

# ANATOMY OF A SALES LETTER



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# Chapter 1

## Anatomy Of A Sales Letter

In this video, we're going to talk about the anatomy of a long form sales letter. We're actually gonna talk about a hybrid long form sales letter which is proven to convert a lot better than just a regular long form sales letter. It's a time tested and proven structure that's going to guide your prospects through the purchase decision.

Let me tell you something. Creating the sales copy for your sales page is an important part of the process. As a matter of fact, the process doesn't even begin if the sales copy isn't effective. It's not just the sales copy, it's a whole lot of little pieces to the puzzle that have to come together properly on that first page.

Unfortunately, people don't give this part of the product creation process enough attention. They spend so much time creating the product itself, doing the research, creating the member's area, the download page, the payment buttons, all that jazz that the buyer's going to see after the purchase is made. And then, what they do is they get to the last step and they leave the sales page for last and then throw something together. They realize oh well, I got to make a sales page.

They make this sales page and they literally defeat the purpose because if the sales page doesn't work, nobody is even going to see all that beautiful product creation that you just worked so hard on for all that time. It's a very, very important page. As a matter of fact, I know a lot of people that before they even create a product, they create a sales page or at least the outline for the sales page and they literally use the sales page as a wishlist of what they want their product to be. They kind of reverse engineer the process. That's a very powerful way to really make a sales page that's going to grow as your product grows.

What I'm going to focus on here is the key elements, the specific things that you need to have inside of your sales letter. You're going to change them around, you're going to test things. There is no set and all be all strategy formula that will work in any scenario for any audience and any product. It's just impossible to predict exactly how any particular source of traffic is going to respond to any particular sort of sales copy for a particular type of product. It's impossible. There's

just way too many variable.

I've tested and proven that what I'm going to show you now, this structure, these elements have worked very, very well for me.

A hybrid salespage is likely to increase the amount of sales that you're going to make. Hybrid combines long form sales letter elements with a video in the deck. It's kind of like a hybrid, a combination of a video sales letter and a long form sales letter.

The deck, if you're wondering what the hell is a deck, that's the most important part of your page at least visually to get people to stay on the page. It's what they see first when they first land on your page, the deck is the top six inches of the page. The part that's visible on their screen without them having to scroll. It's visible on their screen whether they're on a laptop, or on an HD screen, it's the top part of the page. What they see there will determine whether or not they continue reading the page or whether they surf away.

Therefore visually, that is a very, very important part of your page. It's where everything begins. If you can't hook them and get them to stay based on what they see there in the deck, then you've lost them. Nothing that you do that follows is any good to you because you've lost them already.

The second thing that's going to be the most important part of why people will either buy or not buy is going to be the offer itself. How did you structure it, how did you price it, what are you giving away for what amount? What are the bonuses that you're giving if any? How are you setting the offer? Are you giving the bulk of it up in the front and then doing a downsell in the back or an upsell or are you just starting with some sort of a lead magnet in the low ticket offer and then leading them to the bigger priced stuff? The offer, the way you structure the offer is the next big thing that's going to determine whether or not people buy on your sales page.

This video is going to cover the four main sections of hybrid sales letter. That is the deck, the body, the close, and the call to action. Each section has several components. I'm going to speak to you about the components of each section in this video and then in the sales page templates, you'll be able to follow along and see exactly what I'm talking about.

Now, the deck. That's where it all begins. It's the top part of your sales page.

This is where they see a header image, it's the first thing they look at. You should have a nice, small logo. It should be clean and visually appealing. One of the big mistakes that a lot of people

make is they create these flashy, really busy complicated looking headers with fire and flying money and dollar bills raining from the sky and Corvettes and Ferraris and just so much going on at the top that you look at it and you're like whoa, what's going on here? It's like wow. That can be a little bit too abrasive.

Usually what I've found in my business that really tends to convert a lot better is having a clean logo yet it's good to have a visual logo, an actual logo, not just text but having an image in the actual logo of the product up on the header image. Not making it so complicated as to the point—back in the day when it was just mini sites and you'd pay \$50, \$60 to a graphic design place or website and they'd make you this beautiful mini site that would have flames and just all kinds of background scrolling images and stuff like that. I've even seen websites where people have animated cartoons and little gifts up in the header banner. It's like what? Why would you put something distract up at the top of your sales page?

A nice header image, cool colors. In the last video, we talked about the psychology of colors, what colors are best to use. We'll refer to that video to know what you should be doing.

Logos should be small, clean, and visually appealing. A pre-headline is something that I like to have right beneath the logo, right beneath the header. Usually, that's a challenge. I like to challenge people or basically put something in smaller print than what they're about to see in the headline. A pre-headline kind of leads them into what's about to happen.

I might ask a question or a challenge, something like hey, have you ever seen someone make \$100 in under 5 minutes using nothing but his laptop? Something like that, that might be a little pre-headline in small print. The next line might be the big discover how this one man is now able to spend more time with his family because he makes \$100 an hour. One thing leads into the next.

Again, the sales video is probably the most prominent part of the deck. That's what I would put next to the pre-headline. You might say well, Omar, it's a pre-headline, shouldn't the headline go after the pre-headline? It will go after the pre-headline, but since we're making this a hybrid page, what I'm going to recommend is that you insert a sales video between the pre-headline and the actual headline itself.

I've seen people experiment with this to quite a bit of success where they take the pre-headline and the headline and they put it to the left of the video so they actually make a smaller sized video and they might put it to the left or to the right of the video within the deck of

the letter. That works very well also. You should test it. Split testing is really what's going to determine what will be best for you. The sales video should be the most prominent part of the deck in the letter.

People shouldn't have to scroll down to try to find where the sound is coming from. Does that ever happen to you? You land on a sales page, you hear some talking going on, and you're like wait a second, hold on, but you can't find the video. You're scrolling down the page and it's like because they have their sales videos somewhere in the middle of this sales page that you have to scroll and find. I'm out of there, I can't even find your video? You want me to see something and you hide it?

Again, these are stupid mistakes that people make that prevent them from actually making sales. Keep it simple. A pre-headline, a video, and then the headline.

I put a headline beneath the video as well as a sub-headline. A headline should say something about the biggest benefit of your product. People struggle. I see it on Facebook all the time. Hey guys, I can't come up with a good headline for my product. Just name your biggest benefit, what is the biggest benefit that people will get out of your product? Include that somehow in your headline. The pre-headline leads them us, it's the challenging statement that leads them up to the big benefit. The sub headline backs up what you just said. That's what goes beneath the video.

Beneath that, you should show them some proof. A big proof image, maybe a screenshot, maybe a picture of you doing what you claim that you do. If you made some sort of an income claim in your headline or in your pre-headline, then maybe a snapshot of your bank account or whatever. Whatever you use here for proof will anchor everything that you just said. It literally glues everything together and justifies why I should continue reading.

You can consider adding some scarcity text here at the deck here beneath the proof image. Maybe even a countdown clock if it's some sort of a sale. Urgency and scarcity tend to work really well up here. Something like over 200 sold, 50 remaining, offer ends Friday, November whatever. Again, that's just an example. That kind of stuff if you're using that kind of impulse, it should go up in the deck. You shouldn't put that all the way down. I've seen people do it down by the order button, but what good does that do if the person didn't even make it that far down the page? I like to put urgency and countdown clocks up in the deck.

I always separate the deck from the rest of the page with an order link or an order button. If you have a sales video and some proof and all this, everything that I just mentioned in the deck should



be powerful enough to close the deal. If you can't close the sale with it, no problem, that's what the rest of the salespage is for.

If the person is ready to buy right after seeing your video, right after reading your headline, then let them. Put a button there for them to buy. The order button in the deck tends to be the bottom most part of the deck. If you're doing a side by side video headline kind of set up in the deck, then okay, I can understand if you put it to the left. Again, these are the main components of the deck in your sales letter.

Let's talk about the body. The body of the letter is going to have a few different things. It starts with a greeting and the greeting obviously should be like a letter would read. It should have the date, it should have a from section, it should have a regarding section. Just like if you were getting an internal memo at your company, you should have that alongside an actual image.

I like to throw in an image and a picture of my script signature. There's a lot of websites online. I think the one that I use is my live signature. If you do a search for that, you'll find a website where you could literally type in your name and select from all these different script fonts and angles and stuff to create a really nice signature image that looks like a handwritten signature.

I like to start my sales letters with the date and obviously it's got to be a dynamic date script, so I'm not going to put the date that I actually wrote it but rather there will be a little script or command next to the word date that tells the web page to actually display the current date at the time that the prospect is reading it. It always looks to them like wow, this was written today.

The date, the from would be your name, the regarding what's this letter about. That's almost like a headline or something eluding to what you're going to be presenting them. I put those things alongside a picture of myself.

Listen, with the pictures of yourself, it should be a picture of yourself, of your face, in a nice happy smile. From the shoulders up. You're trying to establish trust and make a connection, you're not impressing anybody with a picture of you handgliding that you can't even see who the person is. That's not a freaking picture of you. You've got to try to make a connection.

The whole idea of this signature, the picture, your name, all that is to establish a connection so that they feel that they're actually talking to you, so that they can relate. They say okay, this is a letter from this guy named Omar, oh there's Omar right here, there's a picture of him and he's smiling at me. Hi, Omar. That's the kind of emotion that you want to strike in the prospect



when they're getting there. A cartoon or something stupid like that is not going to help you establish the level of trust that you want.

It's not Facebook. It's a sales page. It's not Twitter. Use a picture of you. Use a nice picture of yourself where you're smiling. That's another mistake. Sometimes I see pictures of people that look like a mugshot, all they need is the height scale behind them. They're just looking at this serious with their brow down, this is me and I'm a tough guy, buy my shit. Come on, you're trying to establish nice, friendly positioning in the greeting of the sales page.

Once you've done the greeting, the actual from and the date and the picture and all that, you're actually going to open up your sales letter. You're going to bring up the problems. You're going to start talking about the problems that prompted the need at hand.

For example, I might start talking about this might be a letter from Omar today's date regarding the state of blogging today. I might start talking about hey, I'm a blogger, I love blogging. Lately, I've realized that my blog posts just aren't getting the comments that they used to get back when I first started blogging. I think that there's a lot of things that affected this but it was becoming a problem. I just brought up the problem that literally gave rise to this product. That leads into the imagine.

Once you've spent the few paragraphs talking about the problem and the need at hand, now you're bringing them into the imagines which is where you take the reader to a place where they dream that they don't have the current pain that they're experiencing. You say things like imagine if you could write blog posts and instantly get hundreds and hundreds of comments. I remember that I used to get a lot of comments on my blog posts but never as much as I really, really want it.

Imagine you could create a post and people from Facebook, Twitter, from all over would literally just flock to your blog and just leave positive comments, engaging comments. What if there was stimulating conversation going on? Again, I'm getting them to picture all of this happening so they related initially with the problem, now they're relating with the possible solution.

The next thing that I do in the body is I establish authority on the subject. I've already talked about the problem and what it could be like if the problem didn't exist, but why should I be the person to solve this problem. What makes me special?

Well, if you're going to get people to buy from you, you need to establish that you're an expert. You need to describe why the reader should buy from you and you should establish expert status. You

got to prove that you're an authority on this subject. Your credentials go here, the reason why you should be trusted on this subject needs to go here.

The next part of the body is the actual presentation of the product. I love doing this with a nice, big image. A big beautiful image whether it's a digital product or a physical product. There needs to be an image here. I know when people are new they struggle with like Omar, I feel like it's being deceptive if I have a picture of a box with the name of my product when they're not really getting a box. Get over it.

Your client, your prospect needs to visualize the product. A digital item is very difficult to visualize. People don't think in links. When they think of your product, they're not thinking of a URL, they need to have a picture because the mind thinks in images. If they can't associate your product to a picture, if they can't really picture it in their mind, then it doesn't exist to them. Subconsciously, you don't have a real substantial piece of work.

I like to use a nice big product image with a thorough list of features and benefits. We've talked about this repetitively throughout these videos and that is whenever you list a feature, you have to follow it up with the benefits. Features are useless if they don't benefit me. If you're just spouting off a whole bunch of neat, cool things that you think are cool, that your product does, it's of no use to me unless you can tell me how it's going to benefit me and I can visualize myself really gaining benefits from it. Figure it out, if it's a feature there's a benefit out there that goes along with the feature, list the features and the benefits right beneath your product.

The next part of the body is social proof. Testimonials, the more the better. You should have an abundance of social proof, you can never have enough social proof. I remember seeing that original butterfly marketing sales page. It's not online anymore, but man that page was literally just hundreds of testimonials, at least what I remember is being hundreds, maybe it wasn't hundreds. It would scroll on and on and on with testimonials from real people that were using the butterfly marketing tactics. It was amazing to see that the majority of the sales page was just social proof.

Remember, your customers can outsell you ten to one. You should let them. Testimonials should be purposeful and concise. I always see that people make this mistake when they're new to internet marketing and new to creation of the sales pages. They create a cool product and then they give out some free copies in order to generate some testimonials. That's great, there's nothing wrong with that.

The thing is that you need to control what goes on your sales page. Some of these testimonials that people will volunteer, they're just long winded and useless and they're just regurgitating your sales copy. A well written testimonial needs to cover some specific things. Your testimonials should be variant, meaning if one person talked a lot about one particular part of your product, then the next testimonial should talk about something else, and the next testimonial should talk about something else which means that you might need to literally modify the text in the testimonial.

You should ask the person that's submitting that testimonial. You should say hey, is it okay for me to maybe edit this down if it's too long or maybe move some of the text around if I need to break it up to put it on two parts of my page or whatever. You should get that permission obviously that's supplying the testimonial.

Moreover, you should give the person instructions on how to properly create a testimonial. Tell them not to ramble, tell them to pick two or three things that were really useful in the product. Tell them to talk about their preferred part of the product and why they thought it was beneficial. Tell them to mention why they think somebody else would find it beneficial. You should give them some specific things that you'd like for them to cover in their testimonial.

That doesn't mean to tell them what to say, that just means hey look, go through my product, find two or three things that you like, and then talk about those two, three things, tell me why you like them, and mention why you think other people would like them. Those simple instructions will lead to powerful testimonials that will really help you make sales.

The purpose of putting a testimonial on your page is to get people over the fence. Every testimonial should relate to someone that's out there in your audience. I like to diversify my testimonials. I know that I have a wide range of viewers and a wide range of prospects. I have soccer moms, I have older people, I have younger people, I have male, I have female, I have professors, I have doctors, I have ditch diggers, I have full time workers, retirees, baby boomers. I should put a person that they would relate to. I'll have a young male, I'll have a young female, I'll have an older male, I'll have an older female, the soccer mom, a professional guy, a construction worker. I want to have as many parts of the demographics that I'm trying to market to represented in the testimonial section.

Again, abundant social proof. Like I said, this is a very powerful way to sell products. Again, you're not going to be able to go and literally say I need a construction worker. What I'm saying is you want to try to vary the types of people that you have.

For example if you've got all women in the age of 30 to 40 on your sales page, that's going to be tough now for a man like me to relate. I'm not saying that it's going to be useless to have that testimonial on there, but I'm just saying if you had some men on there as well would relate, it would relate with me a lot better.

That being said, the next thing in the body that I like to include, this is optional. I wouldn't just throw it in there for the sake of throwing it in there, but a bonus product. It's basically called value stacking. When you're already at this point of the social proof, people are pretty sold by this point. You've already covered the problem, you've covered the images, you've talked about the solution, you presented the product, the feature, the benefits.

Now, they've seen a whole bunch of people that have given testimonials that are already liking the product. They're sold already. They're already thinking yeah, this might be something I'm going to buy. Throwing a bonus product in here that they're going to get for free if they take action today is going to push them over the fence. You might consider putting an additional product here that's going to complement the main offer. Don't just put a bonus in there that's just for the sake of having one.

If you put a bonus in here, make sure that you list features and benefits of the bonus. Don't create an entirely new sales page about this bonus now. Just little blurb about the bonus, a picture of the item, not as big as the main item because you don't want to take your umph and your whole thrust factor away from the main item, but you just want to have some bullets and you want to mention hey, if you act today, you're also going to get this bonus product. Again, an optional thing I sometimes include in the body which works really well.

The close. In the closing letter, we're going to reiterate the benefits, we're going to rehash what we talked about, we're basically going to summarize things. We're going to recap the offer. Let them know what they're getting and how cool it is that they're going to get it today.

You're going to use closing words, action words. You're going to speak in the affirmative, you're going to speak as if they're already a buying, paying customer. You want to basically tell them that it's time to buy.

Abolish their apprehensions. You literally have to bring up the anticipated objections in the sales copy and you have to solve them head on. Don't tiptoe around the tulips with people. If you know that the three most common objections are the price point and maybe it's a seasonal product that they might think they don't need it, or maybe they think it has a whole bunch of features.

Whatever the common objections are for your product, then that's what you're going to bring up here. Literally bring it up, talk about it, and overcome it. Hit the objections head on.

Price justification, that's the next thing in the close. A lot of people screw this up as well. They say something like for the price of two cups of latte macchiato with sprinkles from Starbucks, you can have this awesome product. That is not price justification. One thing has absolutely nothing to do with the other.

Price justification is when you actually add up the value of the individual components in the offer and then you explain what they would cost to purchase separately in the real world. Let's say you have a blogging product and it comes with a theme and it also comes with a plugin and it comes with a prewritten post for your blog.

You can break that and say look, if you were to go in and get these ten posts written at \$10 each, they would literally cost you \$100 just to make the post. If you were to go and buy a plugin for your WordPress site that would actually make these comments appear this way, then you would actually pay another \$20, \$30. If you were to get out and then get the theme built—building it yourself would cost hundreds of dollars, but let's say you were to buy somebody else's theme, it's going to cost you \$12, \$15 at least. If we add this all up, it's going to cost you \$200 to go out and purchase these things separately.

For \$47 today, you're going to get all that and you're going to save. That is called price justification. You're justifying why they're going to pay only \$47 as opposed to going out and having to pay \$197 to accomplish the task. That's how you justify the price for your product.

Next in the close is the guarantee. The guarantee has to make them feel like you're removing the financial risk. Your guarantee has got to make them feel like they're not really parting with their money. Obviously, it ceases to be their money the moment that they hand it over to you, it becomes your money.

However, people like to feel like they have a way of getting their money back. It's just on a long leash basically. They like to feel like okay, I'm just letting you hold my money while I check out your product. If you can accomplish that, they feel that way like you're just shouldering the risk for them and they're just investing in you and that they can get that investment back if they're unhappy, then you're going to have a successful guarantee.

The last part of the sales letter is the call to action.

It's very, very important that you're very assertive in the call to action. You got to tell them that it's time to buy, that's it. You've gotten the proof, you've seen how happy people are, you've admitted to yourself that you need this product, you know that it's a problem that you have, I've showed you that solution, you know I'm an expert already. Well, it's time to buy. Don't beat around the bush around this, just tell them to go and buy.

The acceptance form is your order area. I like to make this part of the page look different than the entire page. It should be in a different color, it needs to stand out visually from the rest of the page. There's somebody who's scrolling down the page, they'd stop here, they'd be like whoa wait, this looks different. They'd be compelled to stop there.

It really needs to stand out from the page, it's not just a payment button, it's an order area. I like to have a big pre-ticked yes with affirmative wording, something like yes Omar, I want to buy this right now and a big check mark. They've literally already chosen to buy. I'm assuming the sale, this is called business posture. You're literally assuming that they want the product. I follow it with a bullet list of everything that's included. Just like an order form, like if they were filling out and signing an invoice or purchasing a purchase order for example. I like to have that big pre-ticked yes with affirmative wording right at the top of the risk free order section.

I like to use a belcher button or a derivative of the belcher button whenever possible. If you've never heard of the term belcher button, then I urge you to Google belcher button and watch Perry Belcher's video about the important parts of a payment button and why these components need to be in there. Payments should be orange or yellow with dark, navy blue text. That just has been tested over and over again. It's what works, it's what Amazon uses and all the big websites use. It just works. People are used to—they feel more comfortable, they feel more secure clicking that button.

Watch the belcher button video, the buttons should include credit card icons right beneath it so you can leverage the familiarity of the Visa logo, the MasterCard logo, the Paypal logo. That stuff should all be right beneath your order button, with as well a dashed border. A dashed border around the payment area have been proven to increase sales. Make sure you watch that belcher button video, you'll be very impressed.

Trust seals. Look, this is indisputable. Trust seals go a long way when you add them below your order button. People, they love that added layer of protection. We've talked about this as well in a prior video. Add trust seals beneath your order button and watch the conversions soar through the roof.



I am trustworthy is going to make your prospects feel more secure about buying because it literally is an additional layer of protection. It's a way that people can learn about you, they kind of feel like oh well, if this guy does me wrong, I could always go and leave a comment on I am trustworthy about him. Again, adding these seals are going to increase your sales.

Use an actual signature image down at the bottom like you did up on top by the greeting. I recommend that you do a signature and a picture of yourself down at the bottom and I like using P.S's. A regular letter would have a signature at the bottom and probably a P. S. I use P.S, P.P.S. The reason for that is you want to recap the most important part of your sales letter.

The reason for this is a great majority of people when they land on the sales page, after they get through the deck, they don't read your sales page in order. They scroll all the way down till they hit bottom, and they skim your page in reverse. Literally, the P.Ss might be the second thing that they're reading out of everything that you've put on your sales page. This has been demonstrated in heat map type of split tests where we can actually see what people do when they land on the page. There's software that does that and I've seen multiple studies on this where people actually include these P.Ss and their recaps down at the bottom of the page because a great majority of people. I'm not going to take a stab or guess at what the exact number is, because this will vary from product to product and page to page.

A great majority of people read your page in reverse order. It's good to end with a recap so that when people start reading your page from the bottom up, they're literally reading in the right order. They're learning something about your product. They're getting the recap right at the bottom.

Remember, we don't live in a utopia. A lot of people think that none of these things matter as long as they have a good product, people will buy, I don't need sales copy, I don't have to have a nice looking page, it doesn't have to be awesome, I don't have to spend \$50 on a nice logo and a nice page design. Yes, you do. We don't live in a utopia, you're in a fantasy world. Appearance does matter in our world. It does matter.

If you want to keep thinking that you can show up to a job interview dressed like you slept in your clothes with your zipper down, with a bone through your nose, and your hair smelling, you're not going to get the job. Why? Because appearance matters in our world. It's important. Everything that they hear and see on their screen will affect their decision to buy. Colors, fonts, layout, everything plays a role in the mark that you're going to make on the prospect. You never get a second chance to make a first impression, these things are important.



Don't just leave them to the end. Consider how you're going to sell your product, consider how the sales page is going to read, what headline you're going to use, what proof image you're going to use. Consider these things as you're creating your product. Maybe keep a little swipe file or a little text document so as you're getting ideas during the creation of your product, you say oh wow, that would be a good thing to add to my sales page. Let me throw that in my little document that I've been keeping some notes about so that I have something to start building up on when I want to create my sales page.

Now, you can do all that, you can do everything right, you can follow this video, you can read this over and over and maybe your page still doesn't convert right. Look, at the end of the day, split testing is really what's going to help you perfect your page. If you're not sure about a headline, create two, create three and maybe split test it. You can install split testing software on your website that actually rotates the headlines so that every other visitor sees a different headline. And then maybe after a couple hundred visitors, pull a report, see which one performed the best, see which headline got you the best. You'll see, it's amazing to look at split test results because sometimes you'll just change one or two words and you'll see that that one particular change resulted in doubled sales. Twice as many people that saw that page actually bought the product than people that saw the other headline. It's amazing to see this.

Remember that when you're split testing stuff, if you resorted to try to split test in order to raise your conversions, the main things that will affect conversions are the deck which is the top six inches because that's what they see first, it's what decides whether or not they stay on the page. The next thing is the offer, the price point, the way you've structured it, the particular things that you're giving and selling them in the front whether you're selling high ticket on the front or low ticket on the front and high ticket on the back. That combination, the offer itself is the second biggest thing that I would have to do. I'd say it's a close second if not a tie with the deck as far as what's the most important thing to make people buy on your sales page.

Watch this video over and over. As a matter of fact, I suggest that anytime that you're creating a sales page whether it's for a software tool, an information product, whatever you have, I suggest you re-watch this video and that you follow the templates that we've included so that you can actually start off with a format for success.

I hope you've enjoyed this video and all the other ones that we've been talking about on this subject, and I look forward to seeing you inside the member's area. I hope that you have a lot of success with kick ass sales pages in the future. Take care.