### **Here’s an example of a short sales letter:**

When you really think about it, bookkeeping isn’t that hard.

It’s simply the process of organizing transactions and making sure all the numbers are in the right place…

Which is something many bookkeepers claim they can do, and even though most of them do a great job…

Very few actually understand accounting, making it very difficult to get positive feedback and make smart decisions.

Whether that’s tax planning that’ll save you thousands of dollars every year or pro-forma projections that show you profitable sources of revenue…

We both know how important this information is…

And after seeing many entrepreneurs struggle with this issue for years, I finally decided to combine my years of experience (Commercial Credit Analyst/Loan Officer), education (Master’s in Accounting), and credentials (IRS Enrolled Agent) to create a powerful combination that can help you.

So if your company could benefit from:

* Bookkeeping skills that organize your transactions and create 100% accurate reports…
* Financial experience that knows what to look for and how to use this information to help you…
* Or tax planning that could save you thousands of dollars each year…

Then I’d like to see if I could help you….

And all you need to do is simply scroll up to the upper right-hand corner, click on “invite to job” — then shoot me a quick message that tells me what you’re looking for!

I’ll be in touch shortly after that for a quick conversation to see if we’re a good fit — and we can get going after that!

P.S. Even if you’re not ready right away, please don’t hesitate to reach out anyway.

I’ve had a lot of success with this combination and my referral network has really grown over the past year.

I want to help everybody I can, but my growing workload has limited my availability….and if you reach out today, you can reserve your spot for when the you’re ready to get started.

### **Analysis**

As you can see, the start of my letter was simply weaving my 3 hooks together. If you can’t remember the hooks, they were:

* At its core, bookkeeping really isn’t that hard ****(Unspoken Truth)****
* It’s hard to make decisions without the right information, and unless you’re able to pay thousands of dollars for a CPA — this can be hard to get ****(Twist the Knife)****
* After years of working as a Credit Analyst and obtaining my Master’s Degree in Accounting, I’ve decided to become a Bookkeeper that helps you grow ****(Paint the Dream)****

Then after I got done weaving these together, I jumped right into my bullet points (telling the reader how I could benefit them)…

And the offer is a little tricky in this situation as it can be a few different things, but I still made sure to include my call to action.

That way the reader knew exactly what they needed to do if they wanted to work with me going forward…

And even though I’ve never used this exact sales letter on an Upwork profile, I’ve created dozens of others that have gotten me interviews and clients at all times of the day (even when I wasn’t online)…

Showing how powerful these letters can be, short or small.

### **The conclusion**

A sales letter is quite possibly the most important thing you can have in online business today.

Not only does it serve as a digital salesman that never calls in sick, but when designed correctly, it can get you sales at all times of the day…

Even as you sleep.