

The 3 Key Components

You Must Get Right To Sell Online

The Landing Page: The Offer

The Offer On The Landing Page Is
Where We Introduce The Price

It's Important To Build To That
Point So Our Price Is Recognized
As A Huge Value



Landing Page Offer Elements

1. Urgency/Scarcity to start
2. The terms (1 payment, 3 payments, 1 monthly payment, etc)
3. The original price crossed out OR “(previously priced at \$xxx)”
4. The current discounted price
5. Reminder of the guarantee
6. Button at ends the section

Example Landing Page Offer Layout

All for just 1 payment of

~~\$1,900~~

ONLY \$497!

(Originally priced at \$1,900!)

GUARANTEED
Or Your Money Back!

I'M READY TO FINALLY DO IT!

Yes! Please Give Me Instant Access Right Now!

My Landing Page Offer Layouts

Worship Piano: Beginner to Pro 2.0

The ultimate worship piano learning system.

For just 1 payment of...

ONLY
\$39!

(Previously \$89!)

GUARANTEED
...Or Your Money Back

YES! I'M READY TO START!
I Want Lifetime Access RIGHT NOW!



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TODAY...

GET UNLIMITED LIFETIME ACCESS

for just one payment of

\$29

(Previously sold for \$89)

GUARANTEED
or your money back!

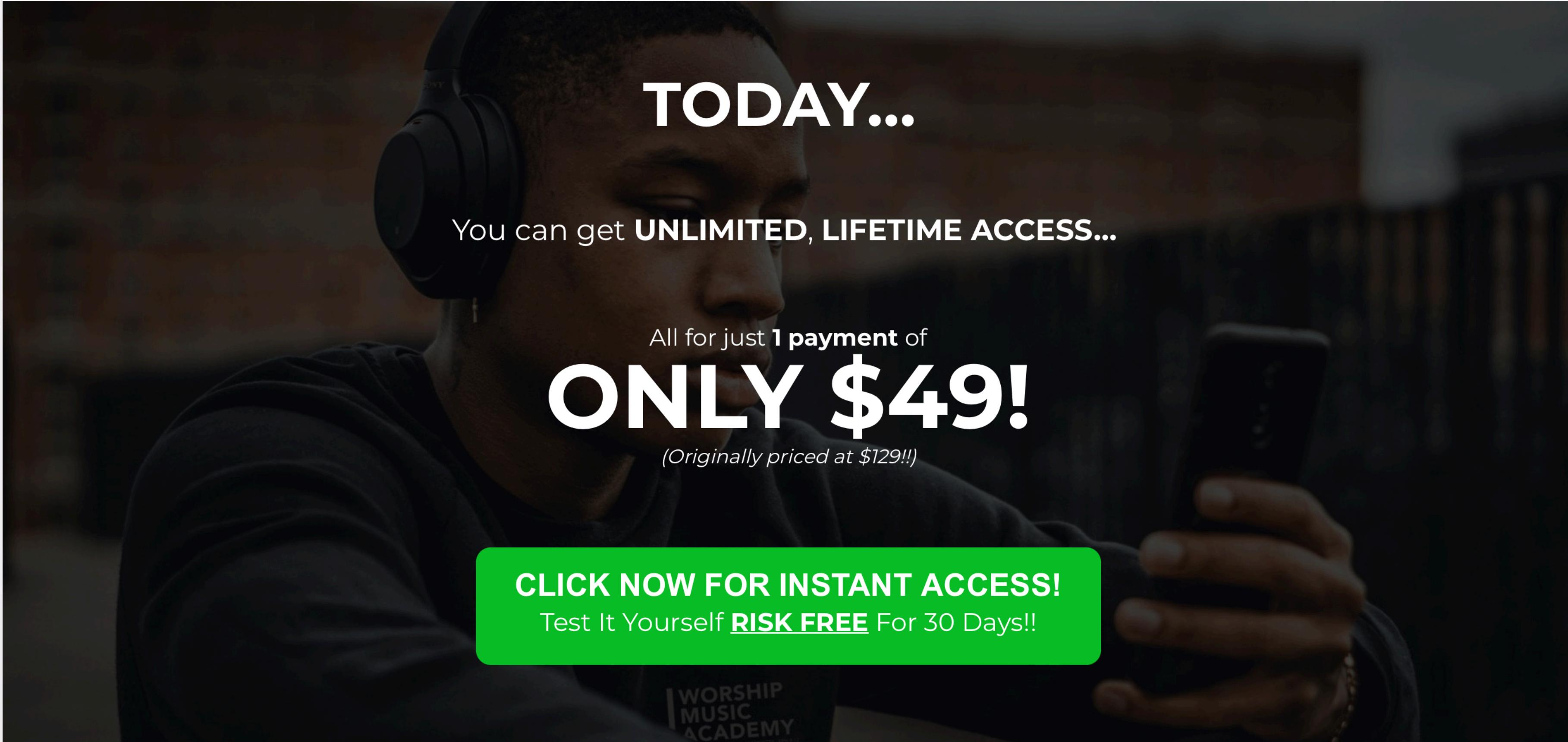
YES! I WANT TO LEARN TO PLAY!

Please Give Me Instant Access!!



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TODAY...

You can get **UNLIMITED, LIFETIME ACCESS...**

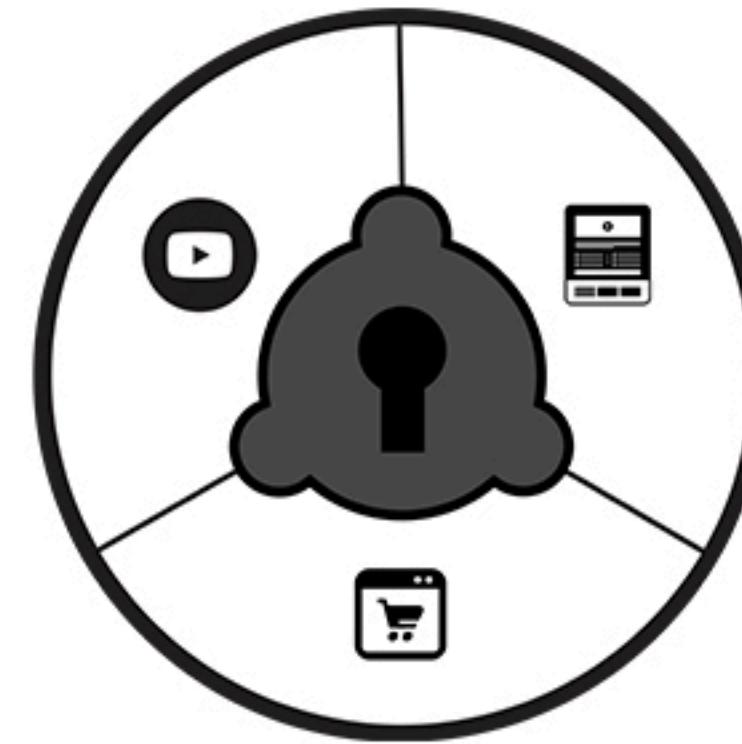
All for just **1 payment of**
ONLY \$49!
(Originally priced at \$129!!)

CLICK NOW FOR INSTANT ACCESS!
Test It Yourself **RISK FREE** For 30 Days!!

Landing Page Offer Copy Tips

- Show a discount
- Have a reason for the discount somewhere
- Make sure the terms are clear
- Make sure to include a benefit or the primary promise
- Don't forget urgency/scarcity
- Even if you change other elements, always end the offer section with button
- From top to bottom this should read like a sentence.





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