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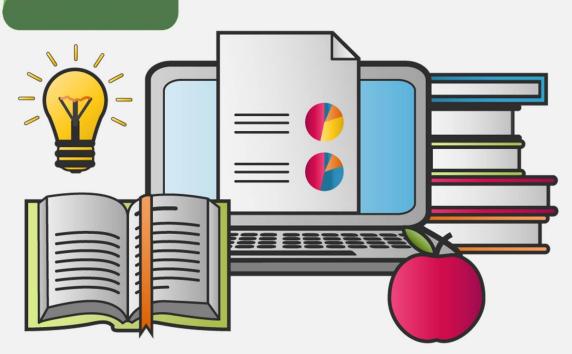
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Contents

WORKSHEET 1

ADDING MORE VALUE

What does it mean to "add value" to your course?

This means you increase the perceived value of the course. This increases your conversion rate (as customers know they're getting a great deal). It also reduces refund rates and increases repeat purchases because customers are satisfied. And it even gives you the ability to raise your prices without losing any customers.

Use this worksheet to help you add value to your course…

1 Does your course offer beginner, intermediate and/or advanced/ expert information?

If it's a beginner-level course, ask yourself if there is also a way to insert intermediate or advanced information into it, as this sort of information will have a higher perceived value.

2 Do you use a high-value format, such as audio or video?

If not, consider whether you can create a multimedia course. (If you can offer text, audio and video options for the same course, that's even better.)

Determine which of these formats may work for you:

- ☐ Slide-share video presentation.
- ☐ Demo video (where you show yourself completing some process).
- ☐ Talking head video (where it's just you talking to the camera).
- ☐ Animation or doodle video.

Note that a demo video is going to have the highest value.

3 **What sort of valuable, in-demand bonuses can you add to your course?**

List the possible bonuses here:

....

Ask yourself:

》 Which of these potential bonuses enhance the use and enjoyment of the core offer?

》 Are these bonuses enticing enough that people would want to buy them separately? (If not, choose a bonus that is valuable and enticing enough to stand alone?

4 **Do you provide in-depth information and instruction?**

If not, make a note of where in your course you can add more in-depth information:

....

TIP: Make a note of not only where you can explain information in more depth, but also where you can add in extra tips and examples to help clarify a concept.

5 **Do you offer unique information that people can't get anywhere else?**

Do some research to determine how much of your course is truly unique. List those factors here:

....

....

Now brainstorm what sort of tips or other information you can add to make your course more unique:

....

....

....

6   **Does your course teach old information in a new way?**

Is there a way to create a "formula" for your step-by-step information?

*For example, let's suppose you have a three-step process for teaching a dog to sit. You can call it the **S.I.T.** formula, with each step corresponding to the appropriate letter, like this:*

»   **S**tart With Verbal Instruction

»   **I**nsert a Hand Command

»   **T**reat

Now develop your own formula.

First, list your steps here:

Step 1: ....

Step 2: ....

Step 3: ....

Step 4: ....

Step 5: ....

Step 6: ....

(and insert other steps as needed)

Next, brainstorm words related to your process. Ideally these words should be as many letters as you have steps in your process, but going over and under is okay.

*For example, if you were creating a copywriting formula, you might use words such as **SALES** or **COPY**. Brainstorm here:*

....

....

Next, select the word that best fits your process:

....

Next, adjust the number of steps to fit the word. *For example, if your word is "**SALES**" then you need to have a <u>**five**</u>-step process.*

Finally, brainstorm a verb for each letter of your five-step process so that you can create a formula. (See the "SIT" example from up above for an idea of how to do this.)

List your formula here (where the first letter of each step corresponds with a letter from your formula):

Step 1: ....

Step 2: ....

Step 3: ....

Step 4: ....

Step 5: ....

Step 6: ....

(Delete or add steps above as needed, according to the number of letters in your formula.)

Final Step: Tweak. Do some of the letters in your formula seem weak? Play around with other verbs/words until you get it right: HINT: If you're stuck for words to complete your formula, then search Google for "verbs that start with [whatever letter you're trying to brainstorm].

And there you have it – you now have a formula that just increased the perceived value of your course!

7 **Did you insert charts, tables, illustrations, screenshots and other graphics into your course?**

If not, list the places in your course that would benefit from having one or more of these visuals inserted:

....

....

....

....

For example, if your course talks about how to set up a PayPal payment button, you might offer screenshots alongside every step of the process.

8 · **Does your course provide tools to help people take action?**

Take a few minutes and brainstorm what specific types of tools in each category you could provide to enhance your course. Note that you may not be able to come up with a tool for each category, depending on your course.

Worksheets: ....

Checklists: ....

Cheat sheets: ....

Calendars: ....

Swipe Files: ....

Calculators: ....

Planners: ....

Mind Maps: ....

Templates: ....

Spreadsheets: ....

Process lists: ....

List any other tools you can think of:

....

....

For example, if you were teaching a copywriting course, then you might have tools such as a profiling worksheet, a sales letter checklist, a headline swipe file and a sales letter template

TIP: Another way to get people to take action is by assigning homework. When people take action, they get results. When they get results, they're satisfied with your course, and more likely to purchase again from you in the future.

9 **List any other ways you can think of to increase the perceived value of your course.**

....

....

....

....

....

....

For example, in some cases you may find that simply raising the price of your course actually increases the perceived value (which in turn boosts conversions and reduces refunds).

You'll need to test these sorts of factors to see if it works for your course.

BEST PRACTICES

Adding bonuses is a great way to add value to your course. There's a right way and a wrong way to do this…

- The wrong way is to blow the dust off some outdated, rehashed information you have sitting on your hard drive.

- The wrong way is to add something that's not targeted to the course just so that you can have a bonus package.

- The wrong way is to add the same pack of bonuses to all your products. (Because chances are, not only are these bonuses not entirely targeted, they will not be all that persuasive if your market already has them.)

- The wrong way is to add a HUGE package of products (perhaps a bundle of resell rights products), thinking that the more products you have, the more enticing the offer. This often actually backfires, in that people see a huge pile of products for a low price, and assume the whole offer is junk.

Those are the wrong ways. Forget about those ways. Let's look at the right way to add value to your course.

Present In-Demand Products

Here's the simple way to find out what people want: find out what they're ALREADY buying. You can check with your competitors, as well as checking out the bestselling information products on sites like Udemy.com, ClickBank.com and Amazon.com.

Offer Something Related

Let's take it a step further. Not only should you offer a bonus that's directly related to your course, you should seek to offer a bonus that enhances the use or enjoyment of the course. These could be tools to help your customers take action, or related resources to help them take the next step.

> *Example: You're selling a weight loss course. Your bonuses might include a low-calorie cookbook and/or a meal-planning app.*

> *Example: You're selling a debt-management course. Your bonus might be a set of tools such as budgeting worksheets and debt-management checklists.*

Add Something Valuable

You want to create a valuable bonus package, yet you don't want to pile so many goodies on that it devalues the entire offer. A good range is to offer a bonus package that's 50% to 125% of the course price. For example, if your course is $100, then you can offer a bonus that's valued at $50 to $125.

HINT

When I say a bonus is "valued at" $50 to $125, I'm talking REAL value… not some arbitrary value. The key here is to ask yourself what you could realistically sell your bonus for. If you could, or maybe are currently selling it for $50, then that's the value. Don't say it's worth $100 in an attempt to make your offer more attractive, as your prospects are going to see right through that flimsy tactic.

2

WORKSHEET

ATTRACTING YOUR BEST PROSPECTS ATTENTION

Plenty of your prospects are going to decide whether to purchase your course or not just based on the title. That's why you'll want to be sure you have an eye-catching, memorable title. Use this worksheet to help you develop the very best title to capture your prospects' attention…

Step 1   **List all the Benefits of Your Course**

Generally, you should seek to create a benefit-driven course. And that means the first step is to brainstorm all the benefits of your course.

Answer this question: **"What does your course do for users?"**
Write as many answers as you can think of:

……………………………………………………………………………………………………

……………………………………………………………………………………………………

……………………………………………………………………………………………………

……………………………………………………………………………………………………

……………………………………………………………………………………………………

Now write down any other benefits of your course that you didn't mention above:

……………………………………………………………………………………………………

……………………………………………………………………………………………………

How does your course make it easier for users to complete some process or achieve a goal?

....

How does your course make it faster for users to complete some process or achieve a goal?

....

Does your course save users money when it comes to completing a process or achieving a

goal? .... If so, how? ....

....

How is your course different than all other similar products currently on the market?

....

....

List any other benefits or unusual features not mentioned above:

....

....

Step 2 **Determine the Top One, Two or Three Benefits**

Now that you've listed all the benefits of your course, it is time to pick out the top one to three benefits to include in your title.

First, answer this question: Of the benefits you listed above, which ones are most important to your prospect? (If you don't know the answer to this question, then you'll need to do some surveying and/or other market research.)

....

Which of the benefits listed in Step 1 are the top benefits of your course? That is, what is the primary focus of your course?

....

....

Now, look at the overlap between the last two questions. List which benefits are not only the focus of your course, but also most important to your users:

....

....

In most cases, the answer to this last question will hold the top one to three benefits that you're going to showcase in your course.

Step 3 **Create a Draft Title**

Now it's time to take the information you've collected above, and turn it into a title. Use the following templates to help you create your draft title:

The #1 Way to *[Get a Benefit]*

....

What *[Group of People]* Do When They Want *[to Get Some Desired Result]*

....

How to *[Get a Benefit]*

....

How to *[Get a Benefit]* in *[X Number of Easy Steps]*

....

How to *[Get a Benefit]* Without *[Experiencing Something Unpleasant]*

....

How to *[Get a Benefit]* Even If *[You Don't Have Some Characteristic, Experience or other Prerequisite]*

....

The Quick and Easy Way to *[Get a Desired Result]*

....

Save Time, Save Money, and *[Get a Benefit]*

....

How Just About Anyone Can *[Get Some Desired Result]*

....

The Surprising Secrets of *[Some Topic]*

....

Discover the Secrets of *[Some Topic or Getting Some Benefit]*

....

[Process or Goal] Made Easy

....

The Art and Science of *[Getting Some Benefit]*

....

Get *[a Benefit]* In Just *[Number of Minutes]* Per Day

....

The Most Shocking Way to *[Get Some Benefit]*

....

The A-to-Z Guide for *[Getting Some Benefit]*

....

The Beginner's Guide to *[Some Topic]*

....

The Smart *[Type of Person's]* Way to [Get a Benefit]

....

How to *[Achieve a Goal]* with *[Some Small Amount of Time and/or Money]*

....

 [Number] Tips and Tricks for *[Getting a Benefit]*

....

The Ultimate Guide to *[Getting a Desired Result]* for *[People Who Typically Don't Get This Type of Result]*

....

A Crash Course in *[Some Topic/Getting Some Benefit]*

....

The Astonishingly Easy Way to *[Achieve Some Goal or Get Some Benefit]*

....

How to Get Rid of *[Some Bad Thing]* For Good

....

Kiss *[Some Bad Thing]* Goodbye

....

Revealed: The Best-Kept *[Type of]* Secret in the World

....

The Revolutionary *[New Method]* That *[Type of Person Uses]* to *[Get Some Result]*

....

The Secrets of Overcoming *[Some Negative Thing]* to *[Get Some Positive Result]*

....

....

Now, go ahead and brainstorm some more additional titles of your own:

....

....

....

....

....

....

(Take out a fresh sheet of paper if required to brainstorm additional titles – you really can't do too much brainstorming!)

Step 4 **Select the Best Title(s).**

Now it's time to pick the best titles. Look over your list of titles and answer the following questions:

Which titles "jump out" and grab your attention the most:

....

Pull together a small group of people in the niche and ask them the same question. Record their answers here:

....

Which of your titles best showcases the benefits of the course?

....

Which of these titles not only present a benefit, but arouse curiosity as well?

....

Which of these titles not only present a benefit, but arouse curiosity as well?

....

Based on all the information above, which titles do you like the best?

....

....

....

....

Step 5 **Test Your Titles.**

Even though you may really like certain titles – and even your focus group of people from your niche may like them – these may not be the best and most profitable titles for your course. That's why you'll want to test your top titles to see which ones work best for you.

TIP:

To test, you'll need to create identical sales pages and ecover graphics, with the ONLY difference being the titles. Then use a tool like SplitTestMonkey.com to randomly send traffic to your page to find out which title creates the highest conversion rate.

List your conversion rates for your different titles here:

Product Title	Conversion Rate
	%
	%
	%
	%
	%
	%

BEST PRACTICES

Your title can make or break the success of your course. And that's why it's so important for you to take the time to create a title that's going to boost your sales. Here are some tips and tricks for creating catchy titles…

Offer a Title and Subtitle

If you do a title and subtitle combination, then you might use this formula:

1. Title is short, brandable, memorable and catchy.

2. Subtitle lets people know what the course is about.

Let me give you a couple real-life examples to demonstrate how this works:

- The 5-Second Rule: Transform Your Life, Work & Confidence with Everyday Courage

- The 4-Hour Workweek: Escape the 9-5, Live Anywhere, and Join the New Rich

Present a Big Benefit

When prospects see your title, they need to understand who the course is for AND what the course will do for them. That's why you want to share one or more big benefits right in the title of your course.

Example: "How to Win Friends and Influence People"

Strive to answer the question that's going through the prospect's mind: "What's in it for me?" Your title should stress the biggest benefit(s), which helps capture attention and boost sales. Here's how…

1. Determine the biggest benefits of your course. Start by writing down all the benefits you can think of.

2. Figure out what's important to your audience. Make sure your title reflects the BIGGEST benefits of your course (those that your audience wants). Do some market research to figure out what's a hot button.

3. Design a title based on Steps #1 and #2. Your title should showcase the top one to three benefits in a short, powerful statement. This should yield several draft titles.

4. Test your title. A quick way to test draft titles is by driving traffic using paid advertising such as Google AdWords or Facebook Ads to see which title your audience responds to the best.

Arouse Curiosity

This isn't always possible, but here's one way to do it: tell prospects what benefits they'll get, but make them curious as to how they'll receive these benefits. Generally, this means letting them know they can get the benefit even if they don't have some commonly required prerequisite.

Example: "How to Land Your Dream Job… Even If You Don't Have a College Degree"

Alternatively, you can let people know they'll get a benefit without experiencing the typical unpleasant side effects. If those "side effects" are common, people will be curious about how it all works.

Example: "How to Lose Weight the Quick and Easy Way Without Hunger Pangs"

Use Powerful Trigger Words

There are some words that almost always get people's attention. These include:

You	How to	Secrets
Discovered	Revealed	Amazing
Quick	Easy	Fast
New	News	Guaranteed
Surprising	Shocking	Startling

Take time over your title. Brainstorm several titles based on the tips you learned above, and then test your best titles to see which ones your audience respond the most.

PROACTIVE POSITIONING

One good way to boost conversions is to create a strong USP (unique selling position/ proposition). This is a branding statement that tells prospects why your course is different from and better than similar offerings on the market. In other words, it gives your prospects a reason to buy your course instead of the competitors' offerings.

So, how do you create this positioning statement? You can start by doing your research and completing this worksheet…

Step 1 **Brainstorm the Possible Unique Benefits and Features that Make Your Course Different (and Better) Than Others.**

At this step, don't worry about whether the benefits you're brainstorming are truly unique, as we'll cover that in another step. And indeed, sometimes you don't need a benefit that's entirely unique – you just need to be the first person in your niche to state the claim as your USP.

An example of this is Folger's Coffee, which uses the USP "Mountain grown." Turns out most coffee is grown in the mountains, but Folgers was simply the first to use this positioning statement.

So, start by brainstorming the possible ways your course is different. Ask yourself these questions:

» How is your guarantee different than the competitors' guarantees?

» How does your pricing differ from the competitors' offerings?

» How does the content of your course differ?

» How does the format of your course differ?

>> How does your bonus package differ?

>> How does your customer service differ?

>> What are your competitors' biggest weaknesses?

>> How are you different than your competitors? (E.G., do you have some unusual or unique qualification to teach this specific course?)

In what other ways is your course or business different from your competitors' offerings?

....

....

....

Use these questions to get you started and then list as many differences and benefits as you can think of before moving onto the next step…

Step 2 **Research Your Competitors' Positioning Statements.**

Next, you now need to determine what unique selling positions your competitors are using.

In order to determine this, you'll need to do some research and visit each of your competitors' websites, social media platforms, and sales pages. Answer the following questions about each of your competitors who are offering similar courses:

>> What is their slogan?

>> What do they use as a positioning statement on their course sales page?

>> What do they use as a slogan or positioning statement on the "About" page of their blogs and social media pages?

>> What other unique benefits/statements do they tout repeatedly across their websites, sales materials and platforms?

Now look at your own possible positioning statements and compare them to your competitors' market positions. List all the benefit and positioning statements you have that your competitors aren't using. These are all possibilities for your USP.

Next…

Step 3 Determine What's Important To Your Prospects

There's no use creating and advertising your unique selling position if the USP means nothing to your prospects and customers. That's why you'll want to do some research to determine what is important to your market.

Walk through the following steps, and write down your results as you discover them:

> What does your audience say in their product reviews of similar courses? What do they consider the strengths of those courses? What do they consider the weaknesses?

> What does your audience say about competing courses when they discuss them on social media and other platforms? What are they looking for in these courses?

> What does your audience directly say is important to them? (You'll need to do a survey in order to figure this out. Be sure to use open-ended questions so as not to constrain their answers.)

> What sort of questions come through your customer service desk that may shed light on what your audience wants? For example, if your audience is inquiring about whether your course includes a certain feature/benefit, that may be a sign that the benefit is important to them.

Now look at your possible positioning statements, and compare this list to what is important to your audience. Go ahead and rank them from most important to least important.

At this point, you may have a little bit of a judgment call to make. You'll need to pick just one positioning statement – this is not only a strong benefit for your course, but it's also something that is important to your audience. (And, obviously, something your competitors aren't using.)

Pick out your position, and move to the next step…

Step 4 Draft a Succinct Positioning Statement

Now that you've selected your position, you need to sum it up in a short and snappy statement. That's because you need to be able to get it across in just a few words. You don't want a convoluted or nuanced statement, as that will just confuse people. You want your prospects to get the gist (know what's in it for them) in about a second or two.

Look at these real-life positioning succinct statements as examples:

- ✓ Mountain grown.
- ✓ Have it your way.
- ✓ We try harder
- ✓ Fly the friendly skies
- ✓ Better pizza. Better ingredients
- ✓ The strongest guarantee in the business.
- ✓ When it absolutely, positively must get there overnight.

First, start by writing down your unedited (draft) statement. Include all the main points you want to get across.

....

....

....

Now look at your draft statement and slice it down to the bare essentials. Get your point across in as few words as possible.

....

....

....

Finally, edit your statement to become more powerful. For example, add in trigger words (such as you, free, guaranteed, quickly, easily) if possible.

....

....

....

BEST PRACTICES

Your prospects have options. One option is to buy your course. Another option is to buy one of your competitors' courses. So, here's the question…

Why should your prospects buy your course?

This is something you need to know the answer to so that you can clearly and succinctly share this information in your sales letter and other advertisements. This is called your USP, or unique selling proposition (or position). This is what makes your course different from and better than the competitors' similar offerings.

6 Ways To Position Your Course In The Market So You Stand Out

1. Offer personalized coaching as part of your course. If no one else offers that (or at least you're the first one to turn that into your USP), then that makes a great way to position your course in the market.
2. Highlight a unique qualification for teaching the course. For example, if you're teaching people how to write a bestselling novel AND you've made it to the New York Time's Bestseller List multiple times, that's a pretty strong (and unique) qualification.
3. Give an unusually strong guarantee. For example, you might offer a "double your money back" guarantee if the customer shows proof that they tried your information and it didn't work.
4. Be the "original" or "first" in a category. For example, maybe you're the first one to ever offer a specific type of information – perhaps you even invented a formula for your niche. Or, it may even be something as simple as being the first in a region to offer a particular type of course.
5. Set your course apart based on how it's delivered. Maybe you deliver your course all at once so that people can work at their own pace. Or maybe you deliver your course in modules, so that customers don't get overwhelmed.
6. Focus on pricing. You might be the most budget friendly option available, or the highest-priced "celebrity" option for those that want an exclusive "country club" feel.

Bottom Line: Find something that sets you apart from your competitors, then position your course based on this factor.

Four-Step Process For Deciding How To Position Your Course In The Market

- You determine what sets your course apart from similar offers in the market. (As in the examples above.)
- You find out what factors are important to your audience. You'll need to do some market research, particularly surveying or focus groups to understand what is important to your audience.
- You then choose your unique selling proposition based on the overlap between what makes your course different and what's important to your audience. (Because there is no use touting a positioning statement if your audience doesn't care about it.)
- Finally, you polish your USP so that it's a succinct statement, one that's easy to convey in your sales letter and other marketing materials.

For example: M&Ms candy has the USP, "It melts in your mouth, not in your hand." Short, easy-to-convey, and gets a strong benefit across (the "reason why" someone should buy and eat M&Ms versus other chocolates).

WORKSHEET 4

PICKING THE PERFECT PRICE

Picking the right price can dramatically impact your conversion rates. That's why you'll want to walk through the following steps in this worksheet to help you discover the best price for your course.

Step 1 **Do Your Pricing Research**

First off, you need to find out what your competitors are charging for their similar courses.

TIP: While you're primarily focusing on those with courses very similar to yours, for this worksheet, you may look at a wide variety of information products. For example, someone else's ebook may be very similar content-wise to your course – so you'll want to take all formats into consideration. But again, you'll focus on those that are most similar in content and format to your course.

Here's how to find your competitors:

» Search Udemy.com for your niche keywords.

» Search marketplaces such as Amazon for your niche keywords.

» Search sales platforms such as ClickBank.com and JVZoo.com for your niche keywords.

» Go directly to your known competitors' websites to see what they're selling. Be sure to check out their main page, blog, social media platforms and newsletters.

» Search Google to uncover courses in your niche. E.G., search for "gardening courses" or "copywriting courses."

» Ask your subscribers, visitors and social media followers for their favorite courses in your niche.

Be sure to open a clean document, list all of your competitors' products along with the pricing.

As you complete the above step, take note of the following:

1. What is the range of prices? (E.G., maybe similar courses range from $25 to $250 in your niche.)

<div align="center">From $ ………… to $ …………</div>

2. What is the median price for similar offerings? This is the price that MOST competitors charge. For example, while the range might be $25 to $250, perhaps most competitors charge right around $100 (give or take a few dollars).

<div align="center">Median: $ …………</div>

Next…

Step 2   **Define How Your Course is Worth More or Less than Similar Courses**

Now you need to figure out how your offer differs from your competitors' offers.

You'll want to answer the following questions for each of your competitors' offers as compared to your own offer:

» What level of information are you providing versus what the competitor is providing? (E.G., beginner, intermediate or advanced information?)

....

» How in-depth is your course compared to the competitors?

....

» What is the format for your course?

....

TIP:

Text base courses tend to have the lowest perceived value, while audio tends to have a higher value, and video tends to have the highest perceived value. Obviously, your course will have a higher perceived value if you offer all three formats.

» How is your course delivered?

Is it a physical or a digital course? (Physical has a higher perceived value.)

Is it delivered all at once, or are the lessons offered over time?
(This only raises or lowers the perceived value of the course depending on how you "spin" it. For example, you might position the multi-part course's delivery as not leading to overwhelm, since it's delivered in bite-size chunks. You'll need to know your audience in order to determine what they'd prefer.)

....

» What bonuses are you offering?

....

» What is the value of these bonuses?

....

TIP: This should be actual value, not some inflated value you use to make your bonuses look more attractive. That is, how much could you reasonably charge for these bonuses if you were selling them on their own?

» What does your overall website and course look like compared to the competitor's offering? For example, does one or the other look more polished/professional?

....

» What are your qualifications to teach this course versus your competitor's qualifications?

....

» How have you positioned your course in the market versus how your competitor's offering is positioned?

You're primarily looking for positioning that directly affects price. For example, if you've positioned your course as coming from someone with decades of experience in the field – and you can prove these credentials – you'll be able to charge more for your course versus someone else who seems to be a beginner in the niche.

....

» In what other ways is your course different that may impact pricing? Be specific.

....

Step 3 **Develop Your Pricing strategy**

At this point, you know the range of prices for similar offers, you know the most popular price tag and you now know how your course differs from the competitors' courses in ways that impact pricing. With this information in mind, it's time to develop your pricing strategy.

Ask yourself these questions:

Based on the information you've collected, approximately where is your course on the pricing spectrum? (E.G., low end, middle, high end?)

....

Does your branding/positioning affect your pricing? If so, how?

....

Go ahead and write down your starting price. You may adjust this up or down based on how you've added value to your course and other factors.

For example, you may write down a base price of $27 which is close to the median in your niche for similar courses. However, after considering that you offer more value (such as a support forum), you might then choose a higher price such as $47.

....

Step 4 **Remember To Always Test Your Prices**

Just because you've picked a price doesn't mean that it's the BEST price. You now have to do some testing to determine the best prices. Generally, this means you split-test a variety of prices to see which ones produce the highest conversion rates and profits for you.

TIP: You may also test different types of offers. For example, you might package your bonuses together with your course. Or you might offer your bonuses as an upsell "Gold" package. Again, the only way to determine what works is to test it.

Ideally, you'll do two types of testing:

» Minor price testing. This is where you tweak the price in fairly insignificant amounts to see which price converts better. For example, if you're testing prices around $100, you may test $95, $97 and $99. (You may also test adding cents to the dollar amount, such as $99.99.)

» Major price testing. This is where you make major price adjustments. For example, you might test $97 versus $147. Sometimes a lower price converts better because prospects view it as a good deal. Sometimes a higher price converts better because prospects equate higher prices with better quality. The only way to know for sure what works for you is to test.

BEST PRACTICES

Your price is another one of those factors that can make or break the success of your course. If you pick the right price, you'll sell more courses. So, how do you pick the right price? Follow these steps…

Step 1: Do Your Research

The first thing to do is research your market to determine what your competitors are charging for similar offers.

You'll want to pay the most attention to those offers that are most similar to yours (i.e., other online courses). However, you'll also want to take into consideration offers that may not be exactly the same, but still compete with your offer. Examples include ebooks, membership sites, and coaching offers.

> *What you'll want to do is take note of the median price. That is, what are MOST courses in your niche priced at? For example, while the range may be $50 to $250, you may find that most are priced right around $97.*

Step 2: Compare Offers

Chances are, there is no other course on the market that's exactly like yours (and that's a good thing). That means you're not comparing "apples to apples" when you're doing your market research. As such, you need to figure out what makes your course worth more or less than the courses you're comparing it too.

What sort of differences are you looking for? Examples include: who your course is aimed at, length, format, positioning, and similar issues that could affect the perceived price of your course.

Step 3: Consider Your Positioning

Now take a look at how you've positioned your course (and your business overall) in the market. Does your positioning raise or lower the price?

> *For example, if you've positioned yourself as a "low price leader" in your niche, then obviously you're going to be pricing your course at the low end.*

> *On the flip side, if you've positioned your course as unique information from an expert, then you're more likely to position your course on the high end.*

If you've chosen a market position that really doesn't influence price, then you'll choose a price based solely on the other factors we've talked about.

Step 4: Pick a Starting Point

Based on your research, you should now have a range of prices for courses in your niche. You should also know whether to price your course at the low end, high end, or somewhere closer to the median price (AKA, the most common price in your niche).

This doesn't mean your pricing needs to fall directly within that range.
For example, if you have a high-end course and other marketers are charging $250 for their courses, that doesn't mean yours needs to be $250. It can be $297… or more. Just be sure you can justify whatever price you choose.

However, this isn't necessarily going to be a final price. Be sure to prices to find out which one your audience responds to the best. You can do this fairly fast by using paid advertising such as AdWords.

The key with testing and tracking is to hold all other variables constant EXCEPT for the price. That way, if there is a significant difference in conversions, you know that difference is attributable to price and not some other factor.

Bottom line: do your research to find a good starting point, and then test your pricing strategy to see which price point puts the most profit in your pocket.

5

ESTABLISHING YOUR EXPERTISE

As you learned in the curriculum, you need to establish your expertise in order to boost your conversion rates and get more customers. Use this worksheet to help you do exactly that.

Brainstorming Your Credentials

For the purpose of this exercise, you're going to brainstorm as many credentials as possible that help establish you as an expert/authority in your niche.

For this first step, don't worry about whether a credential is "good enough" – just brainstorm freely without censoring or editing your answers.

Ask yourself these questions:

» Do you have any educational background in the niche? (E.G., a Bachelor's degree in a related field – such as having a nutrition degree when you're selling weight-loss information.)

....

» Do you have any career experience in the niche? (This could be a job or an actual multi-year long career.)

....

» How many years of experience do you have working in the niche?

....

» Do you have any unpaid work/volunteer experience in the niche?

....

» Have you won any related awards/accolades related to the niche? (E.G., perhaps you are teaching people how to do interior design, and you've won design awards in your field.)

....

....

» Have you been published in your niche? (For example, if you're a nutritionist, perhaps you've been published in a credible, peer-reviewed journal.)
List any details here:

....

....

» Have you ever been invited to speak as a guest expert at a conference, meeting or other event related to your field of expertise? Explain:

....

....

» Have you ever had organizations contact you about your expertise, such as a media organization asking you to offer commentary on a story?

....

» Have you ever appeared as a guest expert on a talk radio or news show in your niche? Explain:

....

....

» Have you ever organized a major event in your niche?

....

» Have any famous people come to you for your expertise? Keep in mind that "famous people" doesn't mean Top Tier celebrities. (For example, perhaps you have a course on wedding planning, and one of your credentials is that you planned a celebrity's wedding.) Explain:

....

....

» Do you have proof of getting results for others? If so, explain what types of proof you have. (E.G., perhaps you're a personal trainer, and you've helped 103 people lose an average of 43 pounds.)

....

» If you have created results for others, how many others?

....

» On average, what sort of results have you been able to help others achieve? (This is a numerical value where applicable – such as helping X number of writing clients publish X number of books.)

....

» Have your clients won any awards or accolades in the niche? (E.G., you teach others how to write a novel, and several of your clients have gone on to land on the New York Times bestseller lists.)

....

» Have any other experts endorsed your work?

....

» Do you collaborate with any other experts?

....

» Have you held any organizational offices or titles related to your expertise? (E.G., Chairperson of a related committee or other organization.)

....

» Have you pioneered any strategies, products or other ideas in your field? If so, what are they?

....

» In what other ways are you uniquely qualified to teach this information? List everything you can think of:

....

....

....

....

....

....

Another way to build credibility and expertise is by providing proof that your strategies work and showcasing these evidences in your sales letter.

Take a few moments and determine which of the following types of proof you already have, and which ones you could procure. (Not all will be applicable to you.)

Screenshots

Example: if you're teaching a traffic-generation course, then you might post a screenshot of your traffic logs.

....

Testimonials

Take note that audio and video testimonials are even more powerful than regular text-based testimonials.

....

Case Studies

Ideally, these should be backed with a lot of proof, such as photos and other evidence.

....

'Before' & 'After' Photos

For example, if you teach weight-loss strategies, then showing before and after photos of your clients is a good way to prove your expertise.

....

Videos

Instead of showing proof by photo, you can show it via video. Depending on what you're teaching, you might offer a demo video to show that your strategies work. For example, if you're a dog trainer, then offer a demo video showing the tricks you've taught a dog to do.

....

Scanned Images

For example, you might share scans of newspaper clippings or positive press.

....

Endorsements from Well-Known People In Your Niche

These may be testimonials, or they may simply be more generic endorsements
(Hint: This is why it's a good idea to cultivate relationships with experts in your niche and do joint ventures with them, as you can "borrow" their credibility.)

....

....

IDEAS INCLUDE:

» Hosting a webinar or other event together.

» Co-authoring an article or report together.

» Creating a product together.

» Co-endorsing one another

List any collaborations you've done with other experts in the niche.

Endorsements received from "authorities" in your niche. (E.G., share an endorsement from a doctor for a medical/health related course.)

You'll also want to consider other ways you've established your credibility, including:

» Running a well-known (and long established) blog.

» Publishing a popular newsletter.

» Publishing a book.

» Serving as a guest author for other experts in your niche.

List any that apply.

Now provide any other information you can think of that will help bolster your claim as a niche expert:

....

....

....

TIP:

Establishing yourself as an expert isn't something you do once and then you're done. Instead, it's an ongoing process. No matter what you're doing, be sure your words and actions reflect that of an expert.

Branding yourself as an expert. This includes:

» Creating your brand logo/slogan around your area of expertise.

» Leaving signature files with your expertise branding.

» Writing bylines with this branding.

» Branding yourself in this manner on social media and in other communities.

Casting a professional image, because people do judge a book by its cover. If your business doesn't look professional, people are going to judge you as an amateur. You can radiate professionalism by:

Getting a professional to do your website (or using a professional- looking theme/ template).	Getting professional cover graphics for your products.	Getting professional design/layout for the interior of your text products.
Being sure your text products are proofread and fact- checked.	Getting a professional to do video work and/or voiceovers.	Sharing polished business cards.
Ensuring photos of you reflect someone who is an expert.	… and in general, being sure every other part of your business looks smooth, polished, professional.	

Ensuring you always sound professional when you're interacting in your niche community (and elsewhere). This includes comments on:

> Blogs

> Social Media

> Niche Forums

> Other Community Platforms

Be sure to project confidence and authority whenever you write anything online or offline, whether it's an article or social media post or a comment.

BEST PRACTICES

You'll sell even more courses if your customers view you as an expert in the niche. Don't assume that your customers know you're an expert. Until you tell them, they may very well assume that you're just someone who's doing a "fake it till you make it" thing. And if they make that assumption, you can kiss your sales goodbye.

So, how do you build your credibility and establish yourself as an expert? This is actually a two-part process:

Part 1: Build Credibility Inside Your Sales Letter

People aren't going to know about your expertise and unique qualifications for selling your online course unless you tell them. That's why your sales letter should briefly explain why you're a good person to teach this course.

First off, what do I mean by qualifications?

> *I mean anything that gives you an air of authority or expertise regarding the topic at hand. This could be your extensive experience, a relevant educational degree, or even awards you've won in the niche.*

Note that I used the word "briefly" with regards to explaining your credentials in the sales letter. The key here is that you need to keep the focus on your prospects and not you. In other words, don't drone on and on about your qualifications. Some people will see it as bragging (which puts a negative light on you), and most people will eventually get bored if your sales letter seems to be about you instead of your prospects.

A good framework is to state your qualifications, and then share how these qualifications benefit your prospect.

> *For example, landing multiple books on the New York Time's Bestseller list shows that you know how to write a great novel – which makes you an excellent person to teach the art and science of writing a novel.*

Bottom line: figure out what makes you qualified to teach this course, and then include information about it in your sales materials to build credibility.

Part 2: Build Credibility Outside Your Sales Letter

Another good way to establish your expertise is to prove that you know what you're talking about whenever you post content online. If you do this part right, people will already view you as an expert before they ever get to your sales letter.

Here's how to establish your credibility and position yourself as an expert:

- Post consistently good content across your platforms. Not every piece of content needs to be an in-depth 5000-word masterpiece, but every piece should be high-quality so that you always make a good impression.

- Blanket your niche with content. This includes Facebook, Twitter, your blog, YouTube, your newsletter, guest blogging, etc. If someone sees your name every time they search for a topic, they're going to associate you as an expert.
- Collaborate with other experts in your niche. E.G., do a webinar together or co-write a report. This allows you to "borrow" other peoples' credibility (which is a benefit when you're still working to establish yourself).
- Brand yourself as an expert. You might sign off articles, social media posts and other content with a slogan that brands you as an expert. E.G., "John Doe, The Dog Trainer's Trainer."

Bottom line: Establish yourself as an expert all across your niche, which will boost your sales once people land on your sales letter.

BOOSTING YOUR CONVERSION RATE

One really good way to boost your conversions is to get your prospects onto a mailing list. This requires putting together a lead magnet, crafting a lead page and writing an initial autoresponder series. Use the following worksheet to help you put all these pieces in place…

Lead Magnet

Step 1 **Do your market research to find out what your market wants, so that you can create an enticing, in-demand lead magnet.**
(For example: A free item you give away to convince people to join your list.)

Check the Following:

» What are the top products in your niche on Amazon?

....
....
....

» What are the bestsellers in your niche on JVZoo and ClickBank?

....
....
....

» What are your closest competitors selling on their sites?

....
....
....

» What topics in your niche are popular on social media?

....

....

....

» What topics are popular on blogs in your niche?

....

....

....

» What do your prospects say they want?

....

....

....

Pick an in-demand topic for your lead magnet based on the answers above, and then move on to the next step…

Step 2 **Create Your Lead Magnet**

Ask Yourself:

Can you splinter off part of your course, and then offer this lesson/ module/ excerpt as your lead magnet? If so, which part would it be?

....

If splintering isn't an option, then think about what other types of reports, videos, tools, apps, memberships or other resources you could offer. List your ideas here:

....

....

....

TIP:

Create something "useful yet incomplete" – your lead magnet should solve part of your prospect's problem. The paid course then solves another bigger chunk of their problem.

Ask Yourself: How much could you reasonably expect people to pay for your lead magnet if you weren't giving it away for free?

....

HINT *Create something valuable. You should be able to sell this product easily if you wanted to.*

Ask Yourself: Can you create this sort of product yourself and expect to have a good end result?

☐ **YES**   ☐ **NO**

If the answer is no, then consider outsourcing the task to a qualified professional.

Check freelancing sites such as UpWork.com and Guru.com, search Google for freelancers, and ask your colleagues for recommendations. Be sure to do your due diligence so that you end up with a trustworthy and professional freelancer who produces great work.

Step 3 **Polish Your Lead Magnet**

Check these points:

☐ ✓ Be sure to proof and fact-check your lead magnet.

Can you reasonably do this yourself? Ask:

- Do you have a good handle on spelling and grammar?   ....
- Do others ask you to proof their work?   ....
- Are you too close to your work to spot your errors?   ....

If necessary, find a professional proofreader to look over your work.

☐ ✓ Format the lead magnet and design the interior so that it looks professional and high-quality.

Again, find a freelancer for this part if you can't do it well yourself.

☐ ✔ Include the benefits of your course and a strong call to action within your lead magnet.

- What are the main benefits of your course?

....

....

- Is there a way to create a sense of urgency to persuade people to click on your link right now, such as an expiring discount or even just the thought that your prospect's problem won't go away unless they take action? Write down different ways you could create urgency:

....

....

AutoResponder

Step 1 **Get an Account with a reputable Email service provider.**

Research into & write down what you like and do not like about the following providers. Add your own service providers at the end:

Service Provider: aWeber	
Pros:	***Cons***:

Service Provider: GetResponse	
Pros:	***Cons***:

Service Provider: MailChimp	
Pros:	***Cons***:

Service Provider: Constant Contact	
Pros:	***Cons***:

Service Provider:	
Pros:	***Cons***:

Service Provider:	
Pros:	***Cons***:

Service Provider:	
Pros:	***Cons***:

Service Provider:	
Pros:	***Cons***:

Service Provider:	
Pros:	***Cons***:

Choose one that's right for you and move on to the next step.

Step 2 **Create your Initial Autoresponder Series.**

Answer yes or no to the following:

» Is the series at least 3-7 emails long?

Yes ☐ No ☐

» Is the series highly related to your course? (E.G., an overview of the course, tips related to the subject of the course, tools related to the course, etc.)

Yes ☐ No ☐

» Does each email provide valuable information?

Yes ☐ No ☐

» Does each email pitch your course at the end with a strong call to action?

Yes ☐ No ☐

» Did you create strong subject lines for each email?

Yes ☐ No ☐

» Is your "From" field recognizable?

Yes ☐ No ☐

» Does your email layout look professional?

Yes ☐ No ☐

» Did you proof each email?

Yes ☐ No ☐

» Are your email templates responsive so that mobile users can see them?

Yes ☐ No ☐

WARNING

If you answered "no" to any of the above, then you know you have some work to do yet. Complete the above steps before moving on.

Step 3 **Track & Test Your Emails**

Many big email service providers (such as Aweber) offer built-in tracking tools so that you can test your subject lines, calls to action, etc.

Landing Page

Step 1 **Get professional Ecover graphics and Lead Page design so that you always make a great first impression.**

» Can you really do this yourself?

Yes ☐ No ☐

If your answer is no, then outsource it to a competent professional.

Step 2 **Create a benefits-driven mini sales letter to 'sell' people on getting the lead magnet and joining your list.**

☐ ✓ Do you showcase your biggest benefits in the headline?

☐ ✓ Do you include a sub-headline to highlight more of the biggest benefits?

☐ ✓ Does your headline arouse curiosity? (Optional, as this isn't always possible.)

☐ ✓ Do you engage readers with a strong opener that focuses on their problems and how your offer can fix them?

☐ ✓ Do you include a bulleted list of benefits?

☐ ✓ Do you include a strong call to action?

☐ ✓ Did you insert your opt-in form next to the CTA?

Step 3 **Finalize**

Be sure to test the process to ensure your opt-in form works and the thank you page with download links are all in good working order.

You'll also want to do some split testing in order to improve your conversion rates. Focus on testing the headline, the overall design of the page, the benefits list, and the call to action.

BEST PRACTICES

People buy from those they know, like and trust. Here is how to establish this kind of relationship…

Step 1: Create a Lead Magnet

This is an in-demand, valuable product that you offer for free in exchange for an email address. It should be something that's highly related to your course, so that anyone who requests your lead magnet will be interested in your course as well.

HINT

One way to quickly and easily create an effective, related lead magnet is by splintering off a part of your course and offering it for free. For example, you can offer one lesson or module for free. Or you might offer one of the bonuses for free.

Step 2: Set Up an Autoresponder Series

- First off, you'll need to get an account with a reliable autoresponder service, such as Aweber.com, GetResponse.com, or similar. Then you'll use the service's instructions for creating an opt-in form and placing this form on your lead page.

- Secondly, you'll need to create an initial autoresponder series of three to seven messages, which begin as soon as the prospect joins your list. This series is important, because it does two things: Helps build that important relationship with your new subscribers, and generates sales of your course.

As such, each email should do two things: share useful content so that subscribers begin to see you as a trusted expert, and pitch your course at the end of each email.

Naturally, you don't stop promoting when the autoresponder series is over. You continue to send a variety of emails to your subscribers. These emails may promote your course from time to time (especially if you're running a sale), as well as promoting other offers.

Keep these tips in mind:

- Write attention-getting subject lines that get people to open your emails. Generally, benefit-driven, curiosity-arousing subject lines get opened. E.G., "The #1 secret for getting rid of cellulite… (see inside) …"

- Insert a strong call to action inside each email. E.G., "Click here to download a copy of this course – and do it now before the special discount offer disappears for good!"

Step 3: Craft Your Lead Page

The last part of this process is to create a lead page that persuades your prospects to exchange their email address for your lead magnet (by filling in your opt-in form). Keep these tips in mind:

- Use a strong benefit-driven headline. E.G., "You're About to Discover the Fastest, Easiest Way to Lose 10 Pounds… for FREE!"

- Include a bulleted list of the top benefits of your lead magnets. E.G., "You'll discover a simple trick for never feeling hungry while you're dieting – and it has nothing to do with drinking water or taking harmful appetite suppressants!"

- Insert a clear call to action. E.G., "So fill in the form below now to get instant access to this exciting [type of product]. And do it now while you can still get it for free…"

<u>Bottom line</u>: You'll get a much higher conversion rate if you give valuable content before you ask for the sale.

7 WORSHEET

CRAFTING YOUR
COMPELLING SALES LETTER

Your sales letter can make or break the success of your course, which is why it's so important to create compelling copy. Use this worksheet to help you develop a persuasive sales letter that converts readers into buyers…

Step 1 **Profile Your Audience**

The more you understand your audience, the easier it will be for you to create a sales letter (and offers, for that matter) that really appeal to them. Follow these steps…

Step 1.1 **Research Your Target Market**

Search Google to uncover your audience's demographics.
For example, "dog owner demographics."

TIP: Be sure to focus on REPUTABLE sources, such as PEW research, government organizations, universities and similar.

Next…

Step 1.2 **Survey Your Audience**

Now to confirm and expand your research, you can survey your audience. You'll want to ask for their demographics, as well as what sort of solutions they're looking for, their hopes, their fears, and so on.
(See the next step for ideas of what to include in your survey.)

Write Down Everything You Know About Your Audience

Now that you've done your research and surveyed the audience, answer the following questions:

» What gender is your target market? ....

» What is their age range? ....

» Where do they live? ....

» What is their education level? ....

» What is their marital status? ....

» Do they have children? ....

» What is their income? ....

» How much do they spend in the niche annually? ....

» What are their hobbies? ....

» What are their biggest struggles in the niche?

....

....

» What solutions haven't worked for them?

....

....

» List any jargon they use:

....

....

....

» List anything else you know about your audience:

....

....

....

....

Profile Your Product

Now it's time to write down all of your product's features and benefits. Be sure to also write down the "ultimate" benefit. (Ask yourself "so what?" after you list each benefit until you come up with the ultimate benefit.)

> *For example: Toothpaste feature is that it contains carbamide peroxide.*
> *The benefit is that it whitens teeth. The ultimate benefit is that it helps*
> *make people more attractive.*

Now your turn….

Course Features	Course Benefits	Ultimate Benefits

(Add more lines as needed.)

Design Your Sales Letter

Now it's time to create your actual sales letter. Be sure it includes all of the following elements:

Headline

Pick out your BIGGEST one or two benefits and use it to create a headline. E.G., "Here's the fast and easy way to get rid of aphids!"

Brainstorm at least a dozen benefit-driven headlines here:

....

....

....

....

....

....

....

....

....

....

....

....

....

Ask yourself the following questions about your headline:

» Does your headline showcase your course's biggest benefits/make a big promise?

» Does your headline evoke curiosity? (Where applicable.) Does your headline use social proof? (Where applicable.)

» Do you use powerful trigger words in your headline, such as you, how to, quickly, easily, guaranteed, shocking, etc.?

» Is your headline relatively short and powerful?

Opener/Body

Your opener should be designed to arouse interest so that your prospects keep reading.

Fill out this worksheet to determine the best opener for your letter:

» Tell a story about someone just like them who overcame the same problem.

   ....

» Talk about the pain of the problem and empathize with readers, because you have been there too.

   ....

» Start with a startling, relevant statistic or other fact.

   ....

» Ask qualifying questions. (E.G., "Do you suffer from back pain?")

   ....

Now ask yourself these questions about each of your potential openers:

» Overall, does your opener show that you understand the prospect's problem and empathize with them regarding the pain of their problem?

» Do you then introduce your course as the solution?

Pick the one that works best and move on…

Benefits

Now back to your feature/benefit/ultimate benefit list and decide which ones to include in your bulleted list. Ask yourself these questions:

» Do you present your course's benefits in a bulleted list for easy readability?

» Do you offer benefit-driven statements that raise desire and build value for your course?

» Do some of your benefit statements arouse curiosity about the course? (e.g. "You'll discover a simple five-minute trick that can double your conversion rate!")

» Does your benefit list primarily focus on benefits of the course (as opposed to merely mentioning the features)? (i.e. focus on what the course will do for the prospect.)

» Does your copy highlight your USP (unique selling proposition), which is the primary reason why prospects should purchase your course over competitors' similar offers?

» Do you add value to the course by offering one or more high-demand, valuable bonuses?

Proof

Write down the types of proof you can offer in each of the following categories:

>> Text testimonials ....

>> Video testimonials ....

>> Audio testimonials ....

>> Case studies ....

>> Photos /Scans ....

>> Screenshots ....

>> Audios ....

>> Videos ....

>> Charts and tables ....

>> Relevant lists/awards (e.g., if you're selling a course on how to write a novel, then mentioning your appearance on the New York Times Bestseller list is relevant)

....

....

....

>> List anything else relevant:

....

....

....

Handle Objections

Now list all of the potential objections that people are likely to have about your product (such as too expensive, too "cheap," it won't work, etc.):

....

....

....

....

How will you handle each of these objections?

....

....

....

....

TIP: The "it won't work for me" objection is commonly handled with a guarantee, so be sure to include one in your copy.

Ask Yourself: Is your guarantee long and strong? (Long guarantees actually reduce refunds, because new customers feel like they have enough time to fully review the course.)

Price & Call to Action

List your price: $ ....

How will you justify this price? Be specific:

....

....

List your call to action:

....

....

....

How will you create urgency so that people take action now? Be specific.

....

....

POSTSCRIPT (P.S.)

Complete this worksheet by filling in examples of different postscripts:

Reiterate a top benefit:

....

Mention a benefit not previously covered in the copy:

....

Share proof (such as a testimonial):

....

Present the guarantee (as a reminder, or for the first time):

....

Pick the one that seems most effective.

DOUBLE CHECK

Does your P.S. include a call to action?

Overall

Create your sales letter, and then ask yourself these questions:

» Do your graphics, layout and design look polished and professional?

» Do you plan to test and track the major parts of your sales letter to increase conversions?

» Is your letter formatted for the skimmers, so that major benefits are highlighted in some way? (E.G., bolded, in bulleted lists, in a Johnson box, etc.)

» Is there plenty of white space for easy readability?

» Do you use short words, sentences and paragraphs for easy readability?

» Did you read your letter out loud to check that it's easy to read?

TIP: If copy isn't your strong suit, then you may use a template from a package like the one at 3dConsultingServices.com/resources/, or you may want to hire a professional copywriter.

BEST PRACTICES

How do you improve your sales letter's conversion rate? You do it by following these tips and best practices…

Focus on Benefits

Your course has plenty of features, which are the "parts" of your product. However, most of your prospects are interested in the benefits of your course, which is what those features will do for them.

> *For example, a FEATURE of a weight-loss course is that it includes meal plans and recipes. The BENEFIT is that these items make it easy for busy people to lose weight (while still enjoying delicious meals).*

People who are reading your sales copy probably aren't going to spend time thinking things through. If you tell them a feature, they're not going to immediately know how that feature benefits them. That's why you need to explicitly state what each feature of your product does for your prospect. You can then list your benefits in a bulleted list.

HINT: Whenever you've crafted what you think if a benefit statement, stop for a moment and ask yourself, "So?"
and keep asking yourself this question until you get to the ultimate benefit.

Let's suppose a feature of a copywriting course is that it includes sales letter templates. *So?* This makes it quick and easy to anyone create a sales letter. *So?* Even people without sales experience can quickly and easily create an effective, profitable sales letter.

See how that works? Keep drilling down until you find the benefit, and then share it in your sales letter.

Spend Time on Headlines

Your headline is the most important part of your sales letter. If your headline doesn't get attention, then prospects are going to click away. And you're going to lose the sale. Do this…

- Put your biggest benefit in your headline. E.G. "Lose Weight the Quick and Easy Way with This Amazing New Diet That's Taking the Internet by a Storm!"

- Arouse curiosity whenever possible. E.G., "Now You Too Can Discover the Secrets of Losing a Quick and Easy 10 Pounds… Without Starving Yourself, Without Hunger Pangs, and Without Ever Feeling Deprived!"

- Use social proof when possible. E.G., "Who Else Wants to Lose a Quick & Easy 10 Pounds?"

- Brainstorm dozens of headlines. Chances are, the first headline that pops into your head isn't going to be the best headline. You're more likely to develop better headlines if you brainstorm several.

- Use a sub-headline. This sub-headline typically expands on the benefits shared in the main headline, and catches your reader's interest so that they want to read more.

Create Reader-Oriented Copy

Sure, you need to build credibility for yourself (as mentioned earlier in this guide). But once you've done that in your sales copy, then move on and focus on your reader and how to solve their problems.

HINT: A good way to tell whether your copy is focused on your prospects is by checking how many words like "I," "me" and "mine" your copy contains, versus reader-oriented words such as "you" and "yours."

Let me give you an example…

Author-oriented copy:
I'll share my 10 best weight loss tips that helped me shed the fat fast!

Reader-oriented copy: *You'll discover 10 amazing tips for shedding the fat fast!*

<u>Important</u>:
Test all of your tweaks one-at-a-time to see how each affects your conversion rate.