

Sales Page AM Offer Copy

Example page: <https://www.attractclientsonline.com/character-diamond-formula/>

Step 1: The Headline

- **Headline Formula Options:**

1. How to 'yay' without "boo" (Good without bad)
 - Example: "How to get consulting clients fast even if no one has heard of you"
2. Statement of offer
 - Example: "Free/New book reveals how to create internet campaigns that sell"
3. Question about pain
 - Example: "Are you tired of doctors who can't find out what's wrong with you?"
(Then, "Finally, all-natural ways to get healthy and happy...")
4. Dog whistle
 - Example: "If you have trouble sleeping, please read this..."
(Then, "Discover how to fall asleep naturally, without pills or medication...")
- 5: Perry Belcher Formula
Trigger - Desired End Result - Time until Results - Overcome Objection - Reverse Risk
 - Example: "Finally, a formula that writes winning headlines in 15 minutes flat, without any copywriting skills... guaranteed."

NOW YOU TRY! First step, come up with a headline using one of these formulas.

Step 2: Open

- "If you want to 'yay' (really cool results), then this is for you"
 - "If you'd like to create internet campaigns that sell like crazy, regardless of your industry, this is the most important book you'll ever read!"
 - "If you'd like to lose weight - for real - and do it extremely fast (up to 10 pounds in 2 days) then this is the most important letter you'll ever read!"

Step 3: Join the conversation in the other person's mind

- Address objections, establish credibility, gain trust
- "But first, a warning..."
 - "Before we go further, let me make something very clear - This isn't one of those get rich quick websites."
 - "By the way, this book really is free but this isn't one of those get rich quick things. It works great for me but there's a catch and here it is: ..."

Step 4: Introduce offer

- Future pacing
 - "You're getting this" or "Here's what you're getting today"

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- “With that said... let me jump in and show you exactly what you’re ...”
- “First of all, this isn’t like any other business book. There’s no fluff. It’s not a traditional book, just battle-tested tactics that are working right now. It’s so easy to read, you can read it in just an afternoon.”

Step 5: Expansion of the value

- “about how good the thing is” or “it’s about more than just yay”
 - “This is about more than just consulting. You can use it to sell all kinds of high-end services...”
 - Example of how this will serve specific area/pain point/person
 - Example (12 members in 60 days), specific revenue

Step 6: Bullet Points

- One bullet can make or break your sale.
 - The more well-written bullets you can write, the better your copy will convert.
 - Every bullet should be a teaser pushing your prospect to buy.
 - Come up with EVERY POSSIBLE benefit you can, and put them in the formula.
 - The offer has to be good and solid, and then the meat of the offer is the bullets.
1. How to X, even if Y.
 - “How to get consulting clients fast, even if no one’s ever heard of you”
 2. You need X, right? Wrong!
 - “You need a million affiliates to make sales online, right? Wrong!”
 3. X ways to Y
 - “5 ways to burn fat this summer”
 4. Where to find Y
 - “Where to find clients”
 5. How to eliminate X
 - “How to eliminate skepticism”
 6. What you should never
 - “What you should never do when trying to sell high ticket clients”
 7. Why [counterintuitive] works
 - “Why banning affiliate marketing increases your revenue”
 - “Why eating high fat helps you live longer”
 8. Say goodbye to [frustration]
 - “Say goodbye to sleepless nights.”
 9. The truth about X
 - “The truth about marketing to moms”
 10. What to do if...
 - “What to do if you’ve tried everything but you can’t get traffic from Facebook”
 11. When it’s OK to...
 - “When it’s OK to eat ice cream every day” (Use what they secretly want to do.)

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- “When it’s OK to refuse a sale”

NOW YOU TRY! Create 2 or 3 bullets per formula (about 24 bullets). Pull from the pain points of your avatar, program benefits, results your client will achieve, and so on.

MORE Formulas

- Big questions as bullets (Continue in the conversation they’re having in their mind.)
 - “Have you been trying to sell to the wrong kinds of clients? See page 12.”
 - “A humane way to kill a lobster? (See page X.) Have you been serving your roast beef too soon after it comes out of the oven? (Read page X.)”
 - “What forms of deception have people employed to collect Social Security benefits early? What are the penalties for such deception?”
 - “Can you really earn 500% more revenue from the people who said ‘no’, than the people who said ‘yes’?”
- Dog Whistle Bullets
 - For Scrabble players: “A 3-letter word for totem pole that starts with the letter X”
 - For Feminists: “Two additional ways to say ‘Male Chauvinist’ (See page 9.)”
 - For Gourmets: “What does Beluga mean? (Want to bet? See page 22.)”
- “If you have [problem, concern, issue]”
 - “If you stopped increasing your sales once you hit \$1k per week, see page X.”
 - “If you forget to keep your head down, don’t sweat. That’s not the reason you’ve been topping your shots... See page 123.”

Step 7: Transition to stack

“Yes, that’s a lot of X, but it gets better because you’re ALSO getting...”

- Start stacking the value and giving the offer
- **Offer:**
 - Announce bonus (EQUALLY or MORE valuable than what you’re selling)
 - “It gets better! You’re also getting an advanced stealth persuasion system for high-end sales. In this book you’re getting a complete blueprint of the most powerful sales method EVER. You’ll learn how to close super high-end sales with no pressure or convincing!”
- Note: This bonus is at the end of the book, so you’re just doubling down on the same product. You’re positioning the last 10 pages as a separate bundle of value.
 - “The best part is... it’s specifically designed for people who hate selling.”
- **Begin the close**
 - “Here’s what to do next”
 - “The cost of this book is X, and you get instant access. As soon as you place your order you’ll get an email with a link to download the book. You can access it anywhere, immediately, without having to wait.”
 - “Like I said, this book is free. All I ask is for you to cover the postage...”

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- **Address concerns**

- Should I pay that much for this?
- Can I make this work?
- Will this work for me?
- Is this a trick?
- Is this better than another option?
- Should I do this now or can I wait?
- What's the catch?
 - "Oh, and in case you're wondering... THERE'S NO CATCH!"
 - "There are some websites that offer you a great deal but then stick you in a monthly payment program. This isn't one of them! There's no hidden program you have to try..."
 - "You're wondering why this is so inexpensive... I'm giving you this book for \$5.60 because I hope we'll have a future business relationship..."

- **Reason to act now (scarcity)**

- Time is of the essence (price hike, limited test, etc.)
 - "It costs me over \$21 in advertising expenses to sell 1 book. So why would I do that? Simple. I'm making this offer with the idea that you'll be very impressed with what I'm giving you and become my client."
 - "1,000 copies of this book are packaged and ready to ship. They'll likely sell out instantly. And when they're gone, they're gone."

- **Optional/recommended: Introduce bonus #2**

- "Oh - one more thing. You're also getting a brand new video training where I deconstruct a new approach that brought in \$X in X days. I plan on selling this for \$1k in the future, so I want you to know this isn't some gimmick."
- "You're also getting an advanced 90-minute training, free when you buy the book!"

- **Guarantee**

- "Even though you're only paying for shipping, you're still protected. I guarantee you'll love this book and the video training or I'll return your \$5.60 and let you keep the book and video training anyway. That's right, you don't even have to send anything back. Just email me or call the number..."

- **Call to action**

- "This is truly a limited offer so claim your copy now before they're all gone!"
- [Button "Send me the book!"]

- **P.S.**

- Restate, summarize, re-pitch
- "P.S. In case you're one of those people who skip to the end of the page, here's the deal..."
 - I'm offering an X-page book for just \$X
 - It does not use this or that, you'll get this and that
 - Plus, on top of that, you get the training

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- This offer is very limited
- There's no catch
- In fact there's a guarantee
- [Click here to buy](#)"