

Sales Letter Flow Formula

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Salesletter Flow Formula

While the basic outline and flow of the salesletter format below is presented in the usual order that converts best, the format or order of the elements is not set in stone. Through your own testing you may find that some of the components may convert better in different positions.

For example the “Guarantee” may work better after the “Bonuses”, or the “Testimonials” may work better after the “Product Details”.

But when you are just getting started with your salesletter writing and testing, the following structure is based on hundreds of test rounds.

Salesletter Flow Formula Components:

1. Pre-Headline:

Your pre-headline is positioned immediately before your headline, and often is the first copy that appears on the page.

The main purpose of the pre-headline is to get the reader's attention and target or prequalify your ideal customer for the offer.

A question, or warning often work well as pre-headlines. Also, an unfinished sentence or statement that flows into the headline copy can be effective.

Examples:

Question: *Are you **frustrated** because you've tried just about **every trick, technique and tweak to boost your website's conversion rates** and you're still converting less than 2% of your visitors into buyers? If so, I've got great news...*

These Simple Tricks Will Show You How To...

Turn Yourself Into a Learning Machine!

Warning Dieters: What you don't know about your metabolism could kill you...

Attention Pilots: You may be flying in violation of new FAA rules and not even know it...

2. Headline:

The purpose of your headline is to IMMEDIATELY grab your readers attention and get them to begin reading the rest of the letter.

DO NOT try and sell from the headline. This is your "Ad for the Ad".

Examples:

How To _____

"How to Win Friends and Influence People"

Who Else Wants _____?

"Who Else Wants a Screen Star Figure?"

What Everybody Ought to Know About _____

"What everybody ought to know about the stock and bond business"

Give Me _____ (short time period) and I'll Give You _____ (big benefit).

"Give Me 60 Minutes and I'll Give You a High Converting Salesletter."

3. Sub-Headline/Deck Copy:

The deck copy usually appears right below the headline, and its job is to build upon and reinforce the headline's main idea. Good deck copy also gets the reader curious enough to continue reading.

Examples:

"If You Are Looking For Time Tested and Proven eBook Software, Which You DON'T Have To Be A ROCKET SCIENTIST to use... **You're in the RIGHT PLACE!"**

Find Out Why THOUSANDS of People, All Over The World Choose eBook Generator For their eBook Publishing Needs

This Small Company Could Steal \$14.5 Billion of Sales From Drug Giants Pfizer and Merck ...

(...And Make You 465%
in the next 6 Months!)

4. Greeting/Salutation:

To make your letter feel and read more like an actual personal letter, it often helps to add a greeting or salutation area to the salesletter.

Examples:

By Eric Graham,
"The Conversion Doctor"
Written Tuesday, 1:44 pm
Kansas City, Missouri
RE: Your conversion rate...

Dear Business or Website Owner,

Date: Wednesday, July 08, 2009
From: Armand Morin
Re: eBook Generator 3.0 - Finally Released!

Internet Publishers and Marketers,

Dear Friend,

5. Lead/Opening:

Your lead or opening is simply a brief sentence or paragraph, where you transition from the headline and deck copy into your actual letter.

There is no set in stone formula for writing this copy, but a few methods that work well are:

- Beginning a story
- Asking a question

- Giving a quick summary of what you are about to tell them
- Identifying the main problem your product solves

Examples:

Recently I was playing golf with a friend of mine who owns a chain of martial arts studios. Around the third hole, he began telling me about how he had just spent over \$50,000 having a website designed to sell a self defense DVD he recorded.

I simply couldn't believe my eyes! Those were my exact thoughts when I personally tested the newest version of eBook Generator 3.0. After months and months of hardcore programming, my programmers came through with flying colors. We finally have a product that is worthy to release to the public.

Ok, let me back up and give you a little history...

6. Qualify:

In the "qualify" area of your letter you simply answer 2 main questions: Who is this for? And why should they read the letter?

Example:

Smart marketers and savvy business owners understand the profit boosting power of measuring, knowing and optimizing every step in their sales and conversion process.

Sure... Every wana-be with a website has heard of and spends time and money on Search Engine Optimization. But, only the top few in any niche focus on the more important (and profitable) area... Conversion Rate Optimization.

Do you suffer from acid reflux? Do you find it hard to sleep at night? If so, then you are in the right place. Because I'm about to show you how to eliminate acid reflux forever with 3 easy steps.

7. Credibility/Credentials:

Next in your letter you must establish (and prove) your credibility and why you are qualified to talk about this topic. Answer these 2 questions... Who are you? And why should they listen to you?

Examples:

Michel Fortin is the secret weapon for many top marketers. He wrote record-breaking sales copy for Yanik Silver, Jay Abraham, Armand Morin, Corey Rudl, Frank Kern and a host of other top Internet Marketers.

Michel is the man responsible for writing a salesletter for John Reese, which produced over a million dollars — \$1,080,496.37, to be exact — in less than 18 hours of its release.

Who The Heck Am I, And Why Should You Listen To Me?

My name is Eric Graham. If you've never heard of me, I'm known to an elite handful of wildly successful marketers and online businesses as the "Conversion Doctor".

I've earned my reputation as one of the world's top ecommerce and website conversion experts thanks to my success in the real-life "trenches" of online marketing where I've started, built and ran several highly successful online and offline businesses over the past 15 years. (I first began marketing online in 1994...)

Because of the success in my own online businesses, I've been approached by and have worked with dozens of clients, ranging from million-dollar and multi-million dollar ecommerce giants, direct marketing companies, online retailers and internet marketers to small, one man (or one woman) businesses.

My experience comes from conducting over 6,000 split tests on hundreds of websites from dozens of industries...

This wealth of real-world knowledge and experience has enabled me to identify over 850 ecommerce "best practices". I know what works and what doesn't. I'll help you use the best practices currently working for my clients and me. Best practices based not just on theory, but based on what ACTUALLY works online!

8. Agitate Problem/Build Rapport:

Every product is the solution to a problem, so to effectively sell your product or service you need to let your readers know that you both UNDERSTAND and EMPATHIZE with their problem.

By showing them that you too once had the problem, but now you've solved it, you build trust and rapport with your readers and help focus their mind on the problem. (And the need to solve it.)

Examples:

If you're like me, I'm sure you've purchased a course or two in your life only to find out that it wasn't complete. It didn't give you all the "how to" details that it promised.

What is even more sad, is the fact that the course focused on only one aspect. What I'm referring to is that Internet Marketing is a Multi-Prong Business. It does not work from only one angle. You must attack it from many directions in order to create the success you want.

It's very hard to be objective when looking at your own website. You've looked at your own site many times. You may have even created the site yourself. You've changed it, tweaked it, done everything you can think of to raise your conversion rates. But, you've hit a brick wall.

Often, because you're too close to your own business, it's hard to see opportunities to improve your results. This makes it very difficult to tell what is working and what is costing you sales. You have to be able to step back and see your site from your customers perspective. This is why my outside feedback, and expert eye can make all the difference.

Sure... You can ask your friends, family or even a stranger on an online forum to take a look at your site. Who knows, it may even be slightly useful. A new pair of eyes may notice a few details you've missed, like typos or other simple errors.

But, there are several problems with this approach...

Your family and friends (and even many strangers) will often sugar coat their feedback or simply tell you "it looks great", just to avoid hurting your feelings. (You already know I'm going to tell you what you NEED to hear not what you WANT to hear...)

And, the feedback you do get will simply be based on opinions or "feelings", not on expert, battle tested and proven techniques or advanced sales psychology.

Are you beginning to see how an expert, unbiased, objective and comprehensive analysis of every key area of your website and sales process gives you the tools and ability to quickly and easily convert more browsers into buyers?

9. **Introduce Product:**

This area is simple and straightforward. Here you just introduce your product and its main benefits. It often helps to also briefly explain WHY you created the product.

Example:

Introducing... "The Ultimate Conversion Booster System"!

In this 8 Module video based training system, I show you step-by-step, exactly how to skyrocket the conversion rates, sales, and profitability of ANY website.

You'll discover the same tested and proven system I use every day in my own business and on my clients websites to transform wimpy, low converting sites into powerful selling machines.

I created this system specifically to help the hundreds of online marketers that continually contact me for advice on improving their sales and response rate, but who cannot afford my \$1,000 per hour fees.

10. **Bullets:**

Your bullets are the workhorses of your selling process. This is where you explain in detail all of the different features and benefits of your product or service.

The focus here needs to be on the BENEFITS of the product. Let them know what each feature actually does for them and means to them.

Each bullet should focus on a single benefit of your product or service.

Examples:

- **How to sell to 1,000 (or even 10,000) people in the same amount of time it personally takes you to sell to one. This underused method of "remote-control-selling" increases your own selling power - as well as that of your distributors - exponentially. (This is how ALL massive fortunes are made).**
- The step-by-step strategies I taught one of my distributors that allowed her to begin sponsoring dozens of new people every month, after having not been able to sponsor a single soul into her business in her first 8 months.
- **How to get results that are 5x, 10x even 20x greater than your competition... but have the results also come much, much easier. (Just read and listen to a few of the testimonials in this letter and you'll see people just like you who are getting these EXACT results...)**
- How to turn the lead generation process itself into a source of profits. (Without this element, I NEVER would have been able to achieve the level of success I have.)
- **How to setup a marketing pipeline that allows your prospects to sell and close themselves without being force-fed any hardcore sales pitches!**

- Why a business opportunity is... literally... the *last thing* you want to sell your prospects! No joke. I know that makes no sense at all, but one of the best kept secrets of this industry is that the people who really make obscene incomes in mlm DON'T push opportunities (and yet... this is the easiest and fastest way to build your organization!).
- The "uncomfortable" truth about why it's almost **mathematically impossible** for the average distributor to grow their business and turn a profit fast enough by using the traditional methods... AND... how a simple change in your focus can have you *immediately* generating all the upfront cash you need to fund massive growth.
- How to overcome the single biggest hurdle we as network marketers face in our prospects minds. (Here's a hint: They don't believe us!)
- **Why relying on the marketing materials your company or upline provides is often the very worst thing you can do. (Discover why these "tools" are often pathetically ineffective.)**
- The 3 key things that you need any good marketing system to do for you. (Without these factors, getting the results you're looking for is almost impossible.)

11. Testimonials:

Testimonials (or even better case studies) are the best ways to provide social proof and validate the claims you make in your copy.

You should use as many testimonials as possible throughout your copy.

The more information you provide about the person leaving the testimonial, the more believable the testimonials will be.

Examples:

"616% Increase in Conversions!"



"Eric,

You performed a website evaluation on my site which I was extremely pleased with. The information you gave me was incredibly helpful and easy to understand.

I have seen a large increase in my sales. My conversion rate has gone from 0.3% to over 2.15%. (**That's a 616% increase in**

conversion!)

And even better, my monthly sales have jumped from an average of \$300 per month before working with you, to a new high of **\$4,990.19** in March!

Thank you so much!"

— Cathi Adams,
DivorceDefense.com

"114% Jump in Visitor Value."

"I've gone over your recommendations 3 times now and I have to say it definitely exceeded my expectations. We are very excited to implement these changes."

3 weeks later...

"We've implemented a lot of your changes. (At least the quick ones.) And we're amazed to see the results.

Visitor value has more than doubled. It has gone up over 114%!

Thank you so much. I owe you."

— Craig Paddock
Plaza-Digital.com

12. Product Details:

If your product has multiple parts, modules and components then you need to explain each part in detail, providing additional bullets and benefits for each.

Example:

In DVD #1 you'll discover...

- **How to make your first Lace Moustache. (This is the best quick and easy practice**

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you can get for making a full Lace Wig.)

- The right way to make a custom pattern from scratch. (Done right, your piece will look and fit perfectly on your client.)
- **My personal blocking method. (The way you "block" your lace onto your wigblock can make your job much easier.)**
- How to dye the lace to perfectly match a client's skin color. (This is a step that many wig makers don't succeed at. But I'll show you the quick and easy way to get it right every time!)
- **My dressing techniques. (You can do everything else right, but if you don't dress your wig properly, it simply won't look natural.)**
- A fun little ventilating exercise that, if done only a handful of times will almost guarantee that you will NEVER snag your lace with your ventilating needle. (Skip this exercise and you risk snagging or even tearing your lace.)
- **And much more...**

In DVD #2 I'll show you...

- **How to make your very first custom Lace Frontal from scratch.**
- Every tool you'll need, what each tool does and how to properly use it.
- **How to create your custom Lace Frontal pattern. (And I show you all of the pitfalls and mistakes to avoid.)**
- My personal ventilating method. Ventilate THIS way and you'll save tons of time and effort. Plus your finished Lace Frontal will look 100% natural and be undetectable!)
- **How to properly prepare the hair before you begin ventilating. If the hair is not prepared using this method, your ventilating efforts will be wasted.**
- The correct way to integrate the Lace Frontal with a weave. Since most of the time you and your clients will be wearing a Lace Frontal with a weave in the back, it's critical to know how to make them work together. (Get this wrong and it doesn't matter how good your Frontal turns out, because the hair still won't look natural.)
- **A neat little trick using an eyebrow pencil that will guarantee your wig is perfectly centered EVERY TIME you attach it.**
- My secret ingredient that I put on my clients' hairlines as a "scalp protector." (This will

protect your clients' skin from damage or irritation while wearing your wigs.)

- **And much, much more...**

13. **Price Justification:**

After you've thoroughly covered each detail, components and benefits of the product, then (and only then) you should tell the reader the price.

But when you tell the reader the price you need to provide some copy to justify and build up the value of the price.

Examples:

What would it be worth to you to double or even triple your sales? What would it be worth to learn conversion strategies you can apply to every website you own or create? Would you pay \$10,000? \$5,000? Even \$2,500?

If you were to attend one of my seminars or workshops on conversion improvement it would cost you anywhere from \$2,500 to \$10,000 for two or three days. Not to mention the airline and hotel costs. You would probably pay another \$800 for travel, food and lodging.

If you wanted me to come to your location and look over my shoulder as I evaluate your website in person you would have to pay my full day consulting rate of \$10,000 plus expenses and first class air fare.

But your evaluation is nowhere near the \$10,000+ investments I just mentioned. It doesn't cost \$5,000, it doesn't even cost \$2,000... In fact, to get your own Conversion Booster Video Evaluation there is just a onetime investment of only \$1,997.

And if you think about it, \$1,997 is peanuts when you consider my evaluations have earned my clients literally millions of dollars in additional sales. All it takes is a small improvement in your conversion rates, and your evaluation pays for itself.

And the best part is, you pay for my services only once but the profit boosting improvements to your website continue to pay YOU dividends month after month.

(Because you're already leaving so much money on the table every month, it actually costs you more money NOT to get an evaluation...)

... Here's How to Get On The Fast-Track to Increased Response, Sales and Profits!

Normally, the regular price for a membership is \$997. (Hundreds of members have paid exactly that. And it's a steal, even at that price!)

But for a limited time, I'm making you a *very special offer* I'm positive you can't refuse. Right now, your low investment for my one-of-a-kind private membership website is just \$397. Here's the kicker: it's not for a month or for a year, but for life. There are no recurring charge or fees!

Just one single investment, and that's it!

Consider the fact that a measly \$397 is peanuts compared to a \$5,000 seminar offering the same kind of information — and less than a fraction of the average typical paid critique! (Remember, I normally charge up to \$3,000.00 for copy makeovers, and \$15,000 for copywriting.)

I think you agree that this is one of the *best bargains* going. Most membership sites charge 3 to 5 times as much. (I've seen some for \$1,000 to \$5,000 a year!)

14. Guarantee/Risk Reversal:

To maximize response rates you must transfer as much of the risk in the transaction from the shoulders of the buyer onto your shoulders as the seller.

So having a strong guarantee is essential if you want to maximize results.

Examples:

If you're still skeptical, remember...

Your Evaluation Is Backed By My...

"Better-Than-Risk-Free", Sell More Guarantee!

I want you to be as confident as I am, and my clients are, that you will see measurable results. But just in case you have any lingering doubts, I want to make your decision foolproof.


You see, I'm going to put MY MONEY where my mouth is, and completely guarantee your satisfaction and *results*.

Here's my 100%, Better-Than-Risk-Free, Guarantee...

"100%, Better-Than-Risk-Free, Guarantee."

If you implement and test the changes I'm going to recommend, and you don't see a measurable improvement in conversion rates, I'll refund every dime.

Eric Graham
Eric Graham,
"The Conversion Doctor"



**My Personal 100% Money-Back
Total Satisfaction Guarantee**


Listen, I want you to be as confident as I am that my system will work for you. But just in case you have any remaining doubts whatsoever, I want to make the decision foolproof for you.

Get the package today and review it. Watch the videos, learn all my shortcuts and techniques, read the workbooks. Go over the handouts.

After that, if for some reason you don't think my system will change your life forever, return the package **within 60 days** and get a full, no-hassle refund, and we part as friends.

No questions, no conditions, no problem.

Fair enough, don't you think?



15. Bonuses:

Not all products or offers need bonuses, but often they can help improve conversion rates. A couple things to keep in mind when offering bonuses are... First, they have to be related to the main offer. Second you want to make sure the bonuses you are giving are of good enough quality that they could be sold as standalone products.

Examples:


When you sign-up for your **Conversion Booster Video Website Evaluation™** today you'll get the following bonuses and upgrades as my gift to you!

These gifts are **worth over \$1,050.00...**

- Bonus # 1:** **Your Entire Website Evaluation Video Shipped to You Free on CD-ROM! (U.S.A. and Canada)**



There is no messing around with long downloads or unreliable online video feeds.

Your entire **Conversion Booster Video Website Evaluation™** is professionally transferred to CD-ROM and shipped directly to you via Federal Express...  all at no additional charge.

Best of all, transferring your evaluation to CD-ROM results in a much higher video and audio quality, because there is no need to compress the file sizes or record in lower quality audio just to save download bandwidth.

My regular charge for this "hard copy" service is \$50 per CD plus \$10.95 FedEx shipping and handling. But this upgrade, **valued at \$60.95**, is yours absolutely free with your **Conversion Booster Video Website Evaluation™**.

For my valued International clients (outside of U.S. and Canada) I will upload your evaluation to a special area of my site for you to view or download. Hard copies on CD are available for an additional charge.)



Bonus # 2:

30 Minute FREE Post Evaluation Phone Consultation

Unfortunately most online consultants and self-proclaimed gurus hide behind their websites and try to make it difficult, if not impossible to ever speak to them in person or on the phone.

My theory is... they figure if they make it impossible for you to put them on the spot by asking them tough, real-world questions, you'll never discover their dirty little secret, that they have no clue what they're talking about.



I operate my business different.

Very different... My phone number **(816) 589-1687**, is posted on every page of my site. And I spend a good chunk of each day on the phone with my consulting and coaching clients.

My rate for phone consultation is \$1,000 per hour. But to make sure all of your questions are answered I am throwing in this **\$500.00 value**, free of charge.

(*Due to the huge demand for this service and because I only have a handful of time slots per week for phone consultation I'm not sure how much longer I am going to be able to offer this valuable bonus.)

So... [Click here to request your evaluation right now...](#)

Still Undecided? Enroll Today And Get The Following Bonuses At No Extra Cost...

When you subscribe to [The Copy Doctor](#) and gain access to the private membership site, the benefits start before you even watch your first video critique.

That's because you instantly get *download instructions* for the following bonuses when you log in — these gifts are worth **more than the price of your membership!**

Bonus #1: Thousands of Free, Ready-To-Use Tools, Checklists, Forms, And Templates

Remember when I said that I use tools, software and resources to help crank up my copy's selling power? As a member of The Copy Doctor, you also get access to those very resources I use and recommend!

Here's what's included in my "Medicine Bag"...

- **Tool #1: 33 tools and websites** I or my clients use in my Million-Dollar Rolodex® "Prescription Pad"...
- **Tool #3: 5 in-depth questionnaires** I use for researching copy, structuring sales copy, and crafting offers, including my popular formulas and more...
- **Tool #4: 7 templates and checklists** (e.g., benefit prioritization, split-test tracker, objection handling, USP creation, elements of proof, etc)...
- **Tool #5: 12 pre-designed salesletter templates** you can "plug and go," including layouts, scripts, fonts, and colors designed for maximum conversion...
- **Tool #6: 7,500 graphic grabbers** you can copy and paste to boost response, *100% royalty-free*...
- **Tool #7: 4,700 images**, with stock photos to boost your copy's attraction factor, also *all royalty-free*...
- **Tool #8: 700 scripts** you can add to any webpage to add interactivity, personalization, countdowns, form submissions, and more — *all royalty-free, too*...
- **Tool #9: Just ADDED!** A few "mystery" bonuses including software that are added from time to time and worth a mint (some are exclusive!).

Now, there's no retail value on these bonuses since many of them are not sold anywhere at any price. And some of them are not even available at all, anywhere! Period. Only Copy Doctor members get exclusive access.

But if I were to put a total estimated value, I'd say this bonus would be worth at least \$5,000. And that's conservative! (For example, the checklists alone are the same ones I personally use to write \$15,000 salesletters!)

16. Offer Summary:

While not always required, it is often helpful (particularly after a very long letter, with many different components, to summarize the offer right before the main call to action.

This helps remind the reader of exactly what they are going to get, and also provides a bit of copy for those who have not read every word of the letter and are just scanning and scrolling, to at least give them the big picture of what your offer is all about.

Examples:

This powerful, profit boosting evaluation arms you with everything you need to generate **MAXIMUM** response and produce the level of sales and profits you've always dreamed about.

Here is what is included in your Conversion Booster Video Website Evaluation™:

1. **Two to four hours of in depth, screen capture video and expert commentary covering everything needed to plug each profit sucking leak and skyrocket your websites conversion rates.**
2. Your entire website evaluation video on CD-ROM rushed to you Free via FedEx!
3. **A 30 minute free post evaluation phone consultation, to answer any questions you have.**
4. Unlimited consulting with me personally, via email for 14 days after your evaluation.
5. **You get access to my exclusive "preferred client" rate for all additional phone and written consultation.**

And best of all, you get all this from a seasoned expert with a proven track record of delivering profit swelling results.

Sounds good, huh? You bet it does.

So Here's The Deal...

Your Lace Wig Training System comes with:

1. All 6 High-Quality Training DVDs ...

2. Two Detailed and Illustrated, Full-Color Workbook Modules ...
3. "Tools Checklist" Handout ...
4. "Recommended Reading" Handout ...
5. "Sample Order Form" Handout ...
6. "Getting Started" Handout ...
7. Plus, I include a 20-page Glossary of Wig Making Terms ...

17. Main Call To Action:

The way you format your order box and main call to action area can have a significant impact on your letters conversion rates.

In your order box area you want to sum up the offer you have made, and then confidently ask for the sale.

Examples:

YES Eric! I'm Ready to Take My Site To The Next Level!

"I want to plug my site's profit draining leaks, discover battle tested conversion tactics, shortcut secrets and insider techniques to unlock the full profit potential of my website as soon as possible."





*Order online safely and securely.
100% Secure, Full Encryption Is Being Used.*



Order Over our Secure Order Form!



[Click Here To Download Now!](#)



Don't delay, this price is for a limited time only!
You will download eBook Generator in the next 5 minutes.

18. Signature:

If you begin your letter with a personal greeting and salutation, it's only fitting (and profitable) to end the letter with your signature. (Or a simulated signature image.)

Examples:

Best of Success,

Armand Morin

Armand Morin

To Higher Conversion,

Eric Graham

Eric Graham,
"The Conversion Doctor"

19. PS, PPS, PPPS:

It's often said that the PS is the second most read part of any salesletter. This is because any people will read the headline and then scroll down to the bottom of the page, before beginning to read the main content of your letter.

For this reason it's critical to make sure you have a strong and engaging PS (or several) at the bottom.

My testing has shown that if you are going to use a PS, you should use either 1 or 3. For whatever reason, only 2 PS's seem to convert less in most cases than 1 or 3.

Examples:

P.S. You don't have to request your evaluation today. But, you may want to, because my schedule fills up pretty fast these days.

There is no outsourcing here...

I personally and meticulously inspect every aspect of your website personally. Because this approach is so "hands on" and time intensive and because my other clients, speaking engagements and businesses keep me very busy, I can only conduct 10 to 12 evaluations each month. Each evaluation is scheduled on a first come first serve basis, so unless you act fast you may find yourself on a waiting list for next month...

[Click here right now to request your evaluation...](#)

P.P.S. Have you ever wondered how your competition can afford to out bid you on your keywords at the pay-per-click search engines? I'll tell you how... They extract more money from that same traffic than you do.

Either their conversion rates are higher, or they make more money per sale. That's it. There is no other way for them to out bid you over the long haul and remain profitable...

This is your chance to turn the tables on them!

P.P.P.S. Every day you put off the decision to invest in improving your conversion rates you're losing money.

It's like an un-cashed check just sitting right there in your website. you're getting the traffic, you're probably paying good money to bring the traffic to your site, yet you're letting 99 or 98 people out of 100 leave without ever buying, simply because you haven't yet made maximizing conversions your top priority.

It's time to cash that check!

[Click here to get started today...](#)

PS: **Still skeptical?** I completely understand. You probably don't know me, and you're not sure if this is what you're looking for. But since you've read this far, I know you're somewhat interested in boosting your copy's firepower. So let me throw in *something extra* to sweeten the deal...

[Claim your membership today](#) and I'll throw in a digital copy of my hardbound, 280-page book, "Power Positioning," currently selling for \$47.00, absolutely free!

PPS: Even if you choose to cancel and ask for a refund within the first 30 days, all the downloadable bonuses are yours to keep for your trouble. It's my way of saying "thanks for giving it a try." So, even if I refund your investment in The Copy Doctor membership site, you get to keep \$600 worth in bonuses. [Click to activate your subscription now.](#)

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