

# **The 3 Key Components**

**You Must Get Right To Sell Online**

## **The Landing Page: Risk Empathy**

**The Fear That We Won't Refund  
Their Money As We Promise Is Real!**

**By Adding Risk Empathy Copy  
Before The Risk Reversal...  
We Can Overcome That Objection!**

# Landing Page Offer Copy Tips

- Let them know that you understand their reluctance
- Agree that their fear is justified
- Give a reason for them to trust you (Our is in the company mission)
- Make a moral statement about doing what you say, keeping your word, word is your bond...something of that nature
- I offer them a “personal pledge”

# Landing Page Risk Empathy

*And I know it's not easy to trust someone you don't know.*

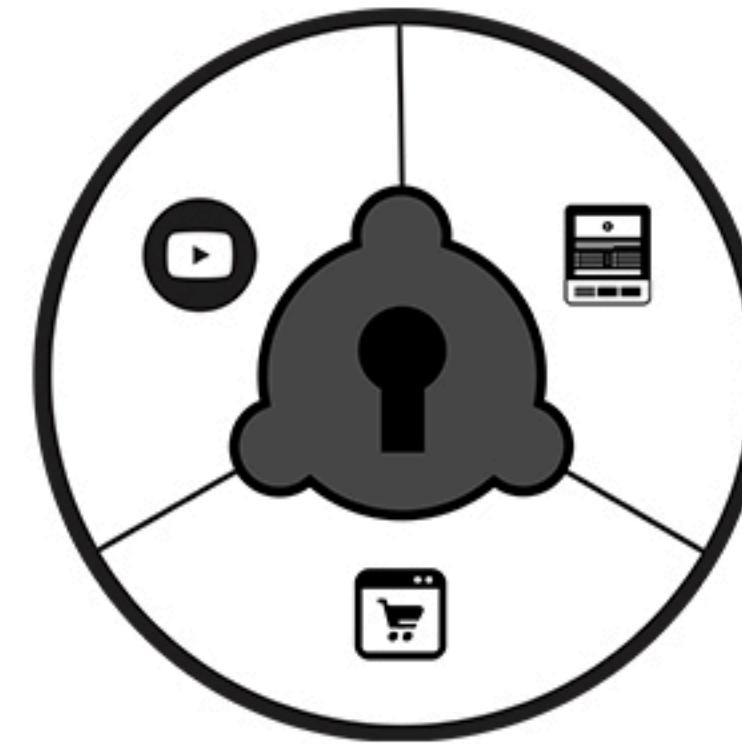
*Especially over the internet!*

*But we're a Christian company who cares deeply about our students.*

*And we'd **NEVER** want anyone to feel stuck with something they didn't absolutely love!*

*That's why I offer the following pledge to every student at the Worship Music Academy.*

**So there's NO RISK for you!**



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