

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

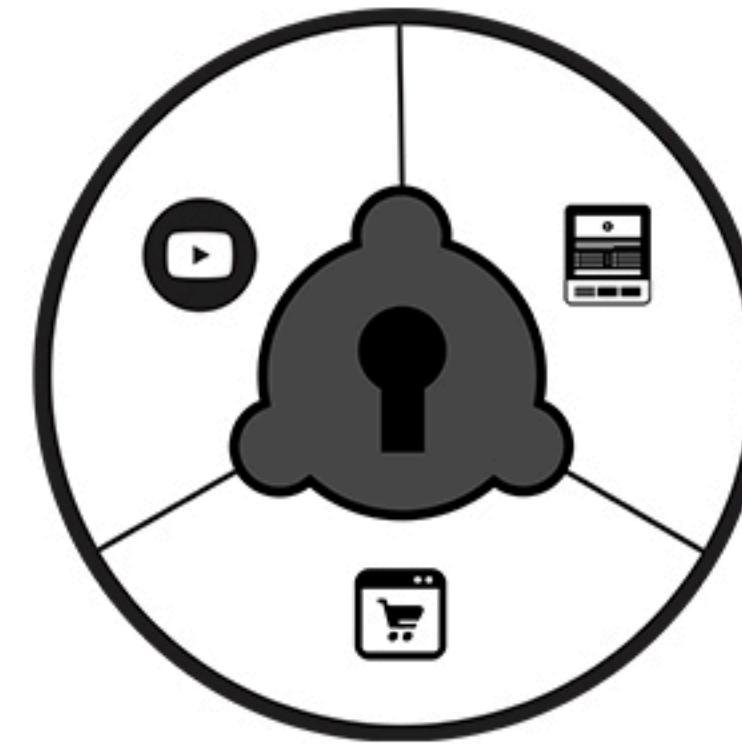
- Each bullet should be a feature AND benefit (Worksheet)
- Best Feature/Benefit First
- Features in regular/Benefits in bold type
- Pluralize the verbs (keeps, delivers, provides, makes)
- Use adjectives sparingly, DON'T overhype!
- Add check marks (green been shows to work best)

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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