

Exclusive Course

10-Day Copywriting Challenge

Day 6

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Day #6: Pull

Your prospect is chomping at the bit by now. *He wants your product.* So now is the time to tell him how to get his hands on it. This is the classic call to action.

Just as the name implies, the purpose of this part of your sales letter is to get your prospect to take action (i.e., buy your product).

This isn't just a light-hearted suggestion. Instead, you take your prospect by the hand and tell him exactly what to do next.

Indeed, you virtually command him to take out his credit card and click the "order" button now.

But here's the thing: You want your prospect to take action *right now*.

Not "later," because later may never come. If your prospect clicks away from your page, his enthusiasm for your offer will fade. Buying won't be at the forefront of his mind anymore. And he'll probably totally forget about you and your product.

With that in mind, here the key components of your pull...

Create a Sense of Urgency

Remember, you don't want a hot prospect to leave your page without ordering. That's why you need to create a sense of urgency so that your prospects orders right now.

One of the most powerful ways to create urgency is by creating a fear of loss. Like this...

➤ **Fear of Missing Out on a Good Price**

You may offer a time-limited discount price or even a discount to the first X number of customers.

Examples:

- The next 129 people to order now will get everything mentioned on this page for just \$99 - you save \$100!

- Order now, because this special discount price ends Thursday!

Sometimes marketers plan to raise the price, but they don't yet have a date picked out. In that case, you can say something like this:

- Order now to avoid disappointment, because this special discount offer ends soon!

Note: If you say a discount offer will end, then be sure to actually raise your prices when you said you were going to do it. If you don't, you'll lose credibility. Your prospects and customers won't trust you.

➤ **Fear of Missing Out on an Extra Bonus**

Another way to create urgency is by offering "early bird" bonuses or other incentives. These bonuses may be offered for a limited time, or they may only be available to a limited number of customers.

Examples:

- Order in the next 22 hours and you'll get the barbeque tools set absolutely free!
- Be one of the next 25 people to order now, and you'll get a tackle box absolutely free!

Note: Of course you can combine both a discount and an early-bird bonus offer to create an even greater sense of urgency.

➤ **Fear of Completely Missing Out on the Entire Offer**

Yet another way to create urgency is by limited the number of people who can take advantage of the offer... or by closing the offer on a certain date.

This is a form of natural scarcity, and it works well.

Maybe you have a PLR membership site where you can membership to 200 people. Or perhaps you're selling a limited-edition collectible. Or maybe you're selling an event (like a weekend seminar), so people need to buy before a specific date.

Examples:

- But hurry, there are only 125 memberships left, so order now to avoid disappointment!
- Hurry and order now, because this workshop starts [date]!
- Only 130 limited-edition copies remain, so order now so that you don't miss out on your chance to own this valuable collectible!

➤ **Fear of Missing Out on the Benefits**

Finally, you can create a sense of urgency simply by reminding prospects what they'll miss out on if they don't act now.

Examples:

- Order now, because the sooner you do, the sooner you'll start losing weight and feeling better!
- Act now, because the sooner you purchase this insurance, the sooner you'll be able to start sleeping like a baby.. carefree and worry-free!
- Hurry and order right now, because the sooner you start, the more money you'll be able to make!

Sweeten the Deal

If your prospect is sitting on the fence, you can gently push him to make the buying decision by offering one or more incentives.

These bonuses aren't time or number limited. Rather, the restriction is that the bonuses are only available to those who purchase the product.

Warning: Some marketers toss in bonuses as an afterthought. And that means that the bonuses are usually junk. DON'T do this. Instead, create an exclusive bonus with a high perceived value. This bonus should enhance the buyer's purchase.

Example: You might offer a free dog-training video to compliment a dog-training book.

Raise and Handle Objections

Your prospect wants to buy, but she has a few objections to overcome first.

In other words, she has reasons floating around her head about why she should NOT buy your product. Your job is to handle any possible objections, ease your prospect's mind, and show her why she should buy.

Now, the specific objections your prospects will raise depend on what you're selling.

Example: If you're selling a leisure item like a snowboard, your prospect may be thinking, "I don't really need this."

So you need to offer logical reasons why it's ok to buy it. In this example, you might point out how snowboarding is good exercise and a great stress-buster.

One of the most common objections (no matter what you're selling) tends to be price. That is, people think, "I can't afford this." Even other objections such as "I don't need this" are often indirectly related to the price. And that means that you need to justify the price.

The fact that you've been building up value for your product goes a long way in helping the prospect justify the price in his mind. He'll see that the value of the product far outweighs the price.

But you need to take it a step further.

You need to *explicitly* tell your prospects why it's such a great deal. And one way to do this is by comparing the price to some other small thing that the prospect is very familiar with.

Examples:

- If you act now you can get everything you see on this page for less than the price of a small pizza!
- Order now for just \$30 - that's less than the price of your monthly cable bill!

It's especially powerful if this item is somehow related to the general niche. Let me give you a couple examples...

Examples:

- Order this car restoration book now for just \$10 - you can't even get a decent wrench for that price!
- Order this muscle-building now for just \$20 - that's less than the price of your monthly gym membership!

Another way to help justify the price is by breaking it down to the lowest price unit. For example, if you're selling a yearlong subscription, you can talk about how much it costs per day, week or month (rather than how much it is yearly).

Examples:

- Now you can discover the secrets of making money online for less than the price of a cup of coffee per day...
- Would you trade a pack of gum for more confidence?

Assignment: Day #6

Here's your assignment for today:

- First off, all the possible objections you think your prospects may raise with regards to your offer. Price should be at the top of your list. (Don't worry about a guarantee, because you'll learn about that issue in an upcoming lesson.)
- Next, think about how to justify the price as well as all other major objections.
- Finally, create your call to action, raise and handle those objections, and finish your pull by creating a sense of urgency. See the included templates for examples of how to create your call to action.

God bless,
Jimmy D. Brown & Paul Evans