



# **The 3 Key Components**

**You Must Get Right To Sell Online**

## **The Landing Page: Intro & Outline**

We're not building rockets or  
splitting atoms.

Writing copy is a learned skill!

You **CAN** do this.

# **Drag And Drop Copywriting Will Make This Much Easier!**

**The Landing Page Is The 2nd  
Key Component For Selling  
Online...**

**It's Where The Prospect Lands  
After Clicking Our Ad**

# Landing Page

1. Lead Capture
2. Sell It!

# Benefits Of Going For The Sale!

1. It's easier. (Ad -> LP -> CP -> \$\$!)
2. Profit can be made on the front end.
3. Don't need to post on social media for leads.
4. Don't need to write and send lots of emails
5. Don't need to create lead magnets or offer free stuff.
6. Discourage freebie seekers and “tire kickers”,  
Buyers Only!

# This Is How My Process Works

1. Create a product
2. Create an ad
3. Drive Traffic from Ad to LP
4. Drive prospects from LP to the CP
5. Use automation to get them access to the product.
6. Sell back end products to those who've already shown a willingness to buy from me.

For me, this all happens without  
any input or work on my part!

24 hours a day!

This Landing Page Has Generated  
\$1.3 Million Dollars In Front End  
Sales (\$600K+ In Profit!) Marketing  
To Cold Traffic!

# My Landing Page Outline

Headline (kicker/subhead)  
VSL  
Button  
Testimonials/U.M. Copy  
Bullets  
Emotional Questions  
Offer  
Button  
Risk Empathy  
Risk Reversal/Personal Pledge  
Button

# A Few Things To Consider

1. Each market differs and testing will dial this in for you.
2. Think like your prospect.
3. Fast is usually better than pretty.
4. Test and trust the data...not your preference.

Next Up...

# Landing Page

## *Headline*



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