



# **The 3 Key Components**

**You Must Get Right To Sell Online**

**The Landing Page:  
Risk Reversal**

# Being Unique Sets You Apart From Other Companies

I Found This Idea Of A “Personal  
Pledge” Has Helped To Do That!

# Landing Page Personal Pledge

- You should name your risk reversal. In this case, the “Personal Pledge” is the name
- Try to state this in the positivity - instead of “if you’re **not** happy” use...”either you’re happy or”
- Tell them how to get the refund
- Give them a reason for offering a pledge at all
- Empathize and use a moral argument as proof of your promise.
- Restate the pledge promise and overcome objection
- Give your word formally
- Sign it (for a pledge)

# My Personal Pledge

## **Jared's Personal Pledge**

You're either head-over-heels thrilled with everything...

Or you can send it send us one email ([support@worshipmusicacademy.com](mailto:support@worshipmusicacademy.com)) anytime within the first 30 days and **I'll return every penny back to you.**

You see, our mission at the **Worship Music Academy**, is to "equip the saints for ministry." (Ephesians 4:12)

So if you aren't happy for **ANY REASON...** I would NOT feel comfortable keeping your money.

In fact, I think it would be wrong!

So if you don't love it...I'll gladly give you a full and prompt refund with NO questions and NO hassles.

You have my word.

Sincerely,

**Jared Messer**

**Founder/CEO**

*Worship Music Academy*



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