



The 3 Key Components

You Must Get Right To Sell Online

Know Your Product: Primary Promise

**Now You Know Your Prospect...
And You Know Your Competitors...**

**Now We'll Dial In Your Offer So It's
Irresistible To Your Prospects And
Surpasses Anything That Your
Competitors Are Offering!**



Know Your Product



Key Marketing Elements

Making Each Of These Key Marketing Elements More Attractive Than Your Competitors Is Essential To Selling Your Product/Service.



The Marketing Elements

1. The Primary Promise (PP)
2. Unique Mechanism (UM)
3. Bonuses
4. Risk Reversal
5. Delivery Method
6. Proofs
7. Features
8. Benefits
9. Price/Offer Terms
10. Product Name



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The Primary Promise (PP)

**The Main Benefit (Result) Your
Prospect Will Gain From Your
Product/Service**



Primary Promise Guidelines

- A bold promise
- A desirable solution
- A unique benefit
- May include your UM
- May be a restating of your headline



P.P. Examples

Start Playing Worship Guitar In 10 Days

Slice twenty years off your age

Never Have Another Day Of Zero Customers Again

Grow Any Company Online With Sales Funnels



My Copy Example

P.P. - Learn To Play Worship Piano Like A Pro

...I've created a system that allows anyone to learn to play worship piano like a pro.

It doesn't matter how much experience, skill, or musical ability you currently have...

And it doesn't take years to master....



My Copy Example

P.P. - Learn To Play Worship Piano Like A Pro

You can be creating professional sounding music on the piano in a matter of days.

Now you may be thinking, “yeah, right!”.

But it’s true.

It’s already working for students of all different skills and backgrounds.

Let me explain how it works.



STOP HERE

Take some time now to write out your
Primary Promise (PP)



Next Up...

Know Your Product: *Unique Mechanism*





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