

SALES COPY TEMPLATE

Create N Cash

By Luther Landro

Sales Copy Template

Use this template to create 7-figure sales copy.

****Note:** see the Module 3 training video for detailed review of these elements.

Headline Formula

- **Attention: a reason why**
 - Start with a word or phrase that tells people the reason why they should respond to our offer.
 - Examples: *Grand Opening, Back to School, Giveaway, Free, Spring Sale...*
- **Discrimination: your customer**
 - This component calls out your ideal customer.
 - Be as specific as possible.
 - Examples: *Retired Athletes, Brooklyn Busy Executives, Rolling Hills Moms...*
 -
- **Purpose: give them a goal**
 - Your prospects dream outcome.
 - This could be an event, a feeling, an experience, essentially any outcome that excites them.
 - The more specific and tangible the better.
 - Examples: *Pain Free, Double Your Profit, Celebrity Smile, First Client...*
- **Timeline: the expected duration or time in which your prospect could achieve the desired outcome**
 - Duration is a powerful tool.
 - Examples: *AA Minutes, Z days, W Months*

- **Method: Use a container word that denotes this offer is a bundle, a system.**
 - This sends the message that this offer can't be replaced or replicated by any other product in the market.
 - Examples: *Challenge, Bootcamp, Hack, Masterclass, System, Program...*



Pro tip #1: Try to Rhyme

- Good rhymes stick in people's mind.
- No need to force it, it's not a requirement but it's a *nice-to-have*.



Pro tip #2: Alliteration

- This is when you make all (or most) of the words start with the same letter or sound.
- This is an alternative approach to rhyming.
- Again, this is not a must but a *nice-to-have*.

Examples: *Make Money Masterclass, Create N Cash, Change Your Life Challenge...*

Introduction

If you ever wanted BENEFIT, then you need to read this

Who Am I Why Should You Listen To Me

I'm a regular guy, not an expert, I just happen to struggle with X and found a simple solution

- Explain the mechanism.
- Explain how your product solves problem leaving out key details.

Real Thing Holding You Back

What is really holding them back from success?

- The food industry pumping food full of preservatives
- The weight loss industry that wants to keep you fat
- The man that wants too keep you slaving away making other people rich
- Fight the power!

The Secret Sauce

Examples:

- The reason your product works so well.
- Magic berry that keeps people slim
- The secret traffic source gurus use to get rich.
- The pick-up lines ugly guys use to get the girl.

Benefits Of Using The Sauce

- Main benefits/without benefits.
- Lose weight without exercise.
- Make money online without having a website.

Product Introduction

- Introducing: *{product name}*
- *{Product name}* is the only solution that uses *X* to solve *Y* while also giving you *abc* benefits.

Results Of Product

- Proof elements including screen shots, before after photos, anything you can do to show off product results
- Testimonials
 - People who have tried your product
 - Show their results front and center

Why this is unlike anything you have seen before

- What is different, why other products don't work
- This is a shortcut
 - Compare with other products specifically
- All the work is done for you
 - I figured out the formula you just follow along
- How this changed my life
 - Fringe benefits

3 easy steps to benefit

- Break your info product down into 3 easy steps and summarize them

Works For Anyone Regardless Of X

- What are people's objections?
 - Works for anyone regardless of age
 - Works for anyone regardless of experience

- Works for anyone regardless of looks
-

Warning

- This is not for tire kickers
-

Here's What's Inside

Detailed list of everything they are getting in your product

Guarantee

Did I mention this crazy bonus

- Offer a bonus that seems more valuable than the product itself
-

Ok name I'm in, how much?

Demonstrate the value of what they are getting is worth 10x the price

Reiterate Guarantee

Here's Everything You're Getting

- Value list - itemize and assign a cost/value to each item in your product
 - Total value - make this 10x or more what your final price would be
 - Reveal price
-

Buy Button With CTA

Warning: scarcity limit

- Limited run
- Limited pricing
- Limited number of customers
- Limited number of bonuses

Closing

FAQ

Buy Button With CTA