



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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