

Exclusive Course

10-Day Copywriting Challenge

Day 8

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Day #8: Process

You've presented your call to action (pull) and handled the last minute price and "what if it doesn't work?" objections.

Now we get to the "process" part of your sales letter, which is where you take the order.

The purpose of this part of the letter is straight-forward.

Namely, you once again tell your prospect how to order, and then you give them the means to do so. For example, you'll now provide at least one of the following:

- A link where buyers can pay with a credit card and/or their PayPal account.
- A telephone number for those buyers who'd rather call in their order. If you're selling a big-ticket item – or a personal service like coaching – some buyers will prefer to call you just to see if there's a real person behind the website. In that case, offering phone ordering may increase your conversion rate.

In other cases, the buyer may simply not feel secure ordering online.

Example: If you're selling security software that gets rid of spyware, viruses and other nefarious computer malware, then your buyers may feel more comfortable using the phone.

Note: Depending on what you're selling, you may also give buyers the option of printing a form, which they can fax or mail to you. You'll need to test this to see if these options are worth offering.

Now let's go over the keys to creating this section of your sales letter...

Go Big

Not everyone is going to read your entire sales letter. Some people are going to check out the headline, run through the bulleted benefit points and then head straight for the order button. Still others will arrive on your sales letter via a recommendation, meaning they've already decided to buy (no need to read the sales letter).

Point is, in cases like these your visitors will want to be able to find the order link, *fast*.

So don't tuck it away or hide it. Instead, put any order links in big, bold font with lots of white space around it. If you're using order buttons, here too they should stand out.

Bottom line: You want even those who are merely skimming your letter to be able to quickly and easily find your order link or button.

Create Commanding Links and Order Buttons

Don't just create a link or a button that says "order." Instead, turn your link or button into a call to action.

Examples:

- Click here to order now!
- Click here to claim your seminar seat now!
- Click here to take advantage of the discount price!
- Click here to get started losing weight the easy way!
- Claim your early-bird price and get instant access by clicking here now!

Note: Obviously, your order button or link should link to your order page or payment processor. For example, your order button should link to your Clickbank.com order form, your 2Checkout.com order form, your PayPal.com payment button, your shopping cart, etc.

Share All the Details

Your buyer doesn't want to order and then be left in the dark about what happens next.

That's why you need to give your prospect plenty of details upfront as well as last minute instructions.

Examples:

- When will the buyer receive her order? Does the buyer get the order instantly (as the case might be for a downloadable ebook)? Or is it a product you need to ship? Is it an event that starts on a particular date? If it's a service, what's the turnaround time?
- How will the order arrive? Does the buyer download the order? Is it delivered by USPS, FedEx, or UPS? Is it delivered via regular (slow) mail or express mail?
- Does the buyer need any special items to use the product? Maybe you're selling a software product that's only available to PC users. Or maybe buyers need a PDF viewer to read your file. Or perhaps your buyers need a high-speed connection to view videos. Point is, tell your buyers upfront what they need to use your product so that there aren't any nasty surprised later.

Serve Up the Fine Print

Finally, you need to make your "fine print" – like terms, conditions and other legalities – plainly visible. Depending on what you're selling, you may even want to have your prospect agree to the terms before they can purchase your product.

Now, I'm not a lawyer. I don't even play one on TV. And so I can't give you legal advice or examples of how to write up your terms and conditions.

I can, however, tell you what types of information you'll want to include in your legal links...

- **Privacy policy.** What do you do with the information you collect? Do you send emails to buyers? Do you share any of this information?
- **Disclaimers.** Perhaps you made some claims on your website – if so, talk to your lawyer about how to write your disclaimers. For example, you've seen "results not typical" on the bottom of ads. You'll likely need to add something like that (although you'll also need to provide more detail).
- **Terms and conditions.** This section includes all the other legal "stuff" about your website and your product. This includes but is not limited to:

- **How refunds are processed.** You'll want to reiterate your refund policy here, such as the length and how customers can ask for one. If there are any conditions attached to the guarantee, be sure to mention it here.
- **How the buyer can use the product.** Certain products and services require usage restrictions. For example, if you're selling webhosting then you'll have rules about what type of content your customers can purchase (e.g., "no hate speech"). Or if you're selling private label rights content, then you'll have rules about how this content can be used.
- **How people can use your site.** This is the standard stuff where you prohibit people from hacking your site, scraping emails, sharing other customers' data, pirating products or infringing on your copyright, etc.
- **Non-disclosure agreement.** If you're offering something revolutionary, you may ask your buyers to sign NDAs, which prohibits them from sharing the content.
- **Special conditions.** Is there anything else your buyers need to know? For example, is your product or service not available in certain areas? For example, many major payment processors (like PayPal and Clickbank.com) don't offer service to people who live in certain countries, like Nigeria.
- **All the other legalities.** This is where your lawyer will cover you by saying you're not responsible for web downtime, acts of God, or anything else that could impact how your customers use the product or service.

Assignment: Day #8

Here's your assignment for today...

1. Create your "call to action" order button or link.
2. Write up any last minute instructions.
3. Contact a lawyer about creating your disclaimers, privacy policy and other terms and conditions.

Email your assignment to: 10daycopychallenge@gmail.com

God bless,
Jimmy D. Brown & Paul Evans