



**Interpersonal Meaning in Sales Letters
on Internet Business**

**A FINAL PAPER
In Partial Fulfillment of the Requirement
For Sarjana Degree Majoring in Linguistics in English Department,
Faculty of Humanities, Diponegoro University**

**Submitted by:
Nabila Nailatus Sakina
13020110130071**

**FACULTY OF HUMANITIES
DIPONEGORO UNIVERSITY
SEMARANG
2015**

PRONOUNCEMENT

The writer honestly confirms that she compiles this thesis by herself and without taking any results from other researchers in S-1, S-2, S-3 and in diploma degree of any university. The writer ascertains also that she does not quote any material from other publications or someone's paper except from the references mentioned.

Semarang, August 2015

Nabila Nailatus Sakina

MOTTO AND DEDICATION

*Any man who reads too much
and uses his own brain too little
falls into lazy habits of thinking.*

Albert Einstein

*To myself I am only a child playing on the beach,
while vast oceans of truth lie undiscovered before me.*

Isaac Newton

*The responsibility of intellectuals is
to speak truth and expose lies.*

Avram Noam Chomsky

*God will raise to high ranks those who believe
and those among you who have knowledge.*

Qur'an 58:11

This paper is dedicated to everyone who has helped during its completion.

Thank you very much.

APPROVAL

Approved by,
Final Paper Advisor

Dr. Deli Nirmala, M.Hum.
NIP. 196111091987032001

VALIDATION

Approved by
Strata 1 *Skripsi* Examination Committee
Faculty of Humanities Diponegoro University
in 2015

Chair Person

Dra. Wiwiek Sundari, M.Hum.

NIP. 195906071990032001

First Member

Second Member

Dr. Deli Nirmala, M.Hum.
NIP. 196111091987032001

Prihantoro, S.S., M.A.
NIP. 198306292006041002

ACKNOWLEDGEMENT

Praise be to Allah SWT, who has given strength and spirit so the thesis on “Interpersonal Meaning in Sales Letters on Internet Business” came to a completion. In this occasion, I would like to thank all those people who have contributed to the completion of the research report as a requirement of achieving undergraduate degree. My thank goes to the following:

1. Drs. Redyanto Noor, M. Hum. as the Dean of Faculty of Humanities, Diponegoro University.
2. Sukarni Suryaningsih, S.S., M. Hum. as the Head of English Department, Faculty of Humanities, Diponegoro University.
3. Dr. Agus Subiyanto, M.A. as the Head of Linguistics Section, Faculty of Humanities, Diponegoro University.
4. Dr. Deli Nirmala, M.Hum as the writer’s advisor, whom the deepest gratitude and appreciation are extended to. I truly am grateful for the continuous guidance, suggestion, and patience in assisting me to complete the thesis.
5. All of lecturers in English Department, especially in literature section Faculty of Humanities, Diponegoro University. Thank you for your time and knowledge.

6. My family, my father Alm. Cipto Sumedi Wijaya, my mother Andjarwati, my younger brothers (Naufal & Nizhar) and sister (Nisrina), who have given me courage and support to finish the final paper as soon as possible.
7. My best friend, Gabriel C. Sudibyo. Thank you for your scoldings, emotional supports, and time to review my final paper.
8. Another best friend, Rizka Novita Rini. Thank you for always be there for me.
9. My discussion friend, Noor Widiastuti. Thank you for coming to me to have a good discussion.
10. My fellow friends of English Department 2010 who cannot be written one by one in this acknowledgement. Especially Class C, whom their supports during my duty as the class coordinator gave I a great deal of help.

I realise that the thesis is still far from perfection. Constructive criticism, suggestion, and recommendation are openly received to improve the thesis. I hope that this to thesis will be useful for the readers as reference of linguistics research.

Semarang, August 2015

The writer

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ABSTRAK

Dalam skripsi ini, penulis tertarik untuk menganalisis hubungan dan peran sosial antar pelaku dalam sebuah teks persuasif seperti surat penjualan di internet. Penulis memilih surat penjualan yang terkumpul dalam forum internet *Warrior Forum* sebagai bahan penelitian. Hal yang menjadi fokus dalam skripsi ini adalah bagaimana penulis surat penjualan memengaruhi calon konsumen dan peran sosial apa yang dimainkan antar pelaku dalam surat penjualan tersebut. Untuk mengetahuinya, penulis menggunakan teori makna interpersonal dan tipe teks dalam *systemic functional linguistics*. Penulis membatasi persoalan hanya pada analisis terhadap tipe *mood*, hubungan sosial antar pelaku dan tipe teks.

Tujuan penulisan skripsi ini adalah untuk menemukan struktur dan makna interpersonal dalam surat penjualan berkaitan dengan bisnis internet pada *Warrior Forum*. Data yang digunakan berupa keseluruhan klausa dalam sampel yang digunakan dalam penelitian. Metode pengambilan sampel menggunakan *cluster* dan *purposive sampling* dan metode simak Sudaryanto. Penulis menggunakan teori makna interpersonal Eggins dan Gerot and Wignell serta tipe teks Halliday dalam menganalisis data yang ada.

Hasil penelitian menunjukkan bahwa makna interpersonal surat penjualan dalam bisnis internet adalah untuk membujuk calon pembeli agar membeli produk penjual. Penjual memberikan informasi mengenai barang yang dijual, membujuk pembeli dengan memberi kemungkinan yang bisa dicapai dengan produk yang dijual, dan menyuruh calon pembeli untuk segera membeli. Penjual juga menggunakan bahasa informal dan menunjukkan kesan bersahabat dan bisa dipercaya oleh calon konsumen meski sebenarnya kedua belah pihak tidaklah akrab. Analisis juga menunjukkan bahwa sales letter merupakan teks lisan meskipun bentuknya tertulis.

CHAPTER I

INTRODUCTION

1.1. Background of the Study

Written communication is becoming widely used by entrepreneurs nowadays to promote their products. A similar trend also appears within the entrepreneurs who sell their products to help potential customers earning money through internet business. These entrepreneurs create a sales letter to reach the potential customers.

Sales letter is a letter written for a purpose of promoting and selling a product or a service to the customers. It is a type of business letter which functions to generate business and to bear the task as an announcement letter.¹ Sales letter generally has similar functions to that of advertisements, which are very common to use to promote the entrepreneur's products.

Sales letters seem to have various elements that are obligatory and those that are not or maybe even trivial. It makes sales letters vary one to another. In addition, Kennedy (2000:12) states that a well-written sales letter is able to show the seller to understand the prospective buyers' point of view. To persuade customers, the seller must be able to understand their problem and what they want.

¹ Cited from <http://letters.targetstudy.com/sales-letter>

One can analyze a text through systemic functional linguistics as the theoretical frameworks. A text typically has three meanings, namely: ideational, interpersonal, and textual, which represents how the speaker makes meaning in its utterances. As a persuasive text, sales letter carries distinctive interpersonal meaning, which relates to the social relationship between the sales letter writer and the potential customers. On the other hand, sales letter owns a lot of spoken text features although it has a written form. Thus, the writer is also encouraged to observe the interpersonal meaning and type of language contained in a sales letter.

Since there have already been plenty research projects that address mood-residue structure and other type of metafunction, the writer decides to conduct a research project regarding to interpersonal meaning in sales letter as a different research object. The writer limits her focus on the typical mood types being used, social relationship between participants, and text type of sales letter. The research is intended to complete the other research projects which only focused on mood and residue structures.

1.2. Research Problem

There are several research problems conducted in the research as follows:

- 1) What kind of structure do sales letters have?
- 2) What is the social relationship between the speaker and the hearer in a sales letter?
- 3) What kind of text is a sales letter?

1.3. Purpose of the Study

There are several purposes conducted in the research to answer the problems stated as follows.

- 1) identifying the mood types used and their functions in the sales letters.
- 2) discovering the role and social relationship between the sales letter writers and the prospective buyers.
- 3) determining whether a sales letter is a spoken or written text.

1.4. Previous Studies

The study of lexicogrammar has been developed as an analysis instrument in discussions about discourse time by time. In order to come up with an appropriate research topic which has not been done before, the writer is obliged to examine the previous works. Therefore, the writer compiles the following previous studies which utilize Halliday's Systemic Functional Grammar approach.

Septiana (2009) focused on identifying mood elements in the film script of Harry Potter and The Chamber of Secrets. She uses MOOD system in analyzing the data. It later shows that there are declarative, interrogative, imperative, and exclamative moods existing in the script, with declaratives being the dominant ones and exclamatives being the rare ones.

Susanti (2007) explores the mood-residue structure in Eugene O'Neill's Thirst play script and figures that declaratives dominate the text. She also suggests

that there are various kinds of structure for Residue. Meanwhile, Ermawati (2008) analyzes mood-residue structure in Nick McIver's novelette and finds that declarative mood dominates the text. No exclamative is found in the text. Unfortunately, how the dominant patterns affect the texts is not explained in the research projects given above.

On the other hand, Narolita (2012) conducts a study of genre on company profiles. She discovers that company profile has linguistic features dominated by specific participants, classifiers, and specific deixis in nominal groups. Material processes and simple present tenses also dominate the observed clauses. She also figures that a company profile has two main linguistic structures, which are identification and description. It has social function of describing the company being represented from its general stuffs to the specific ones. Continuing on, Dewi Indah (2013) attempts to analyze the genre of This Odd World column in The Jakarta Post newspaper. She combines genre analysis and transitivity system to find the significant features of the articles published in the column. The result is that there are five kinds of text genre found in the articles: spoof text, recount text, news item text, anecdote text and narrative text. Both research projects show the overall structure of the analyzed texts and their functions.

Considering the strengths and weaknesses of the previous studies, the writer conducts a research through analyzing dominant mood type, social relationship between interactants and text type of sales letter. The writer attempts to provide a comprehensive illustration about the interpersonal meaning of sales letter.

1.5. Organization of the Writing

The thesis is organized in a systematical order as follows:

CHAPTER I. INTRODUCTION. The chapter contains Background of the Study, Research Problem, Purpose of the Study, Previous Studies, and Organization of the Writing.

CHAPTER II. REVIEW OF LITERATURE. The chapter consists of the theoretical framework of: 1) Interpersonal Meanings; 2) Social Relationship; 3) Text Type (Spoken and Written Language).

CHAPTER III. RESEARCH METHOD. The chapter provides: Type of Research, Population, Data, Sample and Source of The Data, Method of Collecting Data, and Method of Analyzing Data.

CHAPTER IV. DATA ANALYSIS. The chapter consists of Mood Types and Social Relationship, Formal and Informal Language in Sales Letter, and Sales Letter as a Spoken Text.

CHAPTER V. CONCLUSION. The chapter contains the conclusion of the research.

CHAPTER II

REVIEW OF LITERATURE

The second chapter contains an explanation of the theoretical frameworks used in the research. The research on interpersonal meanings uses 3 theories: text types, mood types and social relationship. Text type sub-section will discuss the characteristics of spoken and written language. Mood types sub-section will discuss the mood types which are used in a text. Social relationship sub-section will discuss the role and social relationship between interactants in the text.

2.1. Interpersonal Meanings

Fundamental functions of language are divided into three broad metafunctions: ideational, interpersonal and textual. Each of them is concerned with different model of meaning in clauses. Ideational metafunctions are meanings which express what is going on and are concerned with clause as representations. Interpersonal metafunctions are meanings which indicate the relationship between the speaker and hearer and are concerned with clause as exchanges. Textual metafunctions are meanings which express the flow of information in a text and are concerned with clauses as messages.

These three metafunctions are associated with each other in a text. References are made for immediate context of situation in a text, which indicates the speaker talks to hearer about something (Eggins, 1994:30). Context of

situation later is described in three variables of metafunction: what is being told by the speaker (field of discourse), relationship between the speaker and the hearer (tenor of discourse), and the role played by the language (mode of discourse). These variables are called as register variables and in describing this context of situation, we describe a register of text. Field, tenor, and mode act collectively as determinants of the text through register details (Halliday in Swales, 1990:40).

In the research, the writer intends to identify the interpersonal meanings of the texts being analyzed. The interpersonal metafunction relates to a text's aspects of tenor or interactivity (O'Halloran, 2006:15). Tenor comprises three component areas: the speaker/writer persona, social distance, and relative social status (Coffin, 2006:11). Butt et al (2003:182) explains that tenor of discourse represents the social relation between the producer of utterance and the receiver. Interpersonal meanings are meanings which express a speaker's attitudes and judgements for acting upon and with others (Gerot and Wignell, 1994:13).

Interpersonal metafunctions are realised through mood and residue constituents. Mood includes subject and finite, which serve as the nub of an argument. The whole pretense makes a proposition arguable. Meanwhile, residue has predicator, complement, and adjunct as its components. Residue acts to provide additional information in a clause.

2.1.1 MOOD and RESIDUE Structure

2.1.1.1. MOOD Constituent

The mood element bears the responsibility for the interactive event realised in the clause (Halliday and Matthiessen, 2004: 120). It is divided into two categories: Subject and Finite.

The subject takes upon a role of being the element which is relied to exchange information (Gerot and Wignell, 1994:28). It usually consists of nominal groups. It may occur as a single word or a long noun phrase (Eggins, 1994:157). Meanwhile, the finite element has the purpose to uncover and make a proposition as something arguable (Gerot and Wignell, 1994:27). If the verbal part of the clause consists of two words or more, the first half is finite (was, will, has). It generally determines tense in clauses.

Finite announces proposition through finite verbal operators, which are divided into temporal and modal finite verbal operators. temporal finite verbal operator is any word which is used to announce proposition through time reference. It gives tense to finite whether it is present, past, or future. Meanwhile, finite modal operators is any word which expresses proposition through reference to modality, instead of reference of time. Modality is a finite component which reveals speaker's judgment about how likely or unlikely something is.

2.1.1.2. RESIDUE Constituent

Residue is a part of the clause which does not influence the clause's arguability. It can be slipped in utterances. Residue may consist of several components: a predicator, one or two complements, and various type of adjuncts (Eggins, 1994:161).

- Predicator

Predicator is the content of verbal group. It tells what is going on in a clause (Eggins, 1994:161). Predicator fulfills the role of giving details to actual event, action, and process being discussed. It is all verbal components of a clause after finite.

Halliday & Matthiessen (2004:122) explains that there are several functions of predicator. (i) It prescribes time reference, that is: past, present or future. (ii) It determines various other aspects and phases such as seeming, trying, hoping. (iii) It specifies whether the voice is active or passive. (iv) It determines the process (action, event, mental process, relation) that is based on the Subject.

- Complement

Complement is a participant who or which does not give influence in a clause. Complement has potential to be a subject, but it is actually not a subject. It answers the question 'is/had what', 'to whom', 'did to what' (Gerot and Wignell: 1994:32).

- Adjuncts

Adjunct is a component of the clause which contributes to give additional information without influencing the clause itself. They can be identified as the element which has no potential to be a subject (Eggins, 1994:165). They are not nominal groups, they occur as preposition or adverb instead. There are 3 types of adjunct: circumstantial adjunct which adds experiential meanings, modal adjunct which adds interpersonal meanings, and textual adjunct which adds textual meanings.

Circumstantial adjunct adds experiential content in a clause. It reveals situations related to the process shown in the clause (Eggins, 1994:165). The answers of questions like 'how', 'when', 'where', 'by whom' are realised in circumstantial adjuncts.

Modal adjuncts adds interpersonal meaning to a clause by influencing the mood constituent. There are 4 types of modal adjunct: mood adjuncts, polarity adjuncts, comment adjuncts and vocative adjuncts.

Mood Adjuncts express the interpersonal meanings and fall within the mood structure (Gerot and Wignell, 1994:35). They are closely linked to the meaning deciphered by the mood system: modality, temporality, and intensity (Halliday and Matthiessen, 2004:126). Meanwhile, polarity adjuncts are symbolized with yes/no or their unconventional relatives (Eggins, 1994:167). They take an ellipsed clause into position.

Comment Adjuncts express the speaker's attitude to her/his own utterance. They fall outside the mood-residue structure. Comment adjuncts consist of items like 'frankly', 'apparently', 'hopefully', etc. Whereas, vocative adjuncts are used to control a discourse by choosing likely next speaker (Egins, 1994:169). They do not fall within mood or residue structure.

Textual meanings are meanings connected to the organization of the text itself. There are two types of textual adjuncts: conjunctive adjuncts and continuity adjuncts.

Conjunctive adjuncts have a textual function which cause them to fall outside of analysis of mood (Gerot and Wignell, 1994:34). They include logical meanings of elaboration, extension, and enhancement (Egins, 1994:169). They contain expressions such as 'for instance', 'anyway', 'moreover', 'meanwhile', 'therefore', and 'nevertheless'. Continuity adjuncts include continuity items in casual talk, such as *well*, *yeah*, *yes*, etc. They are also not included in mood and residue structure.

2.1.2 Mood Types

In English, mood is actualized by the position of subject and finite in the clause (Gerot and Wignell, 1994:38). These two elements move around depending upon the types of the mood.

The first one to be discussed is indicative mood. It is realised by unmarked subject and finite. The sequence of subject and finite attains declarative and interrogative. Declaratives are realised through subject and finite structure, while interrogatives are realised through finite and subject structure. In the declaratives, the information is provided from the speaker to the hearer; the former is an a provider of information and the latter is the recipient of information. Meanwhile, the speaker expects to receive an answer from the hearer. The former is the recipient of information, while the latter is the provider of information.

The WH-interrogatives are drawn as a distinct element in the interpersonal structure of the clause. It determines the object that the questioner asks for. These kind of clauses can be conflated with a complement or adjunct, but never a predicator. On the other hand, exclamatives have the WH-element what or how, in nominal or an adverbial group (Halliday and Matthiessen, 2004:137). The question of 'what' associates with a complement, the questions of 'who' associates with a subject, whereas 'how' and 'when' associate with adjuncts.

The very last mood type is imperative. Imperatives may consist of Subject and Finite, Subject only, Finite only, or they may have no mood element (Gerot and Wignell, 1994:41). Yet, there will always be Predicator. In imperatives, the speaker acts as the recipient of information/goods/services, while the hearer acts as the provider of information/goods/services.

Modalization allows subtlety in expression of judgement about certainty and usuality. The stronger the usage of modality, the more tentative an expression is.

Modalizations are realised through certain ways: ‘internally’ through choosing a finite modal operator and one or more mood adjuncts; and ‘externally’ by adding a pseudo-clause which can be phrased objectively or subjectively (Eggins, 1994:183).

Modulations complete modalizations in terms of propositions. Modalization expresses degree of possibility in modulation. A speaker adds his judgement and attitude toward action and events through modulation (Eggins, 1994:189). For instance, degree of modulation may vary from high (*must/required to*) to low (*may/allowed to*). Modulation is commonly used in proposals (offers).

2.1.3. Social Relationship

Social relationship refers to social roles played by the participants (Eggins, 1994: 63) that can affect how people use language. How one talks to a shopkeeper must be different from how one talk to his mother. According to Poynton in Eggins (1994:64), Social relationship can be identified through three different aspects: power, affective involvement, and contact.

A situation of whether the participants roles have equal authority or not is put in power. Roles with equal power can be seen between friends, while roles with unequal power which are not reciprocal can be observed between a boss and his employees. Contact puts situation in terms whether the role which the participant plays brings frequent or infrequent contact. For instance, frequent contact often happens between spouses, while occasional contact often happens to

acquaintances. Affective involvement concerns with the range of our involvement emotionally in a situation. Friends or lovers are typically affectively involved, while co-workers are not.

Social relationship is also divided into two situations: informal and formal. Informal situation generally involves participants who have equal power, frequent contact to each other, and high affective involvement. A talk with a close friend can be a good example of informal situation. Meanwhile, a formal situation will occur when the participants have unequal power, low contact happenings (or a one way communication), and low affective involvement. For instance, a college student talks to his dean.

Language use varies significantly from informal to formal situation. In informal situation, people tend to use attitudinal lexis which reflects their attitude towards something (*fantastic, unbelievable, cool*). Meanwhile, they tend to hold back and express our attitude in objective language in formal situation (*unfortunate* and *surprising*). They also use slang words in informal situation and avoid to use slang in formal situation. Another lexical difference is shown by the use of politeness in formal situation (*please, thank you, you're welcome*). On the contrary, people tend to be less polite in informal settings.

Variation of language use also occurs in vocatives. Vocatives are more likely reciprocal when the power held by each participant is equal. On the other hand, when power is not equal, the use of vocatives becomes non-reciprocal. When contact is frequent, participants can call others with nicknames. Meanwhile,

vocatives are not used all when contact is infrequent. If affective involvement between participants are high, participants may use diminutives from names. Otherwise, if affective involvement is low, participants use formal given name.

Another significant language use in the dimension of tenor is shown in a casual talk. If affective involvement and contact are low, the conversation tends to be very short; whereas conversation tends to last longer when affective involvement is high and contact is frequent. When affective involvement is low, a dialogue will emphasize on agreement; while when the contact is frequent and affective involvement is high, there are controversy and disagreement.

The use of modality also shows variety in language use. In an informal situation, modality is rarely used. People commonly use imperative to ask people close to them to help. They may say *Get off your butt and give me a hand here* to their friend. Meanwhile, people use a lot of modalization to get their point across when they ask someone to help them in a formal situation. Interrogatives and question will occur. Interrogatives used in this situation also functions to modulate the request (*would you mind..., could you...*).

2.2. Text Type (Spoken and Written Language)

Spoken and written language are different in several ways. Speaking and writing are realisations of similar linguistic system but they encode meanings differently since both of them represent different purposes.

Written language does not only refer to language which is in a written form. The term ‘spoken language’ also does not only refer to language which is spoken aloud. When a research paper is spoken aloud, the characteristics of the language still stay those of written language. On the contrary, a written text often has more similarities with spoken language than written language. The relationship between language and context of conversation are the keys of differences between spoken and written language (Gerot and Wignell, 1994:158). Spoken language is dependent on the context, whereas written language is more independent over the context. Spoken and written language features can be concluded in the table below:

Most spoken	Most written
Context dependent	Context independent
Language in action	Language as reflection
Language as process (dynamic)	Language as product (synoptic)

Spoken and written language are complex in different circumstances. Written language tends to be grammatically complex while spoken language tends to be lexically complex. In addition, spoken language is grammatically crinkled, whereas written language is lexically dense. These features of spoken and written language are introduced in terms of grammatical intricacy and lexical density.

2.2.1. Grammatical Intricacy

Content words are words like nouns, verbs, adjectives and adverbs. Meanwhile, grammatical words are words like prepositions, conjunctions, auxiliary verbs, modal verbs, pronouns and articles. In spoken language, the message of content is

spread out through a number of clause with a lot of grammatical supports. It results in more loads lifted by grammar. The number of content words is relatively small as there are more informations to be taken. Whereas, the number of clauses in spoken language is higher than that of written language, as the context of the text is spread throughout the text.

2.2.2. Lexical Density

Lexical density is a measurement of total number of content information in a clause or text. It is counted by dividing total number of content words in clause complex with total number of clauses in complex (Gerot and Wignell, 1994:163). For example, lexical density in a spoken language is only 2 (20 content words divided with 10 clauses). Meanwhile, in a text with written language, the lexical density is much higher than that of spoken language. There are more content words in written language than spoken language. In addition, written language tends to have a relatively small number of clause, since it is lexically dense.

Lexical density is actually a readability from a text as a guide. What is important in written language is the grammatical change which lifts lexical density. The number of grammatical metaphors is the key in grammar. Through grammatical metaphors, information which covers a number of clause is shortened in one nominal group in written language. This information shortening looses some explicit grammatical supports.

CHAPTER III

RESEARCH METHOD

3.1. Type of the Research

The research is included in systemic functional linguistics branch as it covers interpersonal meaning and text type. According to its purpose, the research is included in descriptive research. Descriptive research is a study designed to depict the participants in an accurate way.² It is used to describe characteristics of a population or phenomenon being studied. The writer studies sales letters in internet business to find the characteristics of them and later explains the relations between the characteristics and what can be interpreted from them.

The writer applies qualitative research to aim for a further understanding of the interpersonal meaning and text type of sales letters. According to Itkonen (1980a:363), linguistic variables are generally not measurable or qualitative. The only quantitative aspect from linguistics research is the number of occurrences in which a unit shows its value, which is represented by the measurement of dominating units in the sales letters. The quantitative data later lead to qualitative aspect, in which the data are used to explain the patterns of the research subject.

² Cited from <http://study.com/academy/lesson/descriptive-research-design-definition-examples-types.html>

3.2. Data, Population, Sample and Source of the Data

Data are taken from an internet marketing forum called Warrior Forum, which self-proclaims as the biggest internet marketing forum in the world. Keeping consideration that there are too many sales letters which are lack of variety and unlimited numbers of sales letters in the search engine, the writer decides to pick samples from Warrior Forum to limit the population and sample of the data. The population includes every sales letter existed in the forum within April-May 2014, which has been narrowed down into only 5 sales letters from both months. Whereas, the samples include every clause in the selected sales letters.

The writer applies cluster sampling by taking data from a large single source, i. e. Warrior Forum, and picking the data randomly from there. Cluster sampling is a technique to pick the data when not every unit analysis can be mentioned, but we find the list of a larger group from similar units, or cluster (Krippendorff, 2004:117). This kind of sampling may show several particular units in analysis such as what party publishes which kind of texts and which text reflects on which perspective and attitude (Krippendorff, 2004: 118). There are many writers joining and offering their services or products through sales letter. These result in various kind of topics and concerns in the sales letters. The writer focuses on the sales letters which promise to help the potential customers to increase their income.

3.3. Method and Technique of Collecting Data

To collect the data required, the writer uses Simak Bebas Libat Cakap (SBLC) technique. SBLC technique only requires the researcher to observe the dialogue going on without getting involved directly to affect the participants' actions (Sudaryanto, 1993:134). 'Dialogue' here means both face-to-face communication with each participant gives one another feedbacks and one way communication without hearer reacting to what the speaker says. In the research, the writer is neither involved directly to what the sales letter maker says, nor wished to throw any feedback to it. The writer merely takes the data from the internet and observes how the sales letter makers convey their messages to the customers. The SBLC technique is later followed by taking notes technique. The writer only takes the written part of the sales letters as data to focus on the theoretical frameworks.

3.4. Method and Technique of Analyzing Data

The writer uses distributional method, that is immediate constituent (IC) analysis, in analysing the data. Segmenting immediate constituents technique divides the lingual data units into several parts or elements; and these related elements are assumed to be the part which composes the said lingual units (Sudaryanto, 1993:31). In analysing sales letter's structure, every clause is divided into smaller parts in order to label every component, whether it is Subject, Finite or such.

This immediate constituent analysis leads to several advanced analysing methods. The ones revealed in the research are extension and insertion techniques.

Extension is done by enlarging the associated lingual units to left or right, and the extension uses particular component (Sudaryanto, 1993:37). On the other hand, insertion is done by inserting particular component between the existed lingual units (Sudaryanto, 1993:37). Extension makes addition beyond associated lingual units, while insertion makes it within them. The writer applies both extension and insertion technique in the process of identification of the elements of MOOD and RESIDUE in every clause. For instance, the writer applies extension to add tags to ensure the Subject and Finite of a clause. The writer also applies insertion method to add articles when turning a clause into a passive form to ensure the elements labeling.

Regarding to the text type analysis in particular, the writer calculates the number of grammatical words and content words existing in each of the sales letters. The words categorized as grammatical words are prepositions, conjunctions, auxiliary verbs, modal verbs, pronouns and articles. Meanwhile, content words are words which are included in the category of subject, verb, adjective and adverb.

The research concerning interpersonal meanings in sales letter also involves inductive approach. According to Neuman (2003:51), inductive research begins with detailed observations of the data, which moves towards more abstracts generalisations and ideas. The writer applies inductive approach in her research by beginning to observe the data first then find the patterns and make conclusions from the analysis.

CHAPTER IV

FINDINGS OF ANALYSIS

In this chapter, the writer will reveal the function of mood types being used, the role and social relationship between each participant and the text type used in the analyzed sales letters. In order to compile the analysis into a good sequence, the writer will first conduct the analysis through recognizing the structure of the sales letters. The writer delivers the analysis through dividing the sales letters into several stages, as every stage of a sales letter has its own prominent characteristics.

Dominant mood types and MOOD-residue constituents, along with modalizations and modulations, will be discussed first. The mood types section will uncover dominant mood types of each stage delivered in the text as well as the dominant constituent occur. Afterwards, the writer will discuss the formal and informal language in sales letters and the text type of sales letter. Thus, the chapter is divided into three main sub sections: (1) mood types and social relationship; (2) formal language and informal language in sales letters; and (3) sales letter as spoken text.

4.1. Mood Types and Social Relationship

Considering the hypothesis that sales letter has distinctive patterns to further investigate, the writer breaks it down into smaller parts. The writer takes a part from a sales letter to be given as sample to ease the discussion and give a complete illustration about the correlation between mood types and social and role relationship in the sales letters.

There are 15 stages in sales letters, namely: Drawing Customers' Attention; Greeting Customers; Explaining Current Situation; Recognizing Customers' Problem; Finding Solution; Giving Self-Testimonials; Introducing Product; Convincing Customers; Explaining Details of the Product; Introducing Samples; Giving Additional Information; Closing to Action; Giving Testimonials from Others; Answering Questions; and Delivering Epilogue. Each stage has its own prominent mood types and features which result in various social relationship interpretations.

STAGE MAP				
TEXT 1	TEXT 2	TEXT 3	TEXT 4	TEXT 5
I	I	I	I	I
III	IV	III	XII	III
VII	VI	IV	II	IV
VIII	VII	V	IV	VI
X	XII	VI	V	VII

IX	IX	VIII	VIII	VIII
XI	VIII	IX	IX	XII
XII	XII	XII	VI	VIII
XV	VIII		VIII	IX
	XII		XII	XI
	XV		XV	XII
	XI			XIV
	XIII			
	XIV			

Table 1. Structure Map of the Analyzed Sales Letters

The structure of overall analyzed sales letters is exactly like the table given above. There are several stages which exist in some texts but do not exist in others. This implies that each stage has different sense of obligation to another. The writer will explain what kind of mood types contained in each stage and its correlation to role and social relationship of the interactants. The explanation is given below.

Stage I: Drawing Customer's Attention

Drawing prospective buyer's attention is the first step in the sale and purchase transactions in a sales letter. As we can see on the structure map of the sales letter above, the stage is always located at the first position in every sales letter, which indicates that this phase is obligatory in a sales letter. With its

position has always been in the frontline, the stage must attract the potential customer's attention, which eventually results in more diverse and flexible mood types usage than any other stages. The stage of drawing customers' attention can be inserted any type of mood compared to the others which only has one or two mood types. Declaratives, imperatives, interrogatives, modalizations and minor clause can be found in the stage. To further discuss it, see the following examples:

1) Stage I in Text 1

NO	STAGE	TEXT
I	Drawing Customer's Attention	¹ Earn up to \$997 per sale with your own Online Video Business in a Box- ² REVIEW COPIES AVAILABLE ³ EARN Income Selling Video Production Services ⁴ This Premium Website Does All the Selling for you

Table 2. Drawing Customer's Attention in Text 1

According to the table given above, there are various mood types occur in the stage. There are declaratives and imperatives. Imperatives are marked through the usage of residue structure only as an opening with 'earn' as predicator. Imperatives mark that the speaker demands something from the hearers, which is to gain income through their products. Meanwhile, declaratives here function to show the speaker as information provider. Interrogatives also appear within the stage, for example the clause ¹Do you sell MOBILE? in Text 2, but they do not occur in other texts.

2) Stage I in Text 1

NO	STAGE	TEXT
I	Drawing Customer's Attention	¹ Earn up to \$997 per sale with your own Online Video Business in a Box- ² REVIEW COPIES AVAILABLE ³ EARN Income Selling Video Production Services ⁴ This Premium Website Does All the Selling for you

Table 3. Drawing Customer's Attention in Text 1

From the previous example and another example given above, it can be concluded that declaratives and imperatives domineering the stage. The seller puts himself as a provider of information who gives the potential buyers information about their product through declaratives and gives command to the potential buyers to earn income through imperatives. The potential buyers act as the receiver of information and the executor of the seller's command.

The lack of vocative use in the stage shows that the seller and the readers are not close in relationship. It marks infrequent contact and low affective involvement between both participants. There are some degrees of politeness contained in "you" as subject, in a notion that the speaker meets the readers for the first time whose names are unknown. Thus, the seller calls the potential customers with "you", which is a typical way to call the second person. This marks sales letter is normally used in a formal occasion. The use of "you" as subject to greet the other party also reflects that the seller is talking directly to the sales letter readers without the third party.

Stage II: Greeting Customers

The stage of greeting customers stage usually contains only one clause that falls outside both mood or residue structure. It only consists of one clause, and is categorized as a minor clause. The sales letter writer greets the potential buyers to open a sales letter after attracting their attention. See the following examples:

1) Stage II in Text 4

NO	STAGE	TEXT
II	Greeting Customers	⁹ Dear Warrior,

Table 4. Greeting Customers in Text 4

2) Stage II in Text 3

The greeting customer part also appears in Text 3, which is mixed in the drawing customers' attention stage.

NO	STAGE	TEXT
II	Greeting Customers	⁹ Attention to all mobile marketers

Table 5. Greeting Customers in Text 3

Stage III: Explaining Current Situation

Explaining current situation stage appears in 3 out of 5 studied sales letters. It shows that the stage is usually there but not obligatory. It can be seen in the structure map, the stage is always located in the section after the first stage of drawing customers' attention. The writer of the sales letter predominantly uses declaratives in the stage. To discuss it further, see the following examples:

1) Stage III in Text 5

NO	STAGE	TEXT
III	Introducing Current Situation	⁶ It's no secret - ⁷ plenty of people are absolutely coining money on the Internet these days. ⁸ Even in this time when the global economy is depressed ⁹ and many jobs are in danger, ¹⁰ with ordinary folks worried about how they're going to keep putting food on the table, ¹¹ a lot of people are making MORE money than they've seen before in their lives – ¹² and all of them are using the secret strategies ¹³ I'm now willing to reveal to you.

Table 6. Explaining Current Situation Stage in Text 5

It can be seen from the table above that the stage is dominated by declarative clause. The speaker utilizes declarative mood to exchange information with the hearers. Unlike the first stage in which 'you' dominates as subject, the speaker uses non-interactant subject in this stage. It shows that the speaker wants to provide information related to things beyond themselves and the hearers. For instance, the sales letter writer puts a non-interactant subject and complement which are related to general conditions in the online business world through the clause ⁸Even in this time when the global economy is depressed in Text 5. The dominant use of present temporal finite verbal operators in the phase also implies factual information from the speaker to the hearers.

2) Stage III in Text 1

NO	STAGE	TEXT
III	Introducing Current Situation	⁵ Video Marketing is in very high demand! ⁶ There is a huge increase of both people and businesses ⁷ that want to promote their business using video.

Table 7. Explaining Current Situation Stage in Text 1

Declaratives are also used in the text. The clauses in this stage use non-interactant subject to relate to goods offered by the speakers, for example, ⁵Video Marketing is in very high demand! in Text 1.

It can be seen from both tables above that the speaker also uses attitudinal lexis. There is “absolutely” in Text 5 and “huge” in Text 1. Both words imply the speaker’s attitude towards the complements through hyperbolic expressions. These hyperbolic expressions are quite common to use in sales letters to attract the customers with the plot of showing that the potential customers have a high chance to earn money by using the products. In other words, the speaker gives factual information to the hearers, yet also exaggerates it to motivate the hearers.

Stage IV: Recognizing Customers’ Problem

The stage is found in 3 out of 5 analyzed sales letters. It shows that the stage is quite usual to find in sales letter, albeit not obligatory in every sales letter. As can be seen in the structure map, the stage is always located in the section after the third stage of introducing current situation or drawing customer’s attention. The writer of the sales letter predominantly uses interrogatives with a few declaratives in the stage. To further discuss it, see the following examples:

1) Stage IV in Text 2

NO	STAGE	TEXT
IV	Recognizing Customer’s Problem	⁵ Dear Fellow Warrior, ⁶ Are you using solo ads as one of your traffic sources ⁷ but finding that the quality has dropped

		<p>over the years?</p> <p>⁸Are you frustrated ⁹because you keep getting a list full of subscribers only wanting more free stuff? (aka Freebie Seekers)</p> <p>¹⁰Are you struggling to make any money from these "Freebie Seekers" ¹¹and tired of spending hundreds of dollars on solo ads and getting nothing in return?</p>
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Table 8. Recognizing Customer's Problem Stage in Text 2

Recognizing customer's problem stage is dominated by the interrogative moods in sales letter. The frequent use of interrogatives indicates that the speaker requests information from the hearer. The speaker is a recipient of the information, whereas the hearer is a provider of the information in this stage. The information requested is generally related to the problems faced by prospective customers (the hearers) in earning money via online. It can be seen from the residue constituents in the interrogative clause. For example, ⁸Are you frustrated because you keep getting a list full of subscribers only wanting more free stuff? In Text 2. Predicator 'frustrated' and Circumstantial Adjunct because you keep getting a list full of subscribers only wanting for more free stuff simultaneously show the problems faced by the hearer.

2) Stage IV in Text 3

NO	STAGE	TEXT
III/IV	Recognizing Customer's Problem and Explaining Current Situation	<p>⁸Mobile is HOT! ⁹But why aren't your customers hot for it? ¹⁰They CAN be, ¹¹when you have...</p> <p>.... (cont.)</p> <p>The Mobile Marketer's Pro Toolkit! With Private Label Rights!!!</p> <p>¹⁶Mobile is HOT, ¹⁷but your prospects are not.</p> <p>¹⁸But WHY?</p>

Table 9. Recognizing Customers' Problem in Text 3

In addition to the use of interrogative mood, declarative clauses are also found in this stage. The function of declarative clauses is similar to that of interrogative ones, which is to recognize the problems faced by the potential customers. Yet, instead of using interrogative, the seller uses declaratives in delivering the messages. For instance, ¹⁶Mobile is HOT, ¹⁷but your prospects are not in Text 3. The clause implies the customer's problem in a declarative mood. The seller inserts a negative temporal present finite verbal operator 'are not' after the first clause, which is indicating contradictory condition from the first clause. The first clause of the sentence is closely related to the third stage of sales letter, which is explaining current situation. The seller informs the reader that mobile business is becoming a trend currently. The second part of the sentence negates the first part, showing that something does not reflect the current situation as a source of the customer's problem. Both Subjects are non-interactants, which imply that the focus of the phase is not the interactants, but rather the things around them. The use of attitudinal lexis 'HOT' in the clause shows exaggeration implied by the speaker to explain the state of the business.

Stage V: Finding Solution

Finding Solution stage is located after the problem recognition stage in the sales letters. The stage appears only in Text 3 and 4. This indicates that this stage has no great significance in the sales letter, but the number of events is still quite usual. Declaratives are prominent in the stage, indicating that the speaker gives

information about solutions to problem recognized by the hearers in the preceding stage. See the following examples:

NO	STAGE	TEXT
V	Finding Solution	¹⁹ You know you've got a great product. ²⁰ And a great website to show off your mobile services. ²¹ You even have traffic. ²² But what you want and need is more CUSTOMERS. ²³ What you need are great marketing and sales tools ²⁴ that can help you sell... ²⁴ help you close more contracts... ²⁵ and help you bring more money into your business!

Table 10. Finding Solution in Text 3

The fourth stage is dominated by declarative clauses. The speaker provides information for the hearer through declarative mood. The information given related to matters concerning making money via online, for example sold products and interactants involved in the process of making money online. Text 3 talks about the need for the products and customers in making money online. For example, the clause ²²But what you want and need is more CUSTOMERS in Text 3. The phrase 'more CUSTOMERS' takes position as Complement.

Modalization also appears in the clause ¹⁹You know you've got a great product. The speaker uses the phrase 'you know' with mood structure as a modality, which marks the assumed potential customer's opinion about the product it owns.

Relation between the source of the potential customers' problem and its solution is also apparent in this stage. Continuing the examples above, it can be seen that the speakers re-state the problems faced by the readers in doing internet

business and give solution about them. For instance, the clause²³What you need is great marketing and sales tools in Text 3. The clause serves as the solution for the problem of needing more customers like the previous example stated.

The dominant use of present temporal Finite verbal operators in this stage indicates that the speaker in each sales letter provides factual information for the readers (related to the function of the simple present tense). “Have” as finite dominates the stage, implying Subjects’ possession toward complements. “Have” in Text 3 refers to the potential customers, whereas “have” in Text 4 refers to people who have been succeeded in earning money through internet business (see appendix).

The lack of vocative use in the stage shows that the seller and the readers are not close in relationship. It marks infrequent contact and low affective involvement between both participants. There are some degrees of politeness contained in “you” as Subject, in a notion that the speaker meets the readers for the first time whose names are unknown. Thus, the seller calls the potential customers with “you”, which is a typical way to call the second person. This marks sales letter is normally used in a formal occasion.

Stage VI: Giving Self-Testimonials

Giving Self-Testimonials stage is a mandatory phase in a sales letter, given to the fact that 4 out of 5 analyzed texts have it in the structure. The stage occurs

frequently after the speakers establish a solution for the hearers. Declaratives and modalizations appear frequently in the stage. See the following examples:

1) Stage VI in Text 5

NO	STAGE	TEXT
VI	Giving Self-Testimonials	¹⁹ That's the position I was in just two years ago. ²⁰ And it sucked! ²¹ I had tried and failed to follow dozens of courses and plans. ²² But either the instructions were too complicated for a newbie to follow, ²³ or I would start the plan only to find ²⁴ that I needed to spend a whole bucket of money to actually get any traffic or sales. ²⁵ So I threw out all the books I had bought, ²⁶ and set myself to experimenting and learning the techniques which would actually work. ²⁷ I knew affiliate marketing was the best method to earning money - ²⁸ I just needed to crack open the right process.

Table 11. Giving Self-Testimonials Stage in Text 5

Declarative moods dominate the stage, in which the speaker gives information to the hearer. Declarative clauses in this stage mainly use temporal past finite verbal operator to inform past events experienced by the speaker to the readers. For example, this kind of clause is implied in ²¹I had tried and failed to follow dozens of courses and plans in Text 5. The speaker acts as the provider of information about his past experience and the hearer acts as the recipient of information.

The speakers of the sales letters also use past temporal Finite to sympathize with the readers and tell the readers about their inevitable difficult experiences in the past. For instance, ²⁶I was in the same boat in Text 3. This kind of clause most likely precedes the stage of giving self-testimonial.

2) Stage VI in Text 2

NO	STAGE	TEXT
VI	Giving Self-Testimonials	¹¹ If so, ¹² I understand. ¹³ I've been using solo ads as my primary source of traffic for years now... ... ¹⁴ and there has definitely been a HUGE shift in the quality of subscribers ¹⁵ you get from solo ads! ¹⁶ I was finding that ¹⁷ because I was giving away something for free to get them to opt into my list, ¹⁸ I would get nothing in return ¹⁹ when I would promote to them. ... (cont.)

Table 12. Giving Self-Testimonials Stage in Text 4

Modal finite verbal operators also occur in past tense form (*would*) in this stage. This implies two functions of modal finite verbal operators in declaratives in this stage. First, modal finite would functions as the speakers' medium to inform past experience in doing internet business. For instance, ¹⁸I would get nothing in return when I would promote to them in Text 2.

3) .Stage VI in Text 4

NO	STAGE	TEXT
VI	Giving Self-Testimonial	⁴⁹ Why Would You Take My Advice? ⁵⁰ I've run several marketing businesses including a \$10MM website software business ⁵¹ (this was my last J.O.B.) ⁵² On my own, I've also built a six figure online marketing consulting business, ⁵³ made over \$10,000 in my first online business opportunity, ⁵⁴ and sold over \$10,000 in solo ad traffic to online marketers. ⁵⁵ I'm not including this to brag, ⁵⁶ but to show you that I'm someone you can trust, ⁵⁷ and the advice I give you will help you. ⁵⁸ I'm not one who's big into sharing income proof online, ⁵⁹ but I know it motivates people, ⁶⁰ and I remember how I felt motivated just

		<p>seeing what was possible. ⁶¹One thing that happens to most people is a feeling of being overwhelmed ⁶²when seeing these incomes. ⁶³But you need to remember that everyone starts at ZERO. ⁶⁴When you work with me, ⁶⁵I will show you everything you need to do to move from ZERO to HERO. ⁶⁶People who try to go it on their own often get pulled in a number of different directions ⁶⁷and end up frustrated and giving up. ⁶⁸I've created my coaching program ⁶⁹so that doesn't happen to you.</p>
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Table 13. Giving Self-Testimonials Stage in Text 4

Second, modal finite ‘would’ functions as a modulation to show how the speaker of the text offers a service to the readers. It can be seen through the clause ⁴⁹Why would you take my advice? in Text 4. There is also a modalization in the clause ⁶⁵I will show you everything you need to do to move from ZERO to HERO which marks a probability offered by the speaker.

Meanwhile, the speaker also applies temporal present finite verbal operator with present perfect tense (have, have been) to inform prospective buyers about their experiences with earning income through the internet. It is meant to give information towards the hearers about factual events to affirm their status as the persons who have succeeded rather than sympathizing with the potential customers. It is apparent in the clause ⁵⁰I've run several marketing businesses including a \$10M website software business in Text 4.

Unlike other stages which use *you* or non-interactants as subject, ‘I’ dominate as subject in this stage instead. It affirms speaker’s position as a seller who is persuading potential customers to buy his products. It can be seen through

the previous examples. The use of ‘I’ as subject in this stage also shows the speaker as the one who does things in the text instead of the hearers or other interactants. The phase of giving self-testimonial is the place where the speaker predominantly inserts themselves as the main actor of the text.

Stage VII: Introducing Product

The stage of introducing product is dominated by declaratives. It functions to give an introduction to the product being offered by the seller. To further discuss it, see the following example:

1) Stage VI in Text 5

NO	STAGE	TEXT
VI	Introducing Product	²⁹ Now you can take advantage ³⁰ and follow me to create profit-pulling affiliate sites ³¹ that can rake in up to \$1,092 per month! ³² These Six Simple Strategies Are So Easy ³³ Anyone Can Use Them To Cash In With Affiliate Marketing! ³⁴ Affiliate Avenger

Table 14. Introducing Product Stage in Text 5

The sixth stage in the sales letter is dominated by the declarative mood. The speaker uses declarative mood to give information to the hearers. The information contained in this phase concerns with the products being sold. It is shown in the complement or circumstantial adjuncts used by the speakers in the clauses. For example, the clause ³²Introducing ... Freebie List Profits in Text 2 and the clause ³³Anyone Can Use Them To Cash In With Affiliate Marketing in Text 5. In this phase, the speaker uses 2 different finite verbal operators, i.e. temporal

present and median modal (will, can). This indicates that the speakers provide factual information about the products and give the possibility to the hearer about their statements. For example, when clause 33 from Text 5 is taken into account, the speaker tells the possibility that the product is available to be used by anyone.

2) Stage VII in Text 1

NO	STAGE	TEXT
VII	Introducing Product	⁸ Well that's where you and this great website comes in. ⁹ It sells video production services. ¹⁰ How It Works ¹¹ Someone interested in purchasing a video comes to your website ¹² and places an ORDER. ¹³ After they order, ¹⁴ the money is immediately deposited into YOUR PayPal Account. ¹⁵ Next, you simply place the order with the supplier ¹⁶ and they fulfill it. ¹⁷ It's that simple. ¹⁸ You don't need to know the first thing about video production or any other technical stuff.

Table 15. Introducing Product Stage in Text 1

The speaker also adds some extra explanations about the products being offered through declarative clauses, such as in Text 1. For instance, ¹¹Someone interested in purchasing a video comes to your website and places and ORDER. Subject is used in relation with the information provided by the speakers, which means matters related to earning money online through internet business.

Stage VIII: Convincing Customers

Speaker predominantly uses declarative clauses in this stage. Many of the declarative uses are combined with modalizations, indicating that the speakers provide information to the hearer and simultaneously indicate uncertainty and the

likelihood of their statements. Modalizations in sales letter texts are manifested through modal verbal finite operators and mood adjuncts. To further discuss the matter in hand, see the following examples:

1) Overall Patterns of Stage VIII (Examples of Text 1 and 2)

NO	STAGE	TEXT
VIII	Convincing Customers	¹⁹ And you can even upsell them for other services such as a mobile site, SEO or any other services ²⁰ you may offer. ²¹ Or you can just be done with it ²² and move on to the next customer. ²³ Again the beauty of it is that it can be completely outsourced. ²⁴ I personally do well with this via email, ²⁵ but you can use any method to promote your service. ²⁶ So if you're interested, ²⁷ I would jump in now ²⁸ and take advantage of the introductory pricing. ²⁹ The best part is ³⁰ that this is great for both newbies and experienced individuals. ³¹ Don't worry ³² you will receive Complete after-sales support.

Table 16. Convincing Customers Stage in Text 1

The speaker uses finite capital verbal median operator 'can' and 'will/would' with the subject 'you', describes the speakers provide information on the possibility of the hearer to do something. It concerns with speaker's offer of possibilities the hearer might get after purchasing the products. For example, ¹⁹And you can even upsell them for other services such as a mobile site, SEO or any other services in Text 1 above. Besides using finite capital verbal operators to realize modalizations, the speaker also uses Mood adjuncts in this phase. For example clause ²³Again the beauty of it is that it can be completely outsourced in Text 1. The function of adjunct mood in this stage is for the speaker to emphasize his opinion on what he believed in a statement. The speaker uses the mood

adjuncts to persuade consumers to buy their products by providing opinion or assesment for consideration to the consumers.

Declaratives also appear in convincing customers stage. They mark how the speaker informs the readers with the speaker as information provider and the readers of sales letter as information receiver. Aside from giving information, it also appear to back the speaker's arguments up. For instance, the clause ⁷²THEN THIS COURSE IF FOR YOU! in Text 2.

In addition, the speaker also uses the pronoun for himself (I) with a capital of finite verbal operator 'will' or 'am going to' that show promise to do something for the prospective buyer. It can be seen in ³¹I'm going to work with you directly to help you learn how Internet marketing really works in Text 2.

2) Exceptional Case in Stage VIII in Text 3

Normally, the position of the stages of sales letter is separated from each other and quite distinctive. Yet, there are two stages which are emerged into one big part in Text 2, namely convincing customers and explaining details of the product. The writer makes use of both stages alternately. The part is begun with modalizations to show probabilities to the potential customers, continued with declaratives to inform the potential customers, and added with more modalizations to offer deals to them (see appendix). The writer also found some modulations to show deference and suggestion towards the potential buyers. For instance, the clause ⁷³Wouldn't you like to start receiving payments like this? in Text 3. It is in an interrogative form, but the function is more like proposal about

things the speaker wants to offer than asking for some information to the hearers. There are also some modalizations which show the speaker's opinion about the things being talked about. Therefore, it can be concluded that convincing customer stage is also dominated by modalizations. These modalizations are predominantly used to persuade people to buy the products (see appendix).

As a matter of fact, the stage of convincing customers also has quite amount of emphasized attitudinal lexis, like 'elegant', 'salivate', and 'love' written in capitals (see appendix). It implies how the speaker persuades the customer through exaggerating his statements.

Convincing customers phase is obligatory in a sales letter. All sales letters being analyzed contain the stage as a tool to persuade prospective buyers into purchasing the speakers' products. It is considered as the most important content of a sales letter, as it bears the main purpose of sales letter. The position of convincing customers stage usually in the middle or body of the sales letter and it can be put repetitively in various way.

Stage IX: Explaining Details of the Product

The stage of explaining details of the product is preceded by a declarative clause as speaker's mediator to give information or service to the hearers. This declarative clause functions to precede the stage. It is later followed by a list of noun phrases. See the following examples:

1) Stage IX in Text

NO	STAGE	TEXT
IX	Explaining Details of The Product	⁴⁰ Here's what you'll get: <ul style="list-style-type: none"> - ⁴¹Access to my boot camp training where I reveal the exact strategies ⁴²I use in my business - ⁴³A daily action plan where I'll show you what you need to be doing each day to get results in your business – ⁴⁴just be ready to work! ☺ - ⁴⁵Access to my contact details so you can reach me on Skype and Facebook - ⁴⁶Directions on how to position yourself as an authority so people want to buy from you - ⁴⁷Access to my Facebook Mastermind group to network with others ⁴⁸who are like you working on themselves and building their business

Table 17. Explaining Details of the Product in Text 4

These noun phrases take into Complement position in the clause, which contain stuff included in the product package. For example, ⁴⁶*Directions on how to position yourself as an authority so people want to buy from you* in Text 4.

2) Stage IX in Text 5

NO	STAGE	TEXT
IX	Explaining Details of the Product	⁶⁸ With this simple step-by-step course, you'll learn exactly how to become an Affiliate Avenger: <ol style="list-style-type: none"> 1. ⁶⁹Select Your Target 2. ⁷⁰Name Your Superhero Bunker 3. ⁷¹Select Your Weaponry 4. ⁷²The Caped Crusader 5. ⁷³Mission Deliverables 6. ⁷⁴Ninja Stealth SEO Mission ⁷⁵ And I am going to show you exactly how it is done!

Table 18. Introducing Product Stage in Text 5

Meanwhile, in Text 5, the phase of explaining details of the product uses a declarative clause with finite verbal modal operator “will”, which is shown

through the clause ⁶⁸With this simple step-by-step course, you'll learn exactly how to become an Affiliate Avenger. Modalization used in the clause marks probability given by the speaker to the customers.

In addition to using a noun phrase, the speaker also uses imperatives on the product list. For instance, the clause ⁶⁹Select Your Target in Text 5. Although, it cannot be precisely called as imperative as it does not necessarily ask the potential customers to do what the speaker says. It functions similarly to the noun phrases which have been discussed in another example above.

The stage of explaining details of the product is important in sales letter. It is a mandatory part where the speaker provides information about the content of the product to the hearer. The position may vary from one sales letter to another, but most of them are put after convincing customers stage.

Stage X: Introducing Sample

The stage of introducing sample only appears once in Text 1. With the small number of events occurs, the stage is not obligatory in sales letter. The writer of the sales letter applies imperatives in this stage. See the following example:

NO	STAGE	TEXT
X	Introducing Sample	³³ Check out the premium hand crafted site below: ³⁴ VIEW DEMO of PREMIUM SITE HERE

Table 19. Introducing Sample in Text 1

Imperatives here are used to imply command from the writer, in which the speaker demands the potential customers (hearers) to do something. The speaker acts as the recipient of the service, while the hearer takes role as the provider of the service. For example, ³³Check out the premium hand crafted site below in Text 1. The seller wants the prospective buyers to check the example of the product in the phase.

Stage XI: Giving Additional Information

The stage of giving additional information functions to give the extra information a reader should know about the products. Imperatives and declaratives dominate the stage. See the following example:

NO	STAGE	TEXT
XI	Giving Additional Information	⁸³ PS. ⁸⁴ Don't Worry! ⁸⁵ You are backed by my 1 week, 30 Day Guarantee! ⁸⁶ Implement my strategy for at least a week ⁸⁷ and if you see no results ⁸⁸ then let me know within 30 days ⁸⁹ and you will get a full refund, ⁹⁰ no questions asked! ⁹¹ All I ask is to genuinely give it a try ⁹² because I know it works! ⁹³ I feel thats not too much to ask. ⁹⁴ After all, you are getting this as a ridiculously low price!

Table 20. Giving Additional Information Stage in Text 2

In this stage, speakers predominantly use declarative mood. The speakers provide information on the hearer through declarative clauses. In Text 1, this section has only one clause, namely ³⁹REVIEW COPIES AVAILABLE. Temporal present finite verbal operator "are" is inserted in this clause to provide

the information that there are review copies to prospective buyers under special circumstances, which will be explained in closing to action (see appendix). Meanwhile, a full paragraph concerning the stage can be found in Text 2.

The speaker uses temporal present finite verbal operators to present factual information about the goods that he sold. Meanwhile, the speaker makes use plenty of modalizations which are realized through Mood adjuncts which show the speakers' pressure in a statement, for example in the clause ⁹²because I know it works! in Text 2. Mood adjuncts with mood structure like 'I know', 'I feel', 'Again the beauty is that' (which the latest example occurs in another stage) in sales letter seem to all mark the speaker's opinion about the Subject it talks about in the following clause.

The speaker reinforces his opinion that this product will produce something through the clause. In addition, the speaker also uses imperatives with residue structure only in this phase. This indicates that the speaker demands a service from the hearer, i.e. doing something in his favor. It can be seen from the clause ⁸⁶Implement my strategy for at least a week in Text 2.

The stage is not obligatory, its presence was detected only in Text 1 and 2. It is generally located at the end of the sales letter, near to the closing to action phase.

Stage XII: Closing to Action

Closing to Action is a stage where both participants of sales letter are ready to close a transaction. It is dominated by imperatives and declaratives. See the following example:

NO	STAGE	TEXT
XII	Closing to Action	⁶³ Buy Now \$7.57 ⁶⁴ powered by WSO Pro ⁶⁵ HURRY! ⁶⁶ Only 1 copy left at this price

Table 21. Closing to Action Stage in Text 2

The speaker mainly uses imperatives with residue structure only in closing to action stage. They appear in deal buttons, which will bring potential customers to the transaction page to purchase the product. Imperatives indicate the speaker's command to the hearer. The speaker demands a service from the hearer to do transactions regarding to the product being offered. The command is apparent in the clauses ⁷⁸BUY NOW in Text 2 and ⁸⁸GET STARTED NOW in Text 4. The use of temporal present Finite verbal operator *do* implies the tense put by speaker. Meanwhile, circumstantial adjunct 'NOW' are used to give information about time in deal buttons (answering the question 'when'). Both elements are realized to execute deals with the potential customers in an immediate manner.

The speaker also uses declarative mood to explain further about imperatives in this stage. The declaratives used in the stage are dominated by mood adjuncts 'only'. For instance, ⁸¹Only 1 Copy left at this Price. This clause shows that the speaker informs the hearer about the availability of the product.

Closing stages to action usually occupies part of the end or the middle of the sales letter. It may appear more than once and it is usually appear after giving additional information or convincing customers stage. Closing to action is a part that cannot be separated from a sales letter, because of its function as a transaction executor between the speaker and the hearer in a sales letter.

Stage XIII: Giving Testimonials from Others

Giving testimonials from others stage appears only in 2 out of 5 sales letters available. It implies that the stage is not quite obligatory, even though it is still usual in a sales letter. The stage functions to show proofs coming from the other potential buyers who had tried the product offered. See the following example:

NO	STAGE	TEXT
XIII	Giving Testimonials from Others	⁹⁵ Check Out What Others Have To Say! kazba: ⁹⁶ Hey there... ⁹⁷ I purchased Branden’s “Freebie List Profits” last night ⁹⁸ and now that I have viewed the contents, ⁹⁹ I would like to leave a review. ¹⁰⁰ I have been watching Branden for some time now ¹⁰¹ and have seen quite a good number of his landing pages and funnels. ¹⁰² He has always intrigued me with his creativity and unique ideas. ¹⁰³ This WSO is a reflection of just how creative Branden is. ¹⁰⁴ But more importantly how he has used this creativity to monetize his funnel in a way ¹⁰⁵ that I had not thought of before. ¹⁰⁶ This step by step blueprint shows you how to build a list for free using his methods and how to build a relationship with those subscribers to market

		<p>additional offers to.</p> <p>¹⁰⁷I feel that anyone regardless of what level they are at, will easily be able to implement Branden’s methods to build their first list for virtually free ¹⁰⁸and then monetize that list for increased profits.</p> <p>¹⁰⁹For those who have already begun to build a list, ¹¹⁰then this blueprint will give you additional ideas on monetizing your funnel ¹¹¹that you may not have thought of before.</p> <p>¹¹²For just a few bucks, this WSO is well and truly worth it.</p> <p>¹¹³Good work Branden.</p> <p>¹¹⁴Karen Bailey</p> <p>Carl Topping:</p> <p>¹¹⁵Branden has put together a top notch step by step blueprint on how to set up and profit pulling funnel!</p> <p>¹¹⁶It is not only great for anyone who wants to start out in list building and creating their own cash converting funnel ¹¹⁷but even as an experienced list builder and funnel creator there are some handy golden nuggets!</p> <p>¹¹⁸The thing I like about it the most is ¹¹⁹that it is very easy to follow unlike some products ¹²⁰that can have your head spinning in circles.</p> <p>¹²¹Great job Branden, ¹²²looking forward to your future products!</p> <p>¹²³Carl Topping – carltopping.com</p>
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Table 22. Giving Testimonials from Others Stage in Text 2

The stage of testimonials from other customers mainly consists of declarative clauses. It implies that the customers here are the ones who act as the providers of information. Unlike other stages where once the customer is put as the information provider then the speaker must be the recipient of information, in this stage the speaker of the sales letter is mentioned as the third-party by using vocatives. We can see that from clause ¹¹⁵Branden has put together a top notch step by step blueprint on how to set up and profit pulling funnel! in Text 2. The word ‘Branden’ represents the speaker’s existence in this stage. This implies that

the customers who give their testimonials in are in a friendly basis with the speaker, albeit not very close to each other.

Instead of the speaker persuades the hearers through this stage, the other customers who sent their testimonials are here to take over the speaker's function as the provider of information. The exchange of information happens between the potential customers and the customers who have bought the products, instead of the seller being the sole person to offer his products. The act of persuasion by the seller is also practiced by the customers who testified on the products. We can see this through some modalizations which occur in the stage. For instance, ¹⁰⁷I feel that anyone regardless of what level they are at, will easily be able to implement Branden's methods to build their first list for virtually free in Text 2. The modalization used also marks the customers' who claim that they have been using the product to persuade the potential buyers.

This stage only occurs once in the analyzed sales letters, so it should not be an obligatory stage in a sales letter.

Stage XIV: Answering Questions

Answering Questions is included as the closing stage of a sales letter, in which its position is located in the end of sales letter. Answering Questions stage is usually written in a sales letter to gives additional information about the product being offered by the writer of the sales letter. However, the stage is not meant to be confused with giving additional information stage, as the stage being discussed

at the moment has different mood types structure. In order to reveal what is being delivered in answering questions stage, see the following example:

NO	STAGE	TEXT
XIV	Answering Questions	⁸⁵ FAQ: Q: ⁸⁶ Is there an OTO? A: ⁸⁷ Yes, but you don't need it to make this system work. ⁸⁸ It's a heavily discounted copy of some of my previous WSO-of-the-Day awarded software. Q: ⁸⁹ Do I need to invest money for this method to work? A: ⁹⁰ You will need a domain name and hosting. ⁹¹ These can both be found very cheaply ⁹² and I give sources in the ebook. ⁹³ You can also choose to outsource or buy tools to help you select a niche, product and write site content - ⁹⁴ however all the free methods are fully explained.

Table 23. Answering Questions Stage in Text 5

Answering questions stage consists of two important mood types, namely declarative and interrogative. The stage begins with a declarative clause as the beginning of a phase, which most likely contains “Frequently Asked Questions” abbreviation. The stage is arranged in the form of questions and answers in turn. yes or no interrogatives fill the ‘question’ section and declaratives fill the ‘answers’ section. However, the interrogatives used in this stage have slightly different functions with the similar interrogatives in the recognizing customers’ problem phase. If interrogatives on the third stage place the speakers as the recipient in demanding information from the hearers, the hearers in this phase is definitely requesting information from the speakers. The absence of vocative use in the analyzed sales letters, however, only allows one-way communication from the speaker without the hearer's involvement in it. Yet, in an internet forum (i.e.

Warrior Forum), communication between speaker and hearer may occur. Even though it does not occur in the main text of a sales letter, the questions from the hearers may appear some time after the sales letter is loaded on the forum board. Otherwise, the speaker possibly makes an imaginative communication with the hearers about the 'questions' and 'answers' section between them.

Yes or no interrogatives in the 'questions' make the first clause in the section 'answer' contains a polarity 'yes' or 'no'. For example, the paired up clauses ¹²⁵Is there an OTO? and ¹²⁶Yes, there is 1 oto in Text 2 (see appendix). There are times when the speaker does not answer the hearer's questions with polarity 'yes' / 'no', but with a declarative clause. For example, ⁸⁹Do I need to invest money for this method to work? and ⁹⁰You will need a domain name and hosting in Text 5.

The use of verbal Finite present temporal operators that dominate this section of the sales letter shows that the information given is factual information from the speaker to the hearer. For example, ⁸⁸It's a heavily discounted copy of some of my previous WSO-of-the-Day awarded software in Text 5.

The speaker also use modalizations with the help of modal Finite verbal operators (will, can) in this stage to give emphasize to the likelihood the speaker's statement. The speaker also uses Mood Adjuncts to emphasize the speaker's opinion about the products offered to the hearer, for instance the clause ¹³⁵so I feel it's a steal as it is in Text 2 (see appendix).

This stage is not obligatory stage, but only to clarify what is included in the offers in the sales letters. The stage only appears in the Text 2 and Text 5. Its position is always located near the end of the text.

Stage XV: Ending Sales Letter

The stage of ending sales letter appears at the end of sales letter. Declaratives dominate the stage. During the stage, the seller gives information about the speaker's attitude after ending his persuasive sales letter. The stage only occurs once in the analyzed sales letters. There are two clauses appeared in the ending part of the sales letter. See the following example:

NO	STAGE	TEXT
XV	Ending Sales Letter	⁴⁷ Thanks for Reading... ⁴⁸ I look forward to doing business with you, ⁴⁹ – Donald

Table 24. Ending Sales Letter in Text 1

One clause uses declaratives structure with ellipsed Subject, such as in 'Thanks for reading'. The seller expresses his gratitude to the readers through greetings (see structure outside mood and residue) with himself as an ellipsed Subject. Later, the writer uses declarative form of clause to give information that he is waiting for doing this video production business with the customers. The writer of the sales letter also puts his name under his expression of gratitude to show his identity.

4.2. Formal and Informal Language in Sales Letters

Sales letter writers in general use formal language in sales letters to persuade potential buyers to purchase their products. In addition, the sales letter writers also make use of informal language to convince the potential buyers. It is shown through the patterns of formal and informal language in sales letters as follows.

1) Dominant Use of Neutral Lexis with Plenty of Attitudinal Lexis

Sales letters typically use neutral words. There are some attitudinal le xis follow to attach strong emotions of the speaker, i.e. the seller, to convince people to buy the products being offered. The attitudinal lexis appear frequently in some stages in sales letters, e.g. convincing customer's stage. The speaker commonly uses words like *exactly*, *absolutely*, *huge* or *PROFIT!* to strengthen their judgment on something being talked about.

2) Formal Lexis with Abbreviated Forms

Sales letters mainly use formal lexis without slang. The speaker seems conscious about the fact that both speaker and hearer probably have never met before. Thus, formal lexis are used to show politeness. What is interesting, the speaker uses abbreviated forms like *I'll*, *You'll*, *You'd* which are not appropriate to use in a written form of text. The use of abbreviated forms indicates that sales letter is grouped in a spoken text, which normally uses abbreviated forms.

3) The Lack of Vocative Use and No Names Mentioned

The speaker does not use any names to call the readers. There is no vocative found in the text. The speaker always uses “you” to mention the readers, with the only exception of warriors and mobile marketers in the stage of greeting customers. It actually implies that sales letter is meant to use in a formal occasion.

4) Comprehensive Use of Modalizations

Sales letter writers use a lot of modalizations to get their point across. There is a modalization to show deference, which is implied through modulation in the stage of giving self testimonials. The speaker also uses modalizations as suggestion to the readers which can be seen in convincing customers stage. There is also suggestion done through the medium of other participant, i.e. the readers giving testimonials about the product offered by the speaker. The function of giving opinion in modalizations also appears in convincing customers and testimonial from others stage (which also occurs in several other stages). The function of probability in modalizations most likely occurs in the stage of drawing customers’ attention and convincing customers. Probability usually appears in statements regarding to the opportunity of earning income by using the seller’s product or what the speaker is going to do to help the customers. The findings imply that sales letter is used in a formal occasion.

The utilization of both formal and informal language in sales letters leads to several conclusions. First, sales letter is used in a formal transaction between the seller and the potential buyer. It is marked in the lack of vocative and the dominant use of formal lexis. Second, there is a possibility that the seller is

showing the impression of being friendly although both seller and potential customer probably have never met before. It explains why the seller uses formal language with a brush of informal language. The seller combines both of them to lower the tension between both participants in sales letter.

4.3. Sales Letter as Spoken Text

As what has been presented in the first chapter, the writer is interested in analyzing the characteristics in the texts to determine whether a sales letter can be categorized as a spoken or written text. The analysis show that sales letter has the features of spoken language as follows.

1) Context Dependent

As a spoken text, sales letter is very context dependent. The premise is proven through the dominant use of pronouns and articles in a sales letter. It is very apparent in the stages which are closely related, for instance recognizing customers' problem and giving self-testimonials. Take a look at the evidence taken from Text 5 below:

¹⁹**That's** the position I was in just two years ago. ²⁰And **it** sucked! ²¹I had tried and failed to follow dozens of courses and plans. ²²But either **the instructions** were too complicated for a newbie to follow, ²³or I would start **the plan** only to find ²⁴**that** I needed to spend a whole bucket of money to actually get any traffic or sales.

As can be seen from the example above, there are some pronouns which are very dependent in context because they relate to the previous context in the

text. Take clause ¹⁹*That's the position I was in just two years ago* in the stage of giving self-testimonial as an example. The word “that” at the beginning of the clause refers to the condition where the speaker experienced inevitable problems in the previous clause. Rather than being connected with merely a clause or a phrase, the seller mentions “that” as a reference to the whole context in the recognizing customers’ problem; which concerns the customers facing problems in their online business (see appendix; stage IV and VI in Text 5). The seller expresses that he used to be like the potential customers who did not make any money from buying courses and plans regarding to earning money through online business.

2) Language in Action

Sales letter as a spoken text has language in action. Language in action is related to the function of the text and the interactivity between participants in text. Sales letter in internet business functions as a medium to promote the seller’s products and persuade the potential buyers. A text with language in action serves the purpose of demanding interlocutors to do something told by the speaker, and so does a sales letter. It can be seen from the mood types used in some parts of the text. See the following examples below:

(1) Modalization and Imperative in Stage I in Text 2

¹**Make** \$50 - \$100+ Per Day Giving "Freebie Seekers" EXACTLY What They Want... ²FREE STUFF!³Are you tired of buying solo ad after solo ad and getting a bunch of Freebie Seekers...⁴Now You **Can** Make Upwards Of \$50 - \$100+ Per Day From Freebie Seekers By Giving Them EXACTLY What They Want!

The writer of sales letter gives command to the potential buyers to earn income and enhances possibility to make more money. The text is used to command the potential buyers to do something and persuade them that they can earn more through doing what the writer of sales letter says. It can be seen from how the speaker uses the modal Finite verbal operator “can” and the RESIDUE structure only with “make” as predicator.

(2) Subject “you” and “I” in Stage VI in Text 2

¹³I've been using solo ads as my primary source of traffic for years now... ¹⁴and there has definitely been a HUGE shift in the quality of subscribers ¹⁵**you** get from solo ads!

There is also interactive communication between the participants in sales letter. It is shown through how the speaker uses “you” and “I”, which implies that the speaker talks to the potential buyers directly. The phenomenon is shown clearly in the stage of giving self testimonials. To persuade people, one must be involved in a direct contact with the target. Thus, interaction patterns are strongly attached in sales letter.

(3) Interrogatives in Stage IV in Text 2

⁶Are you using solo ads as one of your traffic sources ⁷but finding that the quality has dropped over the years? ⁸Are you frustrated ⁹because you keep getting a list full of subscribers only wanting more free stuff? (aka Freebie Seekers)

Interaction patterns in sales letter are also marked by interrogatives, in which the speaker of sales letter asks for information to the potential customers without mediators. It can be seen clearly in the stage of recognizing customers' problem in Text 2. The writer of sales letter asks for information directly to the

potential buyers without mediators. Although it is technically impossible for the potential buyers to answer the questions directly, they are assumed to be involved in a face to face communication in sales letter.

3) Language as Process (Dynamic)

Sales letter as a spoken text also shows the characteristic of using language as process. There is a dynamic process within a text which has language as process, in which a text is delivered through phases to reach the speaker's goal. Sales letter has stages which reflect language as process in a spoken text. A seller in sales letter does not directly command the potential buyers to buy his products, but asks them to buy the products through several phases which can be concluded from the first section of data analysis. See the following examples which show the recognizing customer's problem stage which is followed by finding solution stage:

STAGE	TEXT
Recognizing Customer's Problem and Explaining Current Situation	⁸ Mobile is HOT! ⁹ But why aren't your customers hot for it? ¹⁰ They CAN be, ¹¹ when you have... The Mobile Marketer's Pro Toolkit! With Private Label Rights!!! ¹² Are you struggling to turn your site traffic into leads for your mobile services? ¹³ Is it painful for you to pick up the phone and cold-call on business after business after business? ¹⁴ Is it hurting your bottom line to be meeting with prospects but losing the sale ¹⁵ when you get in front of them? ¹⁶ Mobile is HOT, ¹⁷ but your prospects are not. ¹⁸ But WHY?

Table 25. Recognizing Customer's Problem and Explaining Current Situation Stage in Text 3

STAGE	TEXT
Finding Solution	¹⁹ You know you've got a great product. ²⁰ And a great website to show off your mobile services. ²¹ You even have traffic. ²² But what you want and need is more CUSTOMERS. ²³ What you need are great marketing and sales tools ²⁴ that can help you sell... ²⁴ help you close more contracts... ²⁵ and help you bring more money into your business!

Table 26. Finding Solution Stage in Text 3

The writer of sales letter first recognizes the problem faced by the potential buyers about their business, then gives a solution to the potential buyers to overcome the problem in hand. It shows the dynamic process of a sales letter, which is realized through several process to aim for the goal set by the writer of sales letter, i.e. persuading people to purchase the product.

Although there are several stages in sales letter, the phases of persuading potential buyers to buy the products can be summarized as follows: 1) drawing customer's attention, 2) introducing product, its details, and its benefits, 3) persuading potential customers, and 4) closing transaction. The overall stages proves that the speaker of sales letter uses language as a process to aim his goals, i.e. persuading potential consumers to buy his products. However, the sales letter writers have their own way to deliver the text to the potential customers, which result in different stage utilizations regarding to the context given by them.

2) Grammatically Intricate and Lexically Not Dense

As what has been presented in the first chapter, the writer is interested in analyzing the characteristics in the texts to determine whether a sales letter can be categorized as a spoken or written text. The writer has analyzed the total number of grammatical words, content words, clauses as well as lexical density scores in each text. The results of this analysis can be seen in the following table:

TEXT CODE	GRAMM. WORDS	CONTENT WORDS	TOTAL CLAUSE	LEXICAL DENSITY
TEXT 1	150	171	49	3.06
TEXT 2	643	560	147	3.81
TEXT 3	669	716	178	4.02
TEXT 4	427	341	88	4.85
TEXT 5	395	327	95	3.44

Table 27. Summary of Lexical Density Test

From the table given above, it can be concluded that 3 out of 5 sales letters available show characteristics of spoken language, which is marked through a higher amount of grammatical words than content words. Also, although the other two sales letters are claimed to have more content words than grammatical words, the overall low marks in lexical density aspect in sales letter show that a sales letter is a spoken text. It means that sales letter is grammatically intricate and lexically not dense in general. In summary, sales letter can be categorized as a spoken text even though it has a written form.

CHAPTER V

CONCLUSION

Sales letter as in internet business has a purpose to inform and persuade the prospective buyers. The purpose of getting the customers to buy the product sold by the writer of the sales letter is realized through several stages. Required stages of a sales letter include: *Drawing Customers' Attention*, *Giving Self-Testimony*, *Convincing Customers*, *Explaining Details of the Product* and *Closing to Action*. The rest is less obligatory.

Declaratives dominate almost all stages of the sales letter. It indicates that the speaker would like to inform people about the product he/she sells. There are also several modalizations in action to convince hearer to buy the products. Imperatives also appear to enclose the action of buying product by the readers and draw people's attention to the products.

The overall sales letters show the role relationship of the seller and the customers. Speaker and hearer have unequal power, low affective involvement and infrequent contact toward each other. Communication between the participants works one-way with speaker as the active interactant. Sales letter is also found to use both informal and formal language, with the notion that the text happens in a formal occasion but the tension is lowered through informal language. The analysis also indicates that sales letter is a form of spoken text. The texts are context dependent, grammatically intricate and not lexically dense.

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APPENDIX

TEXT 1

NO	STAGE	TEXT
I	Drawing Customers' Attention	¹ Earn up to \$997 per sale with your own Online Video Business in a Box- ² REVIEW COPIES AVAILABLE ³ EARN Income Selling Video Production Services ⁴ This Premium Website Does All the Selling for you

NO	STAGE	TEXT
III	Introducing Current Situation	⁵ Video Marketing is in very high demand! ⁶ There is a huge increase of both people and businesses ⁷ that want to promote their business using video.

NO	STAGE	TEXT
VII	Introducing Product	⁸ Well that's where you and this great website comes in. ⁹ It sells video production services. ¹⁰ How It Works ¹¹ Someone interested in purchasing a video comes to your website ¹² and places an ORDER. ¹³ After they order, ¹⁴ the money is immediately deposited into YOUR PayPal Account. ¹⁵ Next, you simply place the order with the supplier ¹⁶ and they fulfill it. ¹⁷ It's that simple. ¹⁸ You don't need to know the first thing about video production or any other technical stuff.

NO	STAGE	TEXT
VIII	Convincing Customers	¹⁹ And you can even upsell them for other services such as a mobile site, SEO or any other services ²⁰ you may offer. ²¹ Or you can just be done with it ²² and move on to the next customer. ²³ Again the beauty of it is that it can be completely outsourced.

		²⁴ I personally do well with this via email, ²⁵ but you can use any method to promote your service. ²⁶ So if you're interested, ²⁷ I would jump in now ²⁸ and take advantage of the introductory pricing. ²⁹ The best part is ³⁰ that this is great for both newbies and experienced individuals. ³¹ Don't worry ³² you will receive Complete after-sales support.
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NO	STAGE	TEXT
X	Introducing Sample	³³ Check out the premium hand crafted site below: ³⁴ VIEW DEMO of PREMIUM SITE HERE

NO	STAGE	TEXT
IX	Explaining Details of the Product	³⁵ What's Included: ³⁶ Premium Website to sell your services ³⁷ List of Suppliers to fill your orders ³⁸ After sale support and guidance

NO	STAGE	TEXT
XI	Giving Additional Information	³⁹ REVIEW COPIES AVAILABLE

NO	STAGE	TEXT
XII	Closing to Action	⁴⁰ Review price only \$17 ⁴¹ BUY NOW ⁴² *You must leave a review ⁴³ after you have received your purchase ⁴⁴ Introductory Normal price: \$27 ⁴⁵ BUY NOW ⁴⁶ No review necessary

NO	STAGE	TEXT
XV	Ending Sales Letter	⁴⁷ Thanks for Reading... ⁴⁸ I look forward to doing business with you, ⁴⁹ – Donald

TEXT 2

NO	STAGE	TEXT
I	Drawing Customers' Attention	¹ Make \$50 - \$100+ Per Day Giving "Freebie Seekers" EXACTLY What They Want... ² FREE STUFF! ³ Are you tired of buying solo ad after solo ad and getting a bunch of Freebie Seekers... ⁴ Now You Can Make Upwards Of \$50 - \$100+ Per Day From Freebie Seekers By Giving Them EXACTLY What They Want!

NO	STAGE	TEXT
IV	Recognizing Customer's Problem	⁵ Dear Fellow Warrior, ⁶ Are you using solo ads as one of your traffic sources ⁷ but finding that the quality has dropped over the years? ⁸ Are you frustrated ⁹ because you keep getting a list full of subscribers only wanting more free stuff? (aka Freebie Seekers) ¹⁰ Are you struggling to make any money from these "Freebie Seekers" ¹¹ and tired of spending hundreds of dollars on solo ads and getting nothing in return?

NO	STAGE	TEXT
VI	Giving Self-Testimony	¹¹ If so, ¹² I understand. ¹³ I've been using solo ads as my primary source of traffic for years now... ... ¹⁴ and there has definitely been a HUGE shift in the quality of subscribers ¹⁵ you get from solo ads! ¹⁶ I was finding that ¹⁷ because I was giving away something for free to get them to opt into my list, ¹⁸ I would get nothing in return ¹⁹ when I would promote to them. ²⁰ Even when focusing on building a relationship with these types of subscribers, ²¹ it was still very difficult. ²² All they wanted was MORE FREE STUFF! ²³ After all that's why they signed up to your list in the first place...

		<p>²⁴So I had to figure out a way to make money off these Freebie Seekers...</p> <p>... ²⁵AND I FINALLY FOUND ONE!</p> <p>²⁶But its not what you think.</p> <p>²⁷After months of trying to crack the code and a BUNCH of trial and error...</p> <p>²⁸I have FINALLY figured out how to PROFIT from Freebie Seekers, ²⁹no matter how many you get on your list!</p>
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NO	STAGE	TEXT
VII	Introducing Product	<p>³⁰The Secret?</p> <p>... ³¹YOU GIVE THEM EXACTLYE WHAT THEY WANT!</p> <p>³²Introducing...</p> <p>Freebie List Profits</p> <p>³³I have created a powerful training ³⁴that will show you a method ³⁵that will allow you to FINALLY profit from solo ads by giving away exactly what those freebie seeker want... ³⁶More free Stuff!</p> <p>³⁷This method will allow you to break even or even profit from the moment they opt into your list...</p> <p>³⁸This means FREE LISTBUILDING!</p> <p>³⁹Then where you make your money with this method is on the back end!</p> <p>⁴⁰PROFIT!</p>

NO	STAGE	TEXT
XII	Closing to Action	<p>⁴¹Buy Now \$7.57</p> <p>⁴²powered by WSO Pro</p> <p>⁴³HURRY! ⁴⁴Only 1 copy left at this price</p>

NO	STAGE	TEXT
IX	Explaining Details of the Product	<p>⁴⁵Here's what you'll discover in this course:</p> <p>⁴⁶- How to finally profit from solo ads</p> <p>⁴⁷- How the quality of solo ad traffic has taken a BIG shift</p> <p>⁴⁸- One simple method to implement into your sales funnel that will allow you finally profit from solo ads and freebie seekers</p> <p>⁴⁹- How to finally get your value per subscriber</p>

		<p>to \$1 or more!</p> <p>⁵⁰- Three different funnels that can be used with this method</p> <p>⁵¹- How to followup with your subscribers with this method</p> <p>⁵²- Where you can find resources to impletement into your funnel</p> <p>⁵³- Tips and Tricks to monetize your list to the fullest</p> <p>⁵⁴-How to transition into building your list completely for free and make pure profit!</p> <p>⁵⁵- How all of this can get you to \$50 - \$100 or more per day</p> <p>⁵⁶- And more!</p>
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NO	STAGE	TEXT
VIII	Convincing Customers	<p>⁵⁷I could of easily priced this WSO much higher than I have...</p> <p>⁵⁸But I wanted everyone to have the ability to get in on this method ⁵⁹and finally start making money online today...</p> <p>... ⁶⁰or add an additional income stream to there current income streams!</p> <p>⁶¹But I want to make this a no-brainer for you today, ⁶²so I am special pricing this today:</p>

NO	STAGE	TEXT
XII	Closing to Action	<p>⁶³Buy Now \$7.57</p> <p>⁶⁴powered by WSO Pro</p> <p>⁶⁵HURRY! ⁶⁶Only 1 copy left at this price</p>

NO	STAGE	TEXT
VIII	Convincing Customers	<p>⁶⁷Basically you will be getting everything you need to finally start making money from solo ads...</p> <p>... ⁶⁸and the freebie seekers that come with them.</p> <p>⁶⁹This is for newbies and experienced marketers alike!</p> <p>⁷⁰If you have been thinking about using solo ads as a traffic source, ⁷¹but have been worried about hearing how the quality has dropped... ⁷²THEN THIS COURSE IF FOR YOU!</p> <p>⁷³If you have been buying solo ads, promoting</p>

		affiliate offers, CPA offers, or your own products ⁷⁴ and seeing no success... ⁷⁵ THEN THIS COURSE IS FOR YOU! ⁷⁶ I have cracked the code ⁷⁷ and am now letting you in on this!
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NO	STAGE	TEXT
XII	Closing to Action	⁷⁸ Buy Now \$7.57 ⁷⁹ powered by WSO Pro ⁸⁰ HURRY! ⁸¹ Only 1 copy left at this price

NO	STAGE	TEXT
XV	Ending Sales Letter	⁸² To Your Success!

NO	STAGE	TEXT
XI	Giving Additional Information	⁸³ PS. ⁸⁴ Don't Worry! ⁸⁵ You are backed by my 1 week, 30 Day Guarantee! ⁸⁶ Implement my strategy for at least a week ⁸⁷ and if you see no results ⁸⁸ then let me know within 30 days ⁸⁹ and you will get a full refund, ⁹⁰ no questions asked! ⁹¹ All I ask is to genuinely give it a try ⁹² because I know it works! ⁹³ I feel thats not too much to ask. ⁹⁴ After all, you are getting this as a ridiculously low price!

NO	STAGE	TEXT
XIII	Giving Testimonials from Others	⁹⁵ Check Out What Others Have To Say! kazba: ⁹⁶ Hey there... ⁹⁷ I purchased Branden's "Freebie List Profits" last night ⁹⁸ and now that I have viewed the contents, ⁹⁹ I would like to leave a review. ¹⁰⁰ I have been watching Branden for some time now ¹⁰¹ and have seen quite a good number of his landing pages and funnels. ¹⁰² He has always intrigued me with his creativity and unique ideas. ¹⁰³ This WSO is a reflection of just how creative Branden is. ¹⁰⁴ But more importantly how he has used this creativity to monetize his funnel in a way ¹⁰⁵ that I had not thought of before. ¹⁰⁶ This step by step blueprint shows you how to build a

		<p>list for free using his methods and how to build a relationship with those subscribers to market additional offers to.</p> <p>¹⁰⁷I feel that anyone regardless of what level they are at, will easily be able to implement Branden’s methods to build their first list for virtually free ¹⁰⁸and then monetize that list for increased profits.</p> <p>¹⁰⁹For those who have already begun to build a list, ¹¹⁰then this blueprint will give you additional ideas on monetizing your funnel ¹¹¹that you may not have thought of before.</p> <p>¹¹²For just a few bucks, this WSO is well and truly worth it.</p> <p>¹¹³Good work Branden.</p> <p>¹¹⁴Karen Bailey</p> <p>Carl Topping:</p> <p>¹¹⁵Branden has put together a top notch step by step blueprint on how to set up and profit pulling funnel!</p> <p>¹¹⁶It is not only great for anyone who wants to start out in list building and creating their own cash converting funnel ¹¹⁷but even as an experienced list builder and funnel creator there are some handy golden nuggets!</p> <p>¹¹⁸The thing I like about it the most is ¹¹⁹that it is very easy to follow unlike some products ¹²⁰that can have your head spinning in circles.</p> <p>¹²¹Great job Branden, ¹²²looking forward to your future products!</p> <p>¹²³Carl Topping – carltopping.com</p>
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NO	STAGE	TEXT
XIV	Answering Questions	<p>¹²⁴Reserved for FAQ</p> <p>1. ¹²⁵Is there an OTO?</p> <p>- ¹²⁶Yes there is 1 oto. ¹²⁷It is the Freebie List Profits VIP package. ¹²⁸It includes resources that compliment the main product ¹²⁹but are not needed for it to work. ¹³⁰It is priced at \$17 ¹³¹and is a one time price. ¹³²It will be available on the back end but for \$27.</p> <p>2. ¹³³Can I get a review copy?</p> <p>- ¹³⁴No, this product is released at a VERY low price ¹³⁵so I feel its a steal as it is.</p> <p>3. ¹³⁶Is this for newbies?</p>

		<p>- ¹³⁷Yes it is for newbies. ¹³⁸But I would say that its best to know how to at least buy hosting, a domain and install wordpress</p> <p>4.) ¹³⁹Is there an initial investment needed?</p> <p>- ¹⁴⁰With the traffic source that I am promoting in this course, ¹⁴¹yea there is a small investment needed. ¹⁴²But there are other free traffic methods you could use instead ¹⁴³if you like. ¹⁴⁴Also, once your list gets to a certain point, ¹⁴⁵then you can build the list for free ¹⁴⁶and just profit! ¹⁴⁷Its explained in the course.</p>
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TEXT 3

NO	STAGE	TEXT
I	Drawing Customers' Attention	¹ Do you sell MOBILE? ² WANT \$475 CHECKS?!! ³ DONE-FOR-YOU marketing tools – video and more – WITH PLR! ⁴ Attention all Mobile Marketers! ⁵ DONE-FOR-YOU TOLLS Get You More Leads & Close More Clients!!! ⁶ This is perfect for you ⁷ if you hate selling!

NO	STAGE	TEXT
III/IV	Recognizing Customer's Problem and Explaining Current Situation	⁸ Mobile is HOT! ⁹ But why aren't your customers hot for it? ¹⁰ They CAN be, ¹¹ when you have... The Mobile Marketer's Pro Toolkit! With Private Label Rights!!! ¹² Are you struggling to turn your site traffic into leads for your mobile services? ¹³ Is it painful for you to pick up the phone and cold-call on business after business after business? ¹⁴ Is it hurting your bottom line to be meeting with prospects but losing the sale ¹⁵ when you get in front of them? ¹⁶ Mobile is HOT, ¹⁷ but your prospects are not. ¹⁸ But WHY?

NO	STAGE	TEXT
V	Finding Solution	¹⁹ You know you've got a great product. ²⁰ And a great website to show off your mobile services. ²¹ You even have traffic. ²² But what you want and need is more CUSTOMERS. ²³ What you need are great marketing and sales tools ²⁴ that can help you sell... ²⁴ help you close more contracts... ²⁵ and help you bring more money into your business!

NO	STAGE	TEXT
VI	Giving Self-	²⁶ I was in the same boat.

	Testimonial	<p>²⁷And to be honest, I don't like calling on customers!!!</p> <p>²⁸I want my websites to do a lot of the selling for me.</p> <p>²⁹So I created the Mobile Marketer's Pro Toolkit to help me. ³⁰And I want you to have it, too!</p> <p>³¹Today, right now!</p>
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NO	STAGE	TEXT
VIII/IX	Convincing Customers and Explaining Details of the Product	<p>³²Every tool in the kit is done-for-you...!</p> <p>³³So you can start using them today... to turn visitors into prospects, prospects into customers, and customers into cash in your bank account!</p> <p>³⁴This amazing, done-for-you set of marketing tools will position you as the highest-level professional in your niche!</p> <p>³⁵It will easily set you apart from your competition, ³⁶and blow your prospect's minds so much ³⁷they'll be begging you to do business with them!</p> <p>³⁸YOU'LL SALIVATE WHEN YOU SEE WHAT YOU GET!...</p> <ol style="list-style-type: none"> <li data-bbox="798 1176 1380 1836">1. ³⁹A professional, ready-made video for your website. ⁴⁰A video that captures a prospect's attention...in just 60 seconds! ⁴¹Because we all know that video works. ⁴²Video sells, ⁴³doing most of the work FOR us! ⁴⁴Video engages a part of the brain ⁴⁵that text like you're reading now just does not. ⁴⁶But your video is not a long, drawn-out, boring video. ⁴⁷Customers won't sit through those. ⁴⁸You only have a few vital seconds to grab and keep their attention ⁴⁹when they land on your site or you start a presentation. ⁵⁰Your toolkit video does just that (⁵¹wait 'til you see it below!) <li data-bbox="798 1836 1380 1986">2. ⁵²A mobile simulator that will actually engage a prospect – ⁵³and get him or her involved in what the corporate world calls “The Sales Cycle”.

		<p>⁵⁴Something that will make it crystal clear why the prospect needs you and your service!</p> <p>⁵⁵Your prospect will be able to interact on your website!</p> <p>(⁵⁶Remember how I said I didn't really like calling on customers? ⁵⁷If you don't, either, ⁵⁸you'll LOVE this!)</p> <p>3. ⁵⁹An elegant, solid, fact-based presentation.</p> <p>⁶⁰I don't know about you, ⁶¹but my customers only spend money with me ⁶²when I can back up my claims.</p> <p>⁶³"Mobile is HOT!" is not something a prospect can bank on.</p> <p>⁶⁴But the fact that over of all Google searches take place on mobile devices... ⁶⁵now, THAT's something a CIO or a CEO can buy into – ⁶⁶if it's backed up by research. ⁶⁷Which is just what you'll show them!</p> <p>⁶⁸Your presentation will just about seal the deal!</p> <p>⁶⁹See, I know that armed with these three ready-to-go tools – ⁷⁰you can win more sales and make more money!</p> <p>⁷¹You'll have a set of tools that will virtually walk a prospect from your website right to the point ⁷²where all you have to do is hand the prospect a pen to sign the check for your services!</p> <p>⁷³Wouldn't you like to start receiving payments like this?</p> <p>⁷⁴The Mobile Marketer's PRO Toolkit! With Private Label Rights</p> <p>⁷⁵It's Powerful And Effective!</p> <p>⁷⁶PRO TOOL #1: ⁷⁷PROFESSIONAL MARKETING VIDEO</p> <p>⁷⁸Professional 1-Minute Marketing video to grab your visitors attention. ⁷⁹Put this video on your website with an opt-in or a call to action ⁸⁰and watch your leads trip over themselves to learn more!</p> <p>⁸¹What Will They Find When They Find YOU?</p> <p>⁸²Listen, most videos are boring and way too</p>
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	<p>long, ⁸³ filled with too many facts that drone on.</p> <p>⁸⁴You have to grab people senses with dynamic video and majestic music to get their interest and attention, ⁸⁵and get them to move to the next step in your sales cycle. ⁸⁶Don't just dump information on them and scare them or bore them away.</p> <p>⁸⁷This 1-minute prospecting video will grab your prospect's attention, ⁸⁸making them want to know more, ⁸⁹moving you one step closer to a sale!</p> <p>⁹⁰PRO TOOL #2: ⁹¹INTERACTIVE MOBILE SIMULATOR</p> <p>⁹²An incredible WordPress plugin that lets you install a working mobile site simulator onto your WordPress site!</p> <p>⁹³It lets your prospects see just how crappy their current site is ⁹⁴when viewed on a mobile phone! ⁹⁵Doing that will blow your prospect's socks off!</p> <p>⁹⁶The best part? ⁹⁷It's hands-off for you – ⁹⁸the prospects checks his site himself, right online, wherever you add the simulator!</p> <p>⁹⁹And it's interactive for them, ¹⁰⁰which gets them engaged with you!</p> <p>¹⁰¹Check it out yourself!</p> <p>¹⁰²Working Mobile Site Simulator</p> <p>¹⁰³Simple but powerful WordPress Plugin!</p> <p>¹⁰⁴(install with just 3 clicks!)</p> <p>¹⁰⁵Your prospect enters his web address then clicks GO!</p> <p>¹⁰⁶His website appears as it would look on a mobile phone!</p> <p>¹⁰⁷How powerful is that?!</p> <p>¹⁰⁸And all you had to do was install a plugin!</p> <p>¹⁰⁹Your phone will be ringing off the hook with leads!</p> <p>¹¹⁰PRO TOOL #3: ¹¹¹PROFESSIONAL MOBILE PRESENTATION</p> <p>¹¹²A professionally-crafted powerpoint presentation that will empower you to talk to your prospects with confidence and authority.</p> <p>¹¹³Look, I know the fear of public speaking is the #1 fear of most people. ¹¹⁴This presentation helps take that fear away.</p>
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		<p>¹¹⁵Because each slide conveys just one idea, fact or statistic – ¹¹⁶and shows the source of that statistic!</p> <p>¹¹⁷So you never have to worry about stumbling through your presentation!</p> <p>¹¹⁸And it's geared toward one thing: selling your mobile site service.</p> <p>¹¹⁹With this sales presentation, you'll be comfortable giving it, ¹²⁰and confident when you sit down to sign the contract.</p> <p>¹²¹AND you get Private Label Rights to every tool!</p> <p>¹²²JUST USE THIS KIT AS IT IS, RIGHT OUT OF THE BOX!</p> <p>¹²³OR CUSTOMIZE IT ALL YOU WANT.</p> <p>¹²⁴PUT YOUR NAME ON IT ¹²⁵AND CLAIM IT AS YOURS!</p> <p>¹²⁶THE CHOICE IS YOURS!</p> <p>¹²⁷Upload them to your site, share them with your prospects, ¹²⁸print out the powerpoint presentation ¹²⁹and bring it on sales calls.</p> <p>¹³⁰The choice is yours.</p> <p>¹³¹The possibilities are limitless, ¹³²and before you know it, ¹³³you'll have more business than you know what to do with!</p> <p>¹³⁴I'm sure by now you are seeing what a powerful addition these tools will be to your marketing.</p> <p>¹³⁵BUT I DIDN'T STOP THERE!...</p> <p>¹³⁶I added these valuable bonuses for the smart marketers who take action today!</p> <p>¹³⁷Fast Action Bonus #1</p> <p>¹³⁸MY "HOLD-YOUR-HAND" WEBINAR –</p> <p>¹³⁹where I'll explain how to effectively use these done-for-you tools. ¹⁴⁰I'll answer all your questions and ¹⁴¹show you how to get the most out of your investment.</p> <p>¹⁴²Fast Action Bonus #2</p> <p>¹⁴³MY "CUSTOMIZATION" WEBINAR –</p> <p>¹⁴⁴where I'll show you show how to customize the video ¹⁴⁵and brand it with your company name and contact information, ¹⁴⁶and how to turn the powerpoint presentation into a video of its own – even with your voice narrating it!</p> <p>¹⁴⁷The skills you'll learn in this webinar ¹⁴⁸you will be able to use again and again!</p>
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	<p>¹⁴⁹WHAT WOULD ALL THIS COST?</p> <p>¹⁵⁰If you had these tools created for yourself, ¹⁵¹they would cost you thousands of dollars. ¹⁵²But for a limited time, you can get them for a tiny fraction of that. ¹⁵³If they help you bring in just one extra deal, ¹⁵⁴that can be worth hundreds of dollars in real cash. ¹⁵⁵But your investment will be nowhere near what it would cost to have them created! ¹⁵⁶So let's recap what you're getting:</p> <ol style="list-style-type: none"> 1. ¹⁵⁷Done-for-you video to catch your prospect's attention, ¹⁵⁸and make him or her aware of why he needs to get mobile-ready...in just 60 seconds... ¹⁵⁹BEFORE he tunes out and ¹⁶⁰moves on to another site ¹⁶¹or task on his to-do list! 2. ¹⁶²Incredible, mind-blowing, easy-to-use, done-for-you Mobile Simulator plugin for WordPress! ¹⁶³All you have to do is install the plugin just like any other WordPress plugin, ¹⁶⁴put one single line on a post or page, ¹⁶⁵and you're simulator is ready to go, ¹⁶⁶just like the one on this page! 3. ¹⁶⁷Powerful, done-for-you, fact-filled mobile presentation. ¹⁶⁸Not just your average amateur powerpoint, either, ¹⁶⁹this is a professionally-designed presentation ¹⁷⁰you'll be proud to show to any prospect, from the smallest of small business to any corporate boardroom! <p>¹⁷¹PLUS, the two fast-action bonuses! ¹⁷²With the done-for-you tools in the Mobile Marketer's Toolkit, you can be up and running in just minutes!</p>
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NO	STAGE	TEXT
XII	Closing to Action	<p>¹⁷³30 Day Money Back Guarantee ¹⁷⁴But hurry, this is a limited time offer! ¹⁷⁵ORDER YOURS NOW! ¹⁷⁶\$97.....\$47.....\$27 ¹⁷⁷Buy Now \$17 ¹⁷⁸powered by WSO Pro</p>

TEXT 4

NO	STAGE	TEXT
I	Drawing Customers' Attention	¹ [Limited FREE WSO] ² I Will Show You Step-by-Step How to Make \$10K A Month Online ³ “Discover The One Thing ⁴ No One Has Ever Offered You ⁵ That’s Keeping You From Making \$10,000 A Month!” ⁶ When You Have This, ⁷ You’ll Start Enjoying Life Like I Do

NO	STAGE	TEXT
XII	Closing to Action	⁸ GET STARTED NOW

NO	STAGE	TEXT
II	Greeting Customers	⁹ Dear Warrior,

NO	STAGE	TEXT
IV	Recognizing Customer’s Problem	¹⁰ Ever wonder what’s the difference between you and someone making \$10,000 a month online? ¹¹ Are they smarter than you? ¹² Do they glow in the dark? ¹³ Or shoot laser beams from their eyeballs?

NO	STAGE	TEXT
V	Finding Solution	¹⁴ No, it’s none of those things. ¹⁵ What separates them from you is they have only one thing you don’t. ¹⁶ They have a mentor. ¹⁷ They found someone who could show them what to do, ¹⁸ answer their questions, ¹⁹ and give them the encouragement they needed to get their first results online. ²⁰ Think about it. ²¹ For every success out there, there is someone behind them who overcame struggles, ²² who spent countless hours and money learning what

		works and doesn't work, ²³ who then turns around and helps others. ²⁴ That is what a mentor does.
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NO	STAGE	TEXT
VIII	Convincing Customers	<p>²⁵What if you could find someone more experienced than you who was willing to help you out ²⁶and keep you focused n what's most important?</p> <p>²⁷A good mentor motivates you ²⁸and shares his experiences with you ²⁹so you can avoid making the same mistakes.</p> <p>³⁰If you had access to your own mentor, ³¹do you think this would be a shortcut to getting results?</p> <p>³²Would you be interested in joining me in such a program?</p> <p>³³Now, think about having valuable training at your fingertips and having the ability to contact me directly with your questions ³⁴when you're stuck or unsure what to do next.</p> <p>³⁵I'm going to work with you directly to help you learn how Internet marketing really works ³⁶and show you how to build a big list ³⁷so you can learn to make money from your list and working right now, ³⁸and you'll learn proven money-making strategies ³⁹that I've paid thousands for.</p>

NO	STAGE	TEXT
IX	Explaining Details of The Product	<p>⁴⁰Here's what you'll get:</p> <ul style="list-style-type: none"> - ⁴¹Access to my boot camp training where I reveal the exact strategies ⁴²I use in my business - ⁴³A daily action plan where I'll show you what you need to be doing each day to get results in your business – ⁴⁴just be ready to work! ☺ - ⁴⁵Access to my contact details so you can reach me on Skype and Facebook - ⁴⁶Directions on how to position yourself as an authority so people want to buy from you

		- ⁴⁷ Access to my Facebook Mastermind group to network with others ⁴⁸ who are like you working on themselves and building their business
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NO	STAGE	TEXT
VI	Giving Self-Testimonial	<p>⁴⁹Why Would You Take My Advice?</p> <p>⁵⁰I've run several marketing businesses including a \$10MM website software business ⁵¹(this was my last J.O.B.)</p> <p>⁵²On my own, I've also built a six figure online marketing consulting business, ⁵³made over \$10,000 in my first online business opportunity, ⁵⁴and sold over \$10,000 in solo ad traffic to online marketers.</p> <p>⁵⁵I'm not including this to brag, ⁵⁶but to show you that I'm someone you can trust, ⁵⁷and the advice I give you will help you.</p> <p>⁵⁸I'm not one who's big into sharing income proof online, ⁵⁹but I know it motivates people, ⁶⁰and I remember how I felt motivated just seeing what was possible.</p> <p>⁶¹One thing that happens to most people is a feeling of being overwhelmed ⁶²when seeing these incomes.</p> <p>⁶³But you need to remember that everyone starts at ZERO.</p> <p>⁶⁴When you work with me, ⁶⁵I will show you everything you need to do to move from ZERO to HERO.</p> <p>⁶⁶People who try to go it on their own often get pulled in a number of different directions ⁶⁷and end up frustrated and giving up.</p> <p>⁶⁸I've created my coaching program ⁶⁹so that doesn't happen to you.</p>

NO	STAGE	TEXT
VIII	Convincing Customers	<p>⁷⁰Get Your First Results With My Coaching</p> <p>⁷¹My goal for the rest of 2014 is to help at least 50 people get started on the right path ⁷²so they can leave their jobs ⁷³and start living their dream lifestyle.</p>

		<p>⁷⁴You'll get the attention you need from me ⁷⁵when you join my coaching program. ⁷⁶If you have a question, ⁷⁷ask it! ⁷⁸I will give you a personalized answer in the mastermind group. ⁷⁹Now, this coaching is not for the lazy or uncommitted. ⁸⁰I'm going to hold you accountable to your commitments ⁸¹so I can make sure you succeed. ⁸²People have said I'm crazy putting this up as a free WSO, ⁸³and I will be removing it soon. ⁸⁴This is an absolute steal considering my minimum client engagement starts at \$2,000. ⁸⁵If you're really serious about succeeding online, ⁸⁶then don't hesitate ⁸⁷because I will start charging soon for access to my Boot Camp Training and Facebook Mastermind.</p>
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NO	STAGE	TEXT
XII	Closing to Action	⁸⁸ GET STARTED NOW!

TEXT 5

NO	STAGE	TEXT
I	Drawing Customer's Attention	¹ [DIMESALE!] ² Get the 6 Simple Steps ³ That Helped Me Make \$1,092 From Just One Site! ⁴ Yes, These 6 Simple Steps Helped Me Make \$1,092 From Just One Site ⁵ And They Will Work For YOU Too!

NO	STAGE	TEXT
III	Introducing Current Situation	⁶ It's no secret - ⁷ plenty of people are absolutely coining money on the Internet these days. ⁸ Even in this time when the global economy is depressed ⁹ and many jobs are in danger, ¹⁰ with ordinary folks worried about how they're going to keep putting food on the table, ¹¹ a lot of people are making MORE money than they've seen before in their lives – ¹² and all of them are using the secret strategies ¹³ I'm now willing to reveal to you.

NO	STAGE	TEXT
IV	Recognizing Customer's Problem	¹⁴ You've probably downloaded dozens of ebooks and video courses, ¹⁵ all promising to show you the latest, greatest grooviest can't-lose money-making-system. ¹⁶ And how much have you got to show for it so far? ¹⁷ Let me guess - ¹⁸ like many people, a big fat ZERO!

NO	STAGE	TEXT
VI	Giving Self-Testimonials	¹⁹ That's the position I was in just two years ago. ²⁰ And it sucked! ²¹ I had tried and failed to follow dozens of courses and plans. ²² But either the instructions were too complicated for a newbie to follow, ²³ or I would start the plan only to find ²⁴ that I needed to spend a whole bucket of money to actually get any traffic or sales. ²⁵ So I threw out all the books I had bought, ²⁶ and set myself to experimenting and learning the techniques which would actually work. ²⁷ I knew

		affiliate marketing was the best method to earning money - ²⁸ I just needed to crack open the right process.
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NO	STAGE	TEXT
VI	Introducing Product	²⁹ Now you can take advantage ³⁰ and follow me to create profit-pulling affiliate sites ³¹ that can rake in up to \$1,092 per month! ³² These Six Simple Strategies Are So Easy ³³ Anyone Can Use Them To Cash In With Affiliate Marketing! ³⁴ Affiliate Avenger

NO	STAGE	TEXT
VIII	Convincing Customers	³⁵ This simple, step-by-step blueprint works ³⁶ whether you've already had some experience making websites, ³⁷ or you're a total newbie. ³⁸ When you buy Affiliate Avenger ³⁹ you'll soon see how everyone from college kids to stay at home parents can follow this system every day to bring in extra money like clockwork ⁴⁰ and finally feel financially secure. ⁴¹ Imagine what you'd do with an extra \$1,092 per month... ⁴² That's what I earned in one month from just ONE of my most successful sites. ⁴³ The beauty of this system is that it doesn't require a high level of time or money investment - ⁴⁴ you can easily scale this model, ⁴⁵ especially if you outsource. ⁴⁶ 5 figure monthly paydays are well within your reach! ⁴⁷ Time for that dream vacation... or that dream wedding... ⁴⁸ or just to replace your old junker with a reliable new car! ⁴⁹ And the best thing is, ⁵⁰ once you've got the initial work done, ⁵¹ that's it - ⁵² your site will continue making money for you day in and day out. ⁵³ I love waking up in the morning to check my email and see the commissions ⁵⁴ I earned overnight ⁵⁵ while I was sleeping. ⁵⁶ It's a great feeling ☺

NO	STAGE	TEXT
XII	Closing to Action	57Only 1 More At \$1.18! BUY NOW

NO	STAGE	TEXT
VIII	Convincing Customers	⁵⁸ If you've tried affiliate marketing before ⁵⁹ but never got anywhere with it - ⁶⁰ this course is for you. ⁶¹ No more targeting general keywords ⁶² that every marketer and his dog is promoting. ⁶³ When you use Affiliate Avenger's laser-targeted methods, ⁶⁴ you create a direct path for people who are actively looking to buy. ⁶⁵ No more guesswork ⁶⁶ and throwing endless articles at Ezines ⁶⁷ and hoping some traffic sticks!

NO	STAGE	TEXT
IX	Explaining Details of the Product	⁶⁸ With this simple step-by-step course, you'll learn exactly how to become an Affiliate Avenger: 1. ⁶⁹ Select Your Target 2. ⁷⁰ Name Your Superhero Bunker 3. ⁷¹ Select Your Weaponry 4. ⁷² The Caped Crusader 5. ⁷³ Mission Deliverables 6. ⁷⁴ Ninja Stealth SEO Mission ⁷⁵ And I am going to show you exactly how it is done!

NO	STAGE	TEXT
XI	Giving Additional Information	⁷⁶ Avengers, act fast! ⁷⁷ This profit-pulling blueprint is on a dimesale starting at just 99c - ⁷⁸ but the price is rising with every sale! ⁷⁹ Lock in your price now by hitting the buy button below. ⁸⁰ And remember... ⁸¹ Your financial freedom starts here. ⁸² Take control!

NO	STAGE	TEXT
XII	Closing to Action	⁸³ Only 1 More At \$1.18! ⁸⁴ BUY NOW

NO	STAGE	TEXT
XIV	Answering Questions	⁸⁵ FAQ: Q: ⁸⁶ Is there an OTO? A: ⁸⁷ Yes, but you don't need it to make this

		<p>system work. ⁸⁸It's a heavily discounted copy of some of my previous WSO-of-the-Day awarded software.</p> <p>Q: ⁸⁹Do I need to invest money for this method to work?</p> <p>A: ⁹⁰You will need a domain name and hosting. ⁹¹These can both be found very cheaply ⁹²and I give sources in the ebook. ⁹³You can also choose to outsource or buy tools to help you select a niche, product and write site content - ⁹⁴however all the free methods are fully explained.</p>
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