



# **The 3 Key Components**

**You Must Get Right To Sell Online**

## **The Landing Page: Unique Mechanism**

Your Unique Mechanism  
Sets Your Product Apart  
From Your Competitors

And It Gives The Prospect Hope  
That They Can Finally Achieve  
The Result They're After!

The Copy Explaining Your UM  
May Change Depending On Where  
It Occurs In Your Sales Funnel

This Section Is About The UM  
Copy On Your Landing Page

# Landing Page UM Copy Outline

- Headline the section with the PP restated in different terms (three finger rule)
- Use a letter form (From: Name, Location, RE: PP)
- Introduce yourself with some brief qualifications/credentials
- Restate again...the PP in a new way!
- Restate the problem (This could come before the PP restate)
- Briefly explain what the UM does with benefits
- Overcome objection here (and along the way)
- Add proof here (and along the way)
- Close the “letter” telling them know excited you are to “show them exactly how it works!” or something like that.

# UM Copy Tips

- Don't make it too long
- Don't get in the weeds about all the details. (They want the benefit more than the specifics)
- Don't get too techie or complicated
- Bold font for the UM name
- Bold font for any benefits
- Bold font for any copy that overcomes objections
- Leave some mystery.
- Logic proofs work great here when you're just starting

## Bonus Copy Tip

“Passing Copy” technique (This works everywhere!)

# My Copy Example

## Learn The Pro Secret To Identifying Chords And Notes 100% By Ear!

From: **Jared Messer**  
St Louis, MO

My name is Jared Messer.

I'm a former professional musician, worship leader, and the creator of [worshipmusicacademy.com](http://worshipmusicacademy.com)

I'm pulling back the veil to give you an insider look at this pro level skill.

# My Copy Example

Being able to **identify the exact chords and notes in a song completely by ear**...has always been seen as the Holy Grail of music.

I learned to do it many years ago.

And for the first time, I'm sharing with the world a **step-by-step method** I developed that allows **ANY** musician learn to do it too!

It's not a gift you're born with...it's a **skill that any musician can learn.**

If you can hear a pitch and match it, you can do this!

# My Copy Example

I call it **Musical Deduction**.

It's what allows me to identify the chords of a song almost instantly.

Like reading words on a page, I can see the chords in my mind in real time as the song plays.

**And I couldn't be more excited to show you exactly how I do it!**



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