



# **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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