

**Nicheology's Membership Academy**

**Lesson #3**

**FTM Quick Start 2 -  
Presentation  
(Part 3 of 4)**

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# Introduction

Just as a quick review, we're looking at the quick and easy way to setup a M.E.M.B.E.R. site. The steps in the process are...

- M - MAKE a domain registration.
- E - ESTABLISH web site hosting.
- M - MANAGE an autoresponder.
- B - BUILD your sales page.
- E - EQUIP the member process.
- R - RUN a test order.

We're up to "Build your sales page" in the process and today's lesson is going to talk about creating a salesletter for your FTM site.

## 11 Parts Of An Order-Producing FTM Site Salesletter

**1) Prehead.** The first part of your salesletter is what's known as the "prehead". This is a short, introductory statement located at the very top of your salespage that is used to...

- ✓ Engage the reader's attention.
- ✓ Quickly introduce a key idea or qualification.
- ✓ Set the stage for the thrust of the sales message.

There isn't a set in stone rule for the length of a pre-headline. I've seen a prehead consisting of only one word – and I've seen a complete paragraph. Generally speaking, use as few words as possible to effectively communicate your message.

Here are some examples –

- (Mention A Specific Group)  
"Attention First-Time Parents..."
- (Mention A Specific Problem With Latest Development)  
"New Breakthrough Discovery For Arthritis Sufferers Shows..."
- (Mention A Credible Source)  
"As Seen On The Oprah Winfrey Show..."

- (Mention A Shocking Announcement)  
"You've Been Lied To About Teaching Qualifications!"
- (Mention A Statement Of Fact)  
"A Panel Of Top Experts Agree, This Is The Easiest Way To..."

An example of a salesletter for a fixed term membership site about memberships that I have used, looked something like this...

***"The easiest way to get monthly recurring income without a lot of work struggling to come up with original content, without buying high-priced scripts and without waiting around for results. In fact..."***

That statement launches into my primary headline. But, before it does, it does a lot of valuable things for me as it conveys my message to the reader. It adequately gets their attention – what is this "easiest way" to get monthly recurring income? It introduces a key idea that I'll be expanding on later in the salesletter – "without" all the typical challenges. And, as we'll find out next, it seamlessly launches into my primary headline.

Speaking of which, that's the second "part" of your salesletter that we want to direct our attention to next...

**2) Primaryhead.** This is your main headline – located at the top center of your sales page immediately below your prehead. It should be in **larger, bolder** print and may contain certain words highlighted in different colored text for emphasis.

This is your biggest weapon of the sales page and should be used to showcase your biggest benefit to the reader.

- What is the ultimate "best reason" someone should buy your special report?
- What is the most desirable result of buying your report to the reader?
- What, above everything else, would be most beneficial about buying it?

This is your chance to quickly encapsulate your entire salesletter in one, eye-catching sentence that is GUARANTEED to be read by the visitor to your site.

Fire your biggest gun!

Now there are a lot of different models, templates and "kinds" of headlines that have been repeatedly used over the years which have proven to be very effective in producing orders.

I can't possibly cover them all, but what I want to share with you is one of my favorites that has really **generated great results** for me – and my clients – every time we've used it.

I call it "All You Need Is...And You Can" model.

The idea is to make a simple, reasonable qualification that the reader must meet (that's the "all you need is" part) in order to reap some tremendous result (that's the "and you can" part) of great interest to them.

Here's an example from my own salesletter...

**"ALL YOU NEED IS ONE ARTICLE WRITTEN AND  
IN JUST 48 HOURS YOU CAN BE TAKING ORDERS  
FROM YOUR OWN 100% ORIGINAL MEMBERSHIP SITE"**

As with any type of advertisement or sales copy, there are some simple things you'll want to make sure you do in creating your headline...

- ✓ **Use Particulars.** The more specific you can be, the better. Not only does your statement seem more believable with specifics, but in many instances it can see more reachable. It's not just "some articles", it's "one article".
- ✓ **Use Periods.** One of the things most people want is a "time frame". How long will this take? When can I expect results? It's not just "quickly", it's "in just 48 hours."
- ✓ **Use Pictures.** Unless they're a glutton for taking the road less traveled, most people want the easiest route to their destination of choice. Use word pictures to describe the ultimate result most desirable to the reader. It's not just "making money", it's "taking orders".

So, there's a lot to convey in your headline. It sets the tone for your entire sales message, so spend some time developing it based on the things we've talked about here. By simply making some appropriate substitutions into the "All You Need...And You Can" headline model, you should be able to craft an attention-grabbing start to your salesletter.

Moving on, the next "part" I want to mention is the...

**3) Posthead.** This is similar to the "prehead" in that it's a brief connecting statement. This time, it bridges the gap from the headline to the opening paragraph of your copy.

Now, again, there are a lot of different usage ideas here as to what you should do with your posthead. I'm not a Dan Kennedy, Yanik Silver, Michel Fortin or some other world-class copywriter. But I am pretty good at convincing people to buy my courses, so let me tell you how I use a posthead on my own sales pages.

There are a couple of things that have proven to be effective that I want to mention -

- **Make A Statement Of Emphasis.** In other words, briefly expand upon what you said in the headline – but emphasize something that will make it even EASIER or FASTER or MORE REWARDING than what you've already stated. Here's what I went with in my posthead...

-----  
**"PLUS I'LL SEND YOU WEEKLY ASSIGNMENTS  
FOR A FULL YEARTO HELP YOU STEP-BY-STEP BUILD  
AND GROW IT INTO A THRIVING MONEY-MAKER"**  
-----

I chose to emphasize the "ongoing assistance" the reader can be experiencing by joining.

The posthead is used to place emphasis on an easier, faster or more rewarding aspect of what I'm about to share in my letter to the reader.

- **Mention A Deadline Or Limit.** Another good use of your posthead is to begin creating urgency by stressing some kind of deadline or limit that you are imposing. A few examples include...

**"Only 50 Lucky Charter Members Will Be Accepted!"**  
**"80% Off Introductory Price Ends On October 12<sup>th</sup> at Midnight!"**  
**"There Are Just 24 16 Copies Left Before We'll Be Sold Out!"**

Obviously, you'd give extensive details on this deadline or limit later towards

the conclusion of your salesletter, but this is a great place to introduce some (legitimate!) deadline or limit that the reader needs to be aware of.

Once you have a posthead in place, you're ready to dive into the main body of your salesletter, beginning with your opening paragraph which includes...

**4) Problem.** Virtually every good salesletter begins –in one form or another – with an introduction of a problem.

- You're not getting enough traffic to your site.
- Your list isn't big enough.
- You still haven't dropped that last 10 pounds.
- Your spouse is wanting a divorce.
- You can't seem to manage your time.
- You're not as good at tennis as you'd like to be.
- You'd like the flexibility of working from home.
- You're really interested in homeschooling.
- You could be happier if just one thing changed.

Serious or trivial, stated positively or negatively, real or imagined, problems are the universal driving force behind many – if not most - decisions we make. We want to avoid them, correct them, minimize them or make up for them, but make no mistake about it, they have great influence in our lives.

We'd be happier without problems, or so we think. We'd at least try to give it a try. ☺ And, if we can't completely eliminate our problems, it sure would be nice to have something really wonderful happening in our lives that would diminish or overshadow them. We all have things that we'd like to improve upon. Things we'd like to see changed to some degree. Things we'd like to make better.

So, one of the **best ways** you can begin your salesletter is to establish the fact that there is a *problem* that needs to be addressed. Generally, by telling some kind of story that allows you to identify with the reader and the problem they face.

Here's an excerpt of part of the opening for a salesletter for a fixed term membership site course...

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The **residual income** that you receive month after month as the memberships are rebilled is at the heart of why so many people are scrambling to start their own sites.

Unfortunately, the emphasis is on STARTING ... with very few FINISHING.

Why is that?

I'll let you in on a little secret that hardly no one "in the know" is talking about...

***Starting and running a successful membership site the "traditional" way is HARD!***

There, I said it. It's the truth and anyone who has a successful membership site knows that it is the truth. It's not an easy thing to start, let alone keep running for an indefinite amount of time.

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See how a problem was presented here? I even go on in my salesletter to explain FIVE REASONS why it's hard. It's an easy transition from here to the next "part" of the salesletter...

**5) Product.** Now that you've established a problem, it's time to share the solution – namely, what YOU have to offer in your "FTM site"!

Here's where you let loose with the "unique sales proposition" we talked about earlier.

***"You know how others \_\_\_\_\_,  
well here's what I do that's different..."***

Without being arrogant or prideful, it's time to **talk about yourself**: your experiences, your knowledge, your secret weapon, your special way of doing things.

- ✓ Explain what you have to offer in your FTM site that will help the reader to solve the problem they are facing.
- ✓ Tell a story to explain HOW you found out what you'll be sharing in your FTM site.
- ✓ Empathize with the reader – you've been where they were and look at how things have changed since you made your discovery of "what works".



- ✓ Point out what makes you different than the rest of those out there who might be offering similar products.
- ✓ Refer to tips, strategies, practices, etc. that you reveal in your FTM site (without telling them exactly WHAT those items are, of course!)
- ✓ Mention specific results you've achieved by using the information included in your FTM site.

And don't just make claims, PROVE them, which brings us up to "part" 6, which is your "proof"...

**6) Proof.** Anyone can make claims about what they've done and what they know, but how many can prove it? And, when they prove it, how much more effective is their claim?

People, in general, are naturally skeptical. Especially those who've been around the block and have fallen for hype before. If you want to bridge the gap between their wallet and your order button, you've got to establish trust.

And the surest way to establish trust is to prove what you're saying is true.

There are three simple things you can do to validate your claims by providing a form of evidence that I want to quickly point out...

- 1. PROVIDE a testimonial.** It's one thing when YOU say the information included in your FTM site works...it's another thing entirely for someone else to proclaim that they've duplicated or exceeded your results by trying the information themselves. A testimonial from someone who's read, used and seen results from your FTM site represents a voice of credibility speaking on your behalf. One or two testimonials should be sufficient for your FTM site salesletter.
- 2. POINT to visual evidence.** What diet program appears more legit than the one with a "before and after" photo of someone who's lost weight? When you can provide screenshots, photographs or other "visual" evidence to substantiate your claims, it can go a long way to tear down the wall of

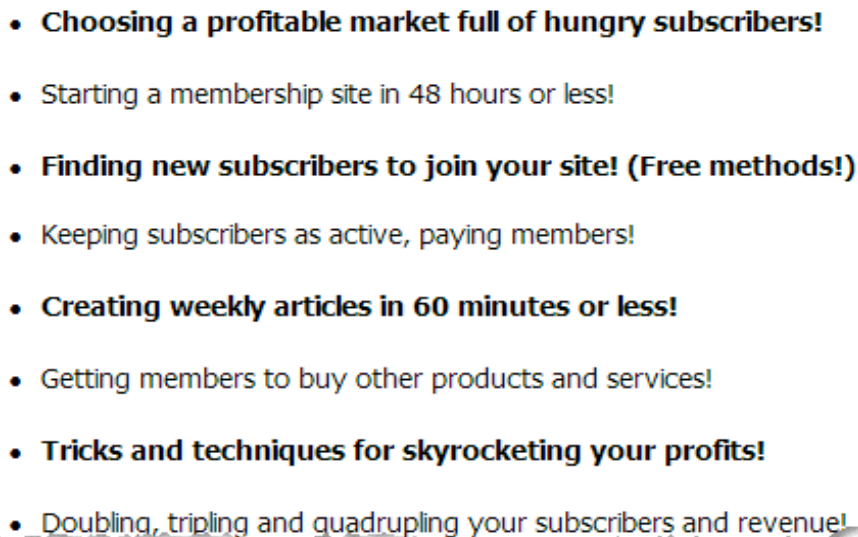
reluctance that rests between you and your potential customer.

- 3. POSE a challenge.** If possible, get the reader of your salesletter to do something themselves to test your validity. When I was selling a course on "viral ebooks", I would have folks go to Google.com and do a search for my name to PROVE I knew how to get free ebooks distributed to tens of thousands of website. It's not always possible, but if it is, posing a challenge for the reader to do something to test you is a nice option.

When you've laid out your "proof", it's time to get specific about what's included in your FTM site...

**7) Points.** Using a "bulleted list" of benefit points is one of the most effective ways to really drive home the "reason why" the reader would want to purchase your FTM site. It also allows you the opportunity to address **several different "angles"** of the information you include – one of which might be that special "hot button" with the reader that seals the deal.

You've seen them on just about every salesletter. Here's a quick screenshot of one of my own bullet lists...

- 
- **Choosing a profitable market full of hungry subscribers!**
  - Starting a membership site in 48 hours or less!
  - **Finding new subscribers to join your site! (Free methods!)**
  - Keeping subscribers as active, paying members!
  - **Creating weekly articles in 60 minutes or less!**
  - Getting members to buy other products and services!
  - **Tricks and techniques for skyrocketing your profits!**
  - Doubling, tripling and quadrupling your subscribers and revenue!

Three quick things I want to mention about these "points"...

- **Stress benefits, not features.** The classic statement about benefits vs. features is this: "no one cares about your lawn mower, they only care about their lawn". Your FTM site might very well have 10 ready-made lesson plans included ... but what does it mean to the reader? It means they don't have to spend time developing the lesson plans themselves; it means they don't have to be in a rush; it means they can use their saved time doing something more enjoyable. A benefit is simply WHY the reader should care about your feature.
- **Stress particulars, not generalities.** It's not "Helpful ways to...", it's "11 helpful ways to...". It's not "lose weight", it's "lose 7 pounds in 2 weeks". The more specific you can be, the better. And, let me mention something that really adds credibility to your bullet points is to list a specific PAGE in which the information is found in your FTM site. What I do is write something like (Page 7) – separated by parenthesis – after the bullet point so the reader can know exactly where to find what I've mentioned in that point. Very, very effective.
- **Stress majors, not minors.** You should only use about 6 or 7 bullet points for a "salesletter" – so make them count. You want to stress the most desirable benefits to the reader ... the "major" helps included in your FTM site. It's important that you fire your biggest guns. And try to focus on different aspects of the information you're sharing in the FTM site. For example: one bullet point might focus on the "quickness" of forthcoming results, while another bullet point might focus on the "ease" of forthcoming results, while another bullet point might focus on the "responses of others" in relation to the forthcoming results, etc.

Now, after you've got 6-7 bullet points in place here, it's time for the next "part" of your salesletter, which is your...

**8) Pull.** That is, your "call to action". You know the drill from every commercial advertisement you've seen on television...

***"Operators are standing by ... place your order NOW!"***

Don't delay. Quantities are limited. The next 10 callers get xyz. Yada, yada, yada. Blah, blah, blah. Reminds me of the teacher on the Charlie Brown cartoons: "waaa, waaa, waaa, waaa, waaaa."

While I'm certainly not a believer in using psychological mind games to prey on the emotions of readers to push them over the edge, it is important that you point them towards a decision. It is important that you instruct them to take advantage of your offer and place their order.

Now, every good copywriter will tell you: it's all about creating urgency. In other words, you don't want them to delay in making the decision to buy ... they might not ever be back again. **You've got their attention RIGHT NOW, so you want them to make their decision RIGHT NOW.**

Perhaps the best way to get them to do this is to impose some kind of deadline or limit which makes it necessary to order soon in order to take advantage of a special price, extra incentive or availability.

- Special Price. By offering a discount to all who purchase within a specific period of time (or to a selected number of people who order ... I.E. The first 100), you can create a sense of urgency. This is especially useful when you say "lock-in" at the discount price. I.E. If you are one of the first 100 to join, you'll ALWAYS pay only \$17 per month ... everyone else will pay \$27 per month ... that's an ONGOING savings with your FTM site.
- Extra Incentive. You may want to consider offering an additional bonus (we'll talk more about this in an upcoming section) to those who order within a specified time or specific number. This CAN be an effective option for you to use. For example: If your FTM site is about "setting up a salesletter" you might state, "The first 100 people who order will receive a free copy of a legal disclaimer you can use on your website to protect you from FTC lawsuits and seizures..."
- Availability. Another option is to limit the number of subscriptions you'll accept. If you notice, I capped my membership subscriptions at 1,000 and sold out quickly. There is URGENCY to join or miss out (I'll talk about this more in an upcoming lesson).

I will give you three age-old, still-effective ways to "encourage" people to order in your call to action that have "built-in" urgency:

1. The Rule of RESULTS. Stated simply, "the longer you wait to get started, the longer it will be before you see results". The flipside is also true: "the quicker you get started, the quicker you'll see results".

2. The Rule of RESPONSE. There is much information that isn't as effective as more people begin using it. This is especially true of "marketing" or "business" information. For example: As more and more people begin competing for high-traffic keywords, it's more difficult to get quality words at inexpensive prices. A delay in taking action could diminish the reader's effectiveness as others beat them to the punch.

3. The Rule of RESTRICTION. There are many times when a delay in buying and applying information restricts the reader in what they can accomplish. For example: If someone wants to lose 10 pounds before spring break, they are restricted by the amount of time remaining between now and spring break.

By using these three "built-in" triggers to create urgency, you can reasonably point your site visitors to a buying decision without resorting to high-pressure sales tactics.

Speaking of pressure – your next "part" of the salesletter certainly helps remove it...

**9) Promise.** In other words, your "*guarantee*". Risk reversal is the ultimate way to remove any remaining barriers between you and your potential customer. Make it clear that THEY have "nothing to risk". If they are dissatisfied for any reason, you'll refund their money with no hassles.

Note: It's important that you include any "terms" relevant to your guarantee. For example: how long does the customer have in order to obtain a refund should they choose to do so? In many cases, it's the law to provide at least 30 days. And, depending upon whom you choose to process your orders, there will be requirements from those companies that you'll need to comply with. We'll talk more about that later.

The important thing is that you communicate to your site visitors that you are committed to their absolute satisfaction. Ultimately, they only pay for what they are pleased with having bought.

Again, let me give you a quick look at my own guarantee...

## Your Money Will Be Returned By Clickbank At The Click Of A Mouse Button If You're Unhappy



**Listen, here's the thing:** I sell these memberships through Clickbank, which means I play by their rules. And their rules state that I've got to offer you an 8-week, money back guarantee. I'm fine with that. I stand behind my materials completely and know you'll be completely thrilled with the content and, more importantly, the results.

However, for your peace of mind, know that a refund is available anytime for the next 8 weeks by simply emailing me or Clickbank if you are dissatisfied for any reason.

And with that...

**10) Process.** Finally, you're ready to take orders and start making money! (Congratulations, by the way! 😊) You'll want to include three simple things here in this order process that are worth mentioning...

- ✓ **Last-Minute Instructions.** Let them know how the order will be fulfilled (I.E. "Instant download" or "shipped within 24 hours", etc.) Mention any bonuses they'll receive. If there are any special instructions (I.E. Register for free updates on the download page, etc.) then mention those as well.
- ✓ **Links.** That is, your order link(s). I usually have the link read something like "Click Here to Order Now" or "Get Instant Access By Clicking Here" or some similar statement. Obviously, the actual link itself will need to lead to an order processor to accept payment on your behalf. This link will be provided by whatever processor you use to handle your orders ... which we'll talk about in our next section.
- ✓ **Legalities.** Always, always, always include appropriate legal statements to protect yourself. I personally hired internet law attorney, Bob Silber, to create my own disclaimer, terms of service, legal disclaimer and privacy notice. I had to pay a rather large sum to have these created for my own use, but I believe he has an option available now where you can pay a monthly fee for use of legal documents he creates on your behalf. You can Visit <http://www.InternetLawProducts.com> for more information. Of course,

you can also obtain legal forms from other sources, just make sure you have some kind of disclaimers in place to protect yourself.

So, here's what my own "order process" portion of the min-salesletter looks like...

**Join Now While Memberships  
Are Still Available...**

**Yes, Jimmy,** I want my 2-5 page weekly lesson to learn how to start, run and grow my own fixed-term membership site! ***I have read and agree to the legal disclaimers below.***

Your initial charge will be \$27.00. You will then be charged \$27.00/month for 11 months after your initial charge has been made.

**JIMMY D BROWN'S MEMBERNAIRE**

**CLICK HERE To Join Now!**

**[Click Here to Order Now!](#)**

**YOU WILL RECEIVE YOUR FIRST LESSON INSTANTLY**  
**(Even if it's 2:00 AM on a Saturday)**

You will receive an email every 7 days from the day you join with a download link for your weekly .PDF lesson.

\* Every effort has been made to accurately represent this product and its potential. Please remember that each individual's success depends on his or her background, dedication, desire and motivation. As with any business endeavor, there is no

And that brings us to the final "part" of your salesletter...

**11) Postscript.** Immediately below your name at the bottom of your sales page should be a "postscript". You know the drill, "P.S. Blah, Blah, Blah".

Why include a P.S.?

Because people WILL read them. Sometimes they'll even jump to the bottom of the page and **read that first**. (They're usually looking for the price.) Regardless of the order in which they get there, *they will get there*. And they'll read your P.S.

So, since you're gonna have their attention at this point, it's important that you *make the most of it*.

Three powerful ways to finish strong in the sales process is to use your postscript to "recap", "remind" or "reinforce"...

1. RECAP the offer. That is, in ONE sentence, give a brief account of what the reader will be receiving when they place their order. (I.E. "P.S. This is a no-brainer: you'll get 3 years of homeschooling research boiled down to 12 pages of 'no-fluff' content in detailed, step-by-step format for only \$10.")
2. REMIND them of a key benefit. Take a sentence to point out once again a desirable result the reader can be experiencing by making the purchase. (I.E. "P.S. Don't forget, in less than 24 hours you can actually see your first order ... isn't that exciting!?" )
3. REINFORCE the call to action. Did you impose a deadline or limit? Did you mention an extra incentive? Did you pose a challenge? Use your "postscript" to reinforce some element of your call to action. (I.E. "P.S. Unfortunately, when the remaining 17 copies are gone, this offer won't be repeated. Order now.")

All right, you've just been given a crash course in copywriting! If you make your way through these 11 "parts" of your salesletter, you should have a nice piece in place soon to convince visitors to your site to buy your FTM site membership.

**One more thing:** You can, of course, hire someone to write a salesletter for you. Visit <http://www.copywritersboard.com/> and you'll find they have a forum entitled "Copywriting Jobs" where you can solicit copywriters to write yours for you.

While you oftentimes "get what you pay for", there are also some low-cost options for getting other people to write your salesletter for you should you choose to go



that route. If you visit <http://www.warriorforum.com/forum/> and click on the "Special Offers" forum, there are often special offers for salesletters. (I've seen them under \$100 many times.)

## **This Week's Assignment (Day 3 of 4)**

- 1) Write your salesletter.** Follow the steps referenced earlier and write the salesletter for your FTM site. This will probably be the most challenging part of the entire process, but once it's in place everything else is fairly easy.

That's it for today. See you in 24 hours with our final part of "lesson 3".

### **Coming Up Next ...**

After the 4 daily part of Lesson #3, we'll be moving on to...

Lesson #4: "*FTM Quick Start 3 - Production*"

In this lesson we'll take an in-depth look at planning your first several lessons for your site and actually writing that all-important first lesson. This is going to be a great lesson for both beginners and experienced internet marketers, so stay tuned! (Note: I've even got a special bonus for you: a copy of the template that I design my own fixed term membership lessons!)

**How to create a video salesletter:**

[http://www.nicheology.com/members/Video\\_Sales\\_Letter\\_System.cfm](http://www.nicheology.com/members/Video_Sales_Letter_System.cfm)