORM SALES LETTERS





Sales letters are a direct message that you send to your prospects when pitching new products or services. Sales letters play the role of a salesman to persuade the reader in making a purchase.

Sales letters can be mainly considered either as long-form or short-form. Long-form sales letters are typically more extensive, with huge blocks of text, while short-form sales letters are short and more direct.

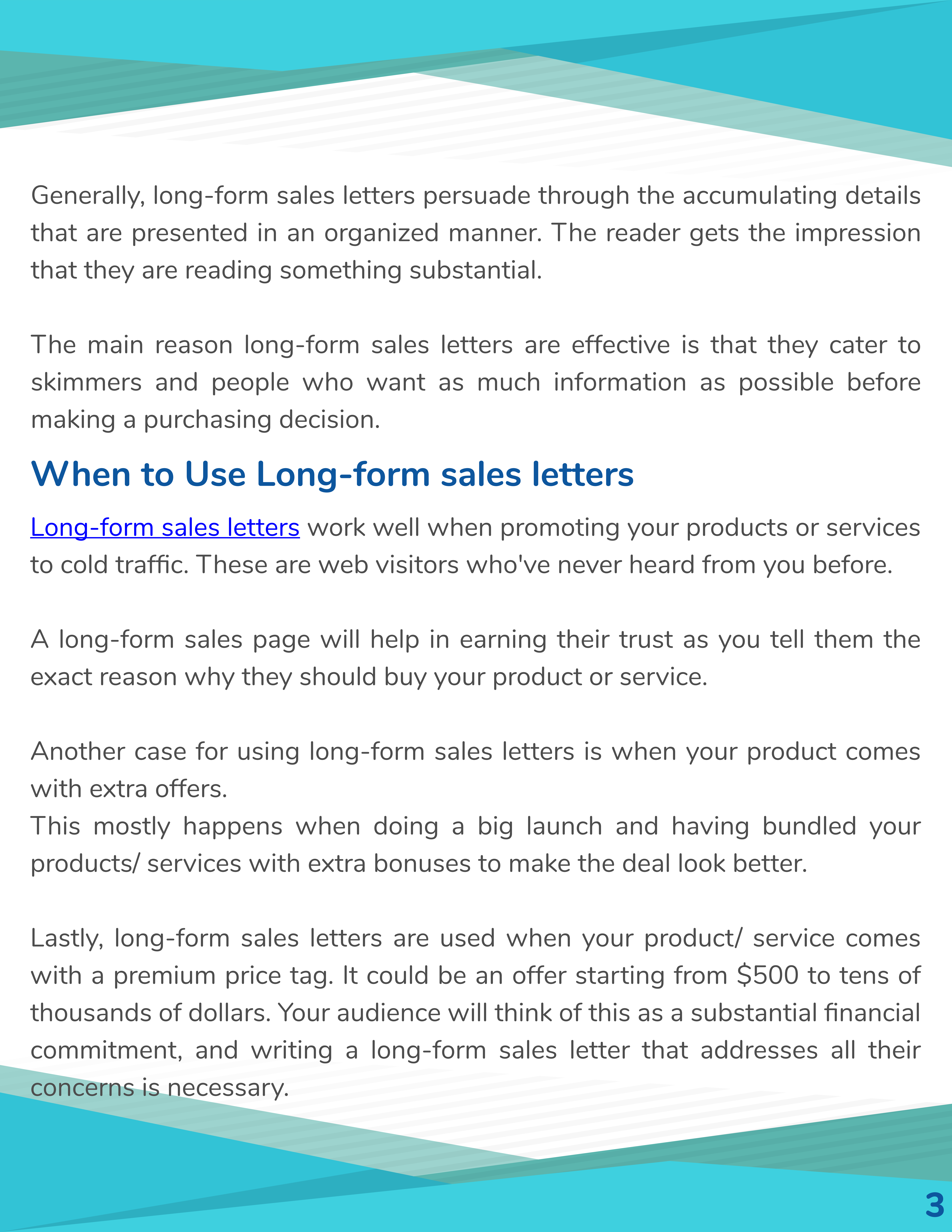
This article will go in-depth and provide you with details on the use and differences between long-form and short-form sales letters.

Long-form Sales Letters

As the name suggests, long-form sale letters are typically long copy. They are meant to inform the reader about the whole offer before making a purchasing decision. A long-form sales letter can be commonly referred to as direct mail.

The length of a long-form sales letter is not defined and can go as long as 10,000 words or even more.

Long-form sales letters, through time, have proven to be highly persuasive as they offer in-depth information that is optimized to aid in decision-making.



Generally, long-form sales letters persuade through the accumulating details that are presented in an organized manner. The reader gets the impression that they are reading something substantial.

The main reason long-form sales letters are effective is that they cater to skimmers and people who want as much information as possible before making a purchasing decision.

When to Use Long-form sales letters

[Long-form sales letters](#) work well when promoting your products or services to cold traffic. These are web visitors who've never heard from you before.

A long-form sales page will help in earning their trust as you tell them the exact reason why they should buy your product or service.

Another case for using long-form sales letters is when your product comes with extra offers.

This mostly happens when doing a big launch and having bundled your products/ services with extra bonuses to make the deal look better.

Lastly, long-form sales letters are used when your product/ service comes with a premium price tag. It could be an offer starting from \$500 to tens of thousands of dollars. Your audience will think of this as a substantial financial commitment, and writing a long-form sales letter that addresses all their concerns is necessary.

Short Form Sales Letters

A short-form sales letter is used mainly when compelling a reader to find more about a product or service or when pitching an offer that the reader already knows about.

Short-form sales letters use the advantage of appealing to people's sense of curiosity. They also provide straightforward information that a reader would need when making a purchase.

When To Use Short-form sales letters

Short-form sales pages are also used when the product you promote is simple and doesn't require much information to sell. In this case, the reader only gets to interact with information that outlines if the product fits their needs.

Short-form sales letters are also used when selling low-cost offers that don't need you to make huge financial commitments. Such offers have low objections that need addressing and therefore won't call for a long-form sales letter.

Need-based and value-based proposition

A long-form letter is more likely to contain need-based propositions that will convince your prospects that they need what you are offering them.

Need-based propositions answer questions like "why should I buy your product?" or "what problem does your product solve?"

Short Form letters are more likely to contain value-based propositions that will convince the prospects that they would benefit from buying from you.

Value-based propositions answer questions like "what can I gain from buying your products or services?". In other words, it describes what's in for them if they give you their money for your products.

Another thing to remember is that long-form sales letters are more likely to contain lessons or teaching points about the product or service you are offering.

On the other hand, short-form sales letters would be more direct and straight-to-the-point concerning what readers can expect from your product or service and what they would gain.

Details and urgency

Long-form sales letters have a greater chance of providing enough details about the product or service you are offering so that your prospects will know exactly what to expect from your product or service before making a purchase.

Short-form sales letters focus on providing only the relevant information a reader needs to decide on your product or service. Short Form sales letters tend to be more direct and straight-to-the-point, making them more appealing to people who make fast decisions.

Conclusion

To sum it up, long-form sales letters are used when you have extra information that will help your prospects get to know your product or service better. When selling products or services that require large investments of time or money, long-form sales letters are the best choice.

Short-form sales letters are generally more appealing to readers who want an easy way to know whether a product or service suits their needs. They also have a higher chance of being shared because readers require little time and effort to learn about the product or service being sold.