



The 3 Key Components

You Must Get Right To Sell Online

The Landing Page: Bullets

A Bullet Point Checklist Is
A Great Way To Channel
Desire For Your Product
With Features And Benefits

People who skim a page
will still read the bullets.

Where To Place The Bullets

Headline (kicker/subhead)

VSL

Button

Quotes/U.M. Copy

Bullets

Emotional Questions

Offer

Button

Risk Empathy

Risk Reversal/Personal Pledge

Button

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Bullet Section Heading

“Some of what **you’re** getting”

“Some of the benefits **you’ll** receive”

“Some of what **you’ll** gain”

Keep the focus on what they get.
Not what you’re giving.

Rules For Bullets

- Each bullet should be a feature AND benefit (Worksheet)

Feature/Benefit

Feature is a piece, part, or element of your product/service itself.

Benefit is what that feature gives the prospect. (so that..)

Three Levels of Benefit

Surface Benefit - 1st level, Normal benefit

Emotional Benefit - 2nd level, How the benefit will make the prospect feel (if you can)

Example Benefit - 3rd level, The benefit in a real world example featuring the prospect (if you can)

Bullet Feature/Benefit

Our shoes are heat and cold resistant (F) so your feet stay warm in the winter and cool in the summer. (B)

Our delivery service is always fast (F) so your food arrives hot and fresh every time. (B)

Our pillows are double filled down feathers (F) so you get a good night's sleep and wake up refreshed in the morning. (B)

Rules For Bullets

- Each bullet should be a feature AND benefit (Worksheet)
- Best Feature/Benefit First
- Features in regular/Benefits in bold type
- Pluralize the verbs (keeps, delivers, provides, makes)
- Use adjectives sparingly, DON'T overhype!
- Add check marks (green been shows to work best)

My Copy Examples

Some of what you're getting...

- ✓ Insider tricks and tips that are crazy simple...but **make you sound amazing.**
- ✓ Learn to **create rich, contemporary sounding worship piano chords.**
- ✓ Easy Right Hand System makes ANYONE **sound like pro almost instantly.**
- ✓ Easy Left Hand System so you **always know what to play in the left hand.**
- ✓ Grow in 4 Skill Sets. **Skill Sets** are simple tasks that help you grow into playing more and more complicated things.
- ✓ **1-5 Skill Sets** build up your hand strength and give you finger independence.
- ✓ **ECP Skill Sets** gives you EVERY contemporary worship chord in EVERY key.
(ECP=Every Chord Progression)
- ✓ **Nearly 400 videos, 80+ PDFs**
- ✓ Downloadable "Practice Logs" so you can **track your progress.**
- ✓ All the metronome **practices included**
- ✓ Easy, short, and fun practices that are built around melodies and songs! **NO tedious scales and boring exercises.**
- ✓ **10 FREE Bonus videos** that offer more pro insights, killer concepts and powerful skills to help you go deeper and play better.
- ✓ Optimized to look great on mobile, tablet, or desktop.
- ✓ **30 Day Money Back Guarantee.** No hassles. No questions. So you risk nothing to try it!
- ✓ One Payment for **Unlimited, Lifetime Access!**



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