

## Salesletter Evaluation

When it comes to choosing profitable products from the market place it is important that you consider factors other than the gravity. You must take into consideration that gravity scores can be elevated by vendors selling their own products through affiliate accounts, so you can't rely on gravity alone.

The effectiveness of the salesletter to convert visitors into customers will have a big impact on the amount of commissions that you make by promoting the product.

That is why you should take some time and evaluate the salesletter of the product's that you are thinking about promoting. Just because the product has a high gravity score doesn't mean that it will convert into sales for you.

Have a look at the salesletter and determine whether or not you think the product will sell well for you.

Keep in mind that this is the website that you will be sending your subscribers and customers to and it will impact your business in more ways than one.

You should evaluate the sales copy to see how well it's written.

- Ask yourself if you would like to buy the product?
- Is the copy easy to read, believable and does it point out the benefits of the product effectively?
- Look for proof and testimonials.

When someone is considering a product to purchase, proof of results and testimonials from other customers carry a lot of weight when it comes to the decision making process.

- Does the product owner offer any type of proof that the product works?
- Do they offer any sample results or trial offers?
- Are there any testimonials from happy customers?

If they do provide this type of data on the sales page be sure to check it out and make sure it is real. When possible take the time to check out the people that provided the testimonials as well. Make sure that they are real and don't be afraid to ask questions.

- Does the product have a good guarantee?

You will also want to see if the product has a good guarantee. Providing a thirty or even sixty day risk free guarantee provides a good impression to the customer and because they can get a full refund they are not satisfied it removes some of the risk associated with making the purchase.

It is also a very good idea to use the product yourself. Especially if you are planning on promoting it heavily. After all if you are going to suggest it to your subscribers and customers you must be sure that it does what it says it will and the only way you can be sure of this is to give it a try yourself.

Go ahead and Click on the Commission & Costs button in the Clickbank Mastery Program to read more on commissions, costs, and continuity.