



The 3 Key Components

You Must Get Right To Sell Online

The Landing Page: "So If You..." Questions

As Often As We Can, We Want
The Prospect To Picture
Themselves Achieving The Feeling
Of Primary Promise

“So If You...” Questions Do That!

“So If You”...Question Guidelines

- Use 3 questions only
- Start the first with “So If You...”
- Each one should point to a different ideal outcome
- They should all be set in the future
- They should have an emotional component
- Make the prospect the hero of the story

My Copy Example

So if you ever wished you could just **sit down and feel the joy of playing worship piano...**

If you **regret having quit piano lessons as a kid** and want to really try again...

If you've been playing for years but **want to play with a more professional, contemporary worship sound...**

NOW YOU CAN!



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