



# **The 3 Key Componentnets**

**You Must Get Right To Sell Online**

**Know Your Product:**  
**Risk Reversal**

# Know Your Product

## 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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A Money Back Guarantee Is The  
Easiest Way To Overcome the  
Unspoken Objection Of Being  
Ripped Off!

# Risk Reversal Thoughts

1. Trust the benefit to YOU of offering a guarantee.
2. Money is only 1 of the things they risk (they also risk wasting time, embarrassment, failing again, lost hope, losing face)
3. 30 days? 60days? Make sure to check your processors terms
4. Give your risk reversal a unique name
5. Write your copy in the positive
6. Address the objection about your guarantee. (Will you hassle me or try to get me to stay? Will you make it uncomfortable? Will you be mad at me?)
7. Give a reason for offering the guarantee.
8. Nothing is final!

# STOP HERE

Consider the terms you would like to  
start with for **Risk Reversal**

(Any creative Risk Reversal name ideas?)

**Next Up...**

**Know Your Product:**  
***Delivery Method***





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