

Insert Your Attention-Getting Headline with a Big Promise Here

Quick summary of the offer
benefits...just a sentence or
two.

- ★ Benefit bullet point
- ★ Benefit bullet point
- ★ Benefit bullet point

[Insert Promotional Video]

Click play on the video to
the right to learn more.

[Click Here to Get on the Fast
Track](#)

Or keep reading below to
find out how we look forward
to helping you...

If You've Ever Struggled With [or insert some type of phrase that
shows you identify with your readers problem]

- ★ List a problem your target market has that can be solved by your product.
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There's no need to struggle anymore.

We'll show you how [insert a summary of how you'll help them and benefits
they'll receive] even if [insert a reason why they may be hindered, struggle to
achieve their goals, etc.].

**Add Subheadlines Throughout Your Copy to Draw
the Eye In. Give Them Some Clues about the Solution
to Their Problem.**

Show your readers that there is a solution to their problem and give them some glimpses into what that solution is. Add a couple of paragraphs.

Sub-Headline to Introduce Yourself

Introduce yourself and why you're qualified to deliver this information. Tell a bit about your background that caused you to create/sell this product.

Sub-Headline to Introduce Your Product

Now that they understand they have a problem and that you can help them solve it, tell them the overall benefits of your products.

- ✓ Product Benefit
- ✓ Product Benefit
- ✓ Product Benefit
- ✓ Product Benefit

Here's what's included...

Product Component Name

Tell them why they need this first product component. Make the subheadline above the title of the product component and perhaps include a benefit (Value: \$XXX). You can also add a product picture.

- Add a bulleted list of product components.
- Be sure to include teasers on what they'll learn by buying your course.
- Provide as much detail as possible, so they can

What Others Have to Say About X My Product X

"Add a Headline That Shows Main Point of Testimonial"

*Before I used your product, only my mom would tell me I was handsome. Now **all the ladies can't seem to get enough.***

Thank you for providing me with the confidence to do more with my life.

Joe Dude
His Town, His State
www.HisWebsite.com

make their purchase decision.

■ Many people will be buying based on just a small tidbit in a tiny little bullet-point on your sales page.

Product Component Name

Tell them why they need this second product component. Make the subheadline above the title of the product component and perhaps include a benefit (Value: \$XXX). You can also add a product picture.

■ Add a bulleted list of product components.

■ Be sure to include teasers on what they'll learn by buying your course.

■ Provide as much detail as possible, so they can make their purchase decision.

■ Many people will be buying based on just a small tidbit in a tiny little bullet-point on your sales page.

"Add a Headline That Shows Main Point of Testimonial"

*Your **advice has been invaluable to my confidence level.** Since going through your program, I have been able to secure a new job, a new apartment and have a date every Saturday night.*

*My Dad keep asking me to send you a thank you, so he can **finally** turn my bedroom into the games room he's been dreaming of.*

Jane Dudette
Her Town, Her State
www.HerWebsite.com

Not Sure Yet? Here Are Some Great Extras

These extra goodies are included with your purchase and come at absolutely no extra cost or obligation to you. With a combined value of over \$XXX, they're XXXXXX.

Bonus #1: Name

Tell them why they need this bonus. Make the subheadline above the title of the product component and perhaps include a benefit (Value: \$XXX). You can also add a product picture.

- Add a bulleted list of product components.
- Be sure to include teasers on what they'll learn by buying your course.
- Provide as much detail as possible, so they can make their purchase decision.
- Many people will be buying based on just a small tidbit in a tiny little bullet-point on your sales page.

Bonus #2: Name

Tell them why they need this bonus. Make the subheadline above the title of the product component and perhaps include a benefit (Value: \$XXX). You can also add a product picture.

- Add a bulleted list of product components.
- Be sure to include teasers on what they'll learn by buying your course.
- Provide as much detail as possible, so they can make their purchase decision.
- Many people will be buying based on just a small tidbit in a tiny little bullet-point on your sales page.

It's all included when you sign up today. Of course, I know that this is a big step to finally XXX insert what your product does XXXX and I want you to make your decision with the utmost confidence. That's why...

You Are Automatically Backed By My No Questions Asked, XXX-Day Money-Back Guarantee

Sign up for XXXXX today and take up to XXXX days to evaluate and put XXX to work for you. If you're not able to XXXX, just let me know and I'll give you your money back. **No questions asked.** Consider it your XXX-day trial to discover that XXXXX...**completely risk-free.**

If that sounds fair, here's some even better news...

Let's Get Started

Make a compelling justification why they should get started. Perhaps include the price with a justification why it's so cheap, etc.

**Yes INSERT YOUR NAME, I Want to
ADD WHAT YOUR PRODUCT DOES**
This is where the summary of your offer goes.

I understand xxxx includes

- Insert each item and a very brief description.
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 Insert each item and a very brief description

Add another reason to buy right now (limited-time offer, introductory price, etc.)...

[Click Here to Claim Yours Now](#)

Add another sentence or two that gives them another reason to buy your product. You might justify the price, restate the great pain your product solves, etc.

Here's to Your XXXXX,

My Signature

Your Full Name
Your Title

P.S. Add a P.S. that encourages them not to leave without buying. [Click here to get started](#).

P.P.S. Add another P.S. with a special offer. [Get yours now](#).

P.P.S. Try another reason to get them to buy [by clicking here](#).