Wow, that sounds amazing, I'll buy 10 please!
Identify your target market
Headline
Describing your customer's current situation
Show the problem
Don't invent a problem
Be descriptive
How does the problem manifest in your customer's daily routine?
For example:
Stress?
Sleepless nights?
Not enough money to pay the bills?
Attracting clients they hate working with?
Clear Call to action
Tell them what to do
Make it easy for them
Social proof
Testimonials
Twitter shout-outs
Social media buzz
Proof it works
Previous results
Testimonials
Facts and figures
Before and After
Great Offer (That Your Audience Actually Wants)
Have you tested your offer?
Does your offer answer problems your customer asks a lot?
Is there a higher perceived value than the money exchanged?
Powerful Benefits
Translate your features into benefits
Focus on how your customer with feel better
Use specific examples to show the benefits
Trust and credibility
Professional qualifications
Professional experience
Personal experience
Media appearances
Understand why no-one else can do what you do
Unique Selling Point
Why they way you work is different
Why other methods haven't worked