



The "Will My Copy Convert?" Checklist....

This checklist is broken down into 10 sections. These 10 sections are the foundation of any great sales letter or video sales letter or offer. Here are the 10 sections:

1. Before Your Start Writing
2. The Pre-Headline & Headline
3. The Introduction & Discovery
4. The Reveal
5. Setting The Value of The Offer
6. Risk Reversal
7. Limited Time only
8. The Satisfied Customers
9. Call To Action
10. The PS

Below are the most overlooked and least understood elements for each of the 10 sections above. Regardless of the template or format for writing a sales letter you follow, they all have some version of those 10 elements. Here is what you must have in each of the 10 elements to write copy that you know will convert.

- Before You Start Writing -

Most people who want to write a sales letter think they just need a “proven” template and fill in the blanks. The big problem with that is the template may have worked in some instances, but unless you have the fundamental elements of understanding your audience and how you will frame your solution to them, no template in the world is going to help you. Use this quick checklist to make sure you have a good understanding of your customer and your own solution.

This is what I call, “The Power Of One” Primer. If you have these elements clear in your own mind before you start writing, then following a sales letter template or writing system is very easy. It will also ensure that you don’t end up with some kind of crazy “Frankenstein-copy” on your sales page.

Ask yourself, “Do I know the following about my ideal customer and my product?”:

- One Customer - One Customer in mind to whom you will be writing
- One Big Problem - One big Problem they want solved now
- One “Common Solution” - One common trick or “solution” they have tried but hasn’t worked
- One hurdle - A common sticking point in pursuit of the result.
- Your One Big Promise - A big fat promise that will give them the result they want
- One Enemy - We need someone to blame their past failures on

- One new insight - We need one critical new idea that opens the door to their new success
- Bonus - An analogy or story of how you discovered this one insight.

Now that you have fundamental elements in place, let's move on to a classic and proven structure for an effective sales letter.

1. The Pre-Headline & Headline

- Pre Headline - Call Out to the specific audience and the specific problem they are suffering from. Get this information from the list above.
- Example - Attention - Information Marketers Who Are Frustrated With Never Knowing If The Copy They Write Will Convert
- Headline - Stick with the classic here. Use this formula to start: How To _____, in _____ Without _____ Even If _____.
- How To _____. This is the end result the prospect wants. It should be external, tangible, specific, and measurable. Lose 25 pounds of belly fat or drop 2 dress sizes as opposed to "feel sexier".
- In _____. This is amount of time the prospect can get the goal they want. How to drop 2 dress sizes *in one week*. Knowing what timeframe the prospects expects to get the

results allows you as the marketer to meet or exceed their expectations.

- Without _____. This is what the prospect has like already tried and has not worked or they don't want to do in order to get the end result. *How To Drop 2 Dresses In One Week Without Going On A Diet Or Sweating Away In A Gym.*
- Even If _____. This is the self-doubt the prospect is battling against. This the negative voice inside their head telling them "this won't work". *How To Drop 2 Dresses In One Week Without Going On A Diet Or Sweating Away In A Gym Even If You Have Tried To Lose The Weight Before & It Didn't Work.*

2. The Introduction & Discovery - Here you will introduce yourself and what you want to talk to them about in the letter.

- Introduce yourself - Who are you? What "qualifies you" to talk about the topic? What results have you achieved? How long did it take?
- Relate to their situation and struggle - What was it like for you before you started getting the results? What did you think you ***should be doing*** before you started getting results? Where did you get that bad advice?
- Introduce your discovery - What idea or method did you find (usually by accident) that led to your breakthrough? Did it work the first time

you tried it? How did you know that you finally had found something that would work? What proved it to you that you were going to overcome this problem. What big lie did you uncover in this process of finding the solution? What one common piece of advice should they stop listening doing right now?

- Why does this “new way” work so much better? What aspects of your solution do you like over the other options the prospect could choose?
- Proof - For people to believe your claims, they need to see that it really works. Here are some ways to include proof and credibility in your claim.
 - Prove you are credible - “As Seen On”, show screenshots of your results, third party endorsements of you or your idea.
 - Show other people like them have done it - screenshots, testimonials.
 - Show them how easy it is - They need to know they can do it too.

4. The Reveal - Introduce The Product

- Name the product - Is the name of the product “problem-addressing” or solution-focused”?

- What's Included - Do you clearly explain in plain language what they will get when they purchase today? 6 videos, each 20 minutes in length....
- Bullets for the features and benefits - Bullets should increase desire and curiosity to get inside the product and see how it is done. Good format to use for bullets, "You get _____, which let's you _____ so you can _____."

5. **Setting The Value Of the Offer**

Establish Value Before Revealing Price - Too many times sales letters do not set the value of the product before saying how much the price costs.

- Do you focus on the cost of the product, or demonstrate the value of the product?
 - What would it cost for them to learn your solution on their own, with your help? Both in terms of time and money.
 - Are their Higher priced options that do less than yours?
 - Do your past customers or peers tell you that you should be charging so much more than you are now?
- Bonuses - The best way to sweeten the deal
 - Are you trying to make the sale with adding bonuses? Good bonuses don't turn a "No thank you" into a "Yes, I am in". Rather they compel action right now.

- Do your bonuses compliment the product or distract?
Bonuses should amplify, augment or accelerate the results.
 - Do your bonuses appear to be specifically selected for the main product or are you just trying to throw everything in?
 - Do you state the retail value of the bonuses being offered?
- Price Reveal - Cost should now seem very low compared to the massive value you have just established.

6. Risk Reversal

Offer some sort of guarantee. You do not have to guarantee results but can always guarantee they will be satisfied with what they learn. Longer time frames tend to work better than shorter time periods.

7. Limited Time Only

Scarcity is a powerful motivator to act now. In marketing, later equals never. You must give a reason they must buy it now.

- “Urgent” - offer is only available for a certain number of days.
- “Scarce” - Only a certain number of units will be made available
- “Rare” - These are insider secrets that only a few people know about. Get in now before this advantage is lost.

8. The Satisfied customers - List out customer testimonials if you have them.

Good structure to follow -

“ I used to suffer from _____. I found _____’s system and didn’t believe it would work. I tried a little bit and noticed a difference. Then I decided to go all in and I was able to _____ (specific result) in _____ (time). “

9. **Call To Action**

This is when you need to take control and tell the prospect exactly what to do next if they want to get the result you promised.

- Emotion - “you know you want this”, “trust your instincts”, “believe what others have said”.
- Logic - “You will save time and money”, “You only get the extra value in the bonuses if you buy now”, “There is the iron-clad, no hassle guarantee.”
- “Fear” - What will happen if you don’t buy now? Things will stay the same or they could get worse?

10. **The PS**

One last chance to get them to buy. Pick one of the 3 CTA approaches and put it in the PS.

The Checklist

(Print This Out & Keep It Close)

1. Before Your Start Writing

- Do I have the following: One One Customer, One Big Problem, One “Common Solution”, One hurdle, Your One Big Promise, One Enemy, One new insight about the solution.

2. The Pre-Headline & Headline

- Do I call out to one specific audience with a specific problem
- Can I write a headline in this format: How To ____ In ____ Without ____ Even If ____ .

3. The Introduction & Discovery

- Do I introduce myself? Who I am? What I have done?
- Do I show them how I can relate to their struggle because my situation was very similar?
- Do I tell a story about how I discovered a new perspective or solution that lead to me finally getting results?
- Do I list compelling reasons, using proven bullet formats, why this new solution works so much better than all the other alternatives available?
- What proof am I offering that this works?
 - Proof that I am reliable
 - Proof that others have done it
 - Proof / Reason that they can do it.

4. The Reveal

- Does my product title focus on the specific problem or the result they want?
- Do I clearly describe what they will get in the course
- Do I use compelling and curiosity-building bullets to increase the desire for the product?

5. Setting The Value of The Offer

- Cost of doing it by yourself
- Cost of higher priced and inferior options
- The cost your friends tell you that you should charge

6. Risk Reversal

- What type of guarantee am I offering?

7. Limited Time only

- Am I using some type of scarcity in my offer?
- “Urgent” - offer is only available for a certain number of days.
- “Scarce” - Only a certain number of units will be made available
- “Rare” - These are insider secrets that only a few people know about. Get in now before this advantage is lost.

8. Previous Satisfied Customers

- Do I have relevant and specific testimonials from people that my prospects can relate to?
- Is the testimonial in a compelling format?

9. Call To Action

- Do I give clear instructions on the exact steps to follow in order to make a purchase?
- Do I use the language of “Emotion, Logic and Fear”?

10. The PS

- Do I make use of the PS
- Do I include of of the CTA angles from above?