The Non-Copywriter's Guide to Killer Direct Response Sales Pages

YOUR TEMPLATE FOR HIGHER CONVERSIONS

ATTENTION

Headline

- Bold promise.
- Inherent or explicit benefits.
- Specific, relevant and useful.

Lead

- Expand on headline.
- Establish rapport and trust.
- Agitate a problem your prospect is currently facing.
- Introduce the "speaker" and establish credibility.

INTEREST

- State your big promise.
- Prove your promise.
- Show prospects how life will look with the promise fulfilled.
- Introduce the product.

DESIRE

- Layer promises and proof.
- Tie the product to the prospect's needs and wants.
- Add a sense of urgency.

CONVICTION/COMMITMENT

- Overcome reader's reluctance to buy.
- Resolve objections.
- Explicitly detail the offer.
- Present price as a great value.
- Remove risk with a strong guarantee.

ACTION

- Ask for the sale.
- Tell people exactly what steps to take.

P.S.

- Give the prospect something extra.
- Give one conclusive reason for acting now.

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