

"The most talented copywriter I've worked with"
~ Chris Barnard, Scheduling Institute ~

Instant Copy Template:

Sales Page



INSTANT COPY - AND - PASTE SALES PAGE TEMPLATE

BRIAN CASSINGENA

Copyright 2018. All Rights Reserved

Copyright © 2018 by Brian Cassingena

All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the publisher, except in the case of brief quotations embodied in critical reviews and certain other noncommercial uses permitted by copyright law.

Funnelinfluence.com
10/1 Gaya Bangsar
Jalan Utama 1 Kuala Lumpur
Malaysia 59000
www.funnelinfluence.com

Income disclaimer:

Although the author and publisher have made every effort to ensure that the information in this book was correct at press time, the author and publisher do not assume and hereby disclaim any liability to any party for any loss, damage, or disruption caused by errors or omissions, whether such errors or omissions result from negligence, accident, or any other cause.

By reading this material you agree that 99% of customers never take action and therefore never see the intended benefits of this material. The author/publisher in no way represents that money will magically fall from the sky, or that your wallet will explode with \$100 bills as a result of purchasing this book. As with any business or worthwhile endeavor, success can only be the result of hard work and positive mental attitude.

Readers of this document agree to be cool, do the work and allow this to remain a no-whining-zone. Excuses are not permitted and will result in your expulsion from the cool club.

This is not intended as a substitute for the medical advice of qualified physicians. The reader should regularly consult a physician regarding serious or life-threatening symptoms such as low bank balance, ignored-marketing-syndrome or overly boring sales copy.

Instant Copy Templates: Sales Page

This template outlines the creation of a complete, long-form, kick-ass direct response sales page. For over 100 years, people have sold stuff of all shapes, sizes and prices via sales letters.

Legendary copywriter Gary Halbert once said “You are only one good sales letter away from making a fortune”. And if it’s good enough for the best sales copywriter who ever lived, it’s good enough for you and me.

In this report we’ll dissect a tested and proven sales letter formula which has made many fortunes, dating back to the dawn of direct response advertising. Back then, your sales copy had to motivate someone to find a pen, fill out an order form, write out a check, put it all in an envelope with a stamp and send it in the mail, knowing they’d have to wait some time before they could hope to receive their item.

Then along came technology - such as the Credit Card, the telephone, fax machines, TV and radio, and of course the internet. This made it more convenient to buy - but the copy still has to go out there and get the sale.

Understand this: the principles never change. The same principles that got people excited about buying products via mail order a hundred years ago, are the exact same principles we use today in our big product launches, webinars, and sales funnels.

The long form sales letter survives because it just WORKS.

You’ve probably heard people say [insert whiny voice] “Oh, nobody will read all that copy” when you show them your sales letter. But here’s the thing: a piece of copy can never be too long... only too boring! Believe me - if someone is interested in something, such as a person looking for a way to start a business, they will read everything they can about it. And if your long copy is interesting, even entertaining - they’ll read it.

In fact if you don’t give them all the information they are looking for, you could be doing them a disservice, forcing them to keep looking for the answers they are seeking.

Here’s the problem many entrepreneurs come across: keeping up appearances. Sure, short, flashy copy looks great when we show it to our family and friends, (they mean well - but they are often the first people to trot out the ‘nobody will read all that copy’ line).

I know of an entrepreneur who printed up tens of thousands of dollars worth of flashy, slick ‘madison avenue style’ flyers just to give his wife something to hand out to her family and friends - she refused to have anything to do with his much-reviled ‘ugly long copy’ marketing

pieces. He figured it was cheaper than a divorce, and he got to keep using his effective marketing.

Fortunately - you are smart enough to know the important thing is your bottom line - not your company image, or your branding. Those things can come later, and by natural causes - but you can't measure your 'brand' in dollars and cents.

Here's how this report is going to work:

I have written a long form, "ugly", direct response sales letter purely for the purposes of this report. The formula we're going to follow is exactly the same as the one I use in all of the many sales letters I have written for myself and for clients.

Here's the thing: I did this a lot more easily than it sounds... because I followed a template.

All you do is follow along, swap out my details for yours, and your sales letter is done. Simple as that. The formula works for all industries, all types of products, all price points, anything you can think of. Just substitute your information, products, business name, etc, for the example, and you're ready to go. The example copy that you need to swap out will be in the boxes on the following pages.

The Template

1. The pre-headline - call out to your target market...

Attn: Business Owners & Entrepreneurs - Are You Looking For More Traffic? Read THIS!

Warning: If You're Sick & Tired Of Struggling Online - The Answer Is Here...

An Open Letter To All Frustrated Entrepreneurs...

Notes: Not always necessary, but usually worth testing, this can flag your page as worth looking into for your prospects (critical in a world of clutter).

2. The Headline - The 'Ad For Your Ad'

How To Crack The Online Code & Make BIG Chunks Of Money On Demand

They All Laughed When I Went To A Motivational Seminar...But When My Business Doubled, Then Tripled...

Here's How YOU Can Finally Escape The Rat Race, Fire The Boss & Make More Money Online Than You Ever Thought Possible

Notes: The most important part of your page or letter - you have just a fraction of a second to convince someone your page is worth reading - so make it count.

3. The Subheadline - Keep the reading

TOP SECRET: What your MBA never taught you...may just turn out to be your KILLER EDGE that puts your income OVER THE TOP!

Using this breakthrough system, I've managed to make \$234,234 in the first 6 months of this year, while I spend all day with my family, without having to stress over bills or deadlines - and I'm CONVINCED anyone can copy my success, once they understand!

Notes: Follow up on the promise of your headline, or introduce a secondary benefit, or get their attention with a pattern interrupt. It's here to give them reason to dive into the main body copy.

4. The Opening Sentence - draw them into the letter

If you've ever wanted to get off the treadmill, out from under your boss's thumb and finally make the kind of money you deserve - this is going to be the most important page you'll ever read.

Notes: Your opening sentence has only one job - to convince your visitor to read the next sentence. And it needs to do this while transitioning smoothly from the headline or subheadline.

5. The Opening Paragraph - hit their pain points

If you're like most people, you struggled to make any real money at all online when you first started out. And if you're still there - I can empathize. The problem we're finding with it being so easy for anyone to start an online business - all sorts of bozos are doing just that, so the competition for your prospects' dollar is higher than it's ever been in human history.

Notes: This is where you can really connect with the pain your target market is feeling, so make sure they know you have walked a mile in their shoes. Tell the story of where you came from and your struggle to succeed.

6. Tell your story

Just 2 years ago, I was a depressed bartender, working nights and weekends trying to make ends meet, spending my days holed up in my tiny apartment, building website after website, hoping that people would start buying something.

Notes: Reveal your humble beginnings and show that you know how they feel and where they've come from.

7. Agitate the problem

And the real challenge is always finding the right answers in a world where it's easy for the average guy to read 1 book and proclaim himself an instant expert. It's a case of the blind leading the blind, so who can you trust?

Notes: twist the knife, but don't go too far and convince your prospect there's no hope after all. And the key is to never say or imply that it's your prospect's fault.

8. Solve the problem

That's when I discovered the secret to finding those slim, untapped niches online that nobody is working...the same ones which pay me up to \$12,657 per month on autopilot. Now, this is a pretty detailed explanation (because it's very important for you to have all the facts), so read carefully...

Notes: this is the place to complete your story and explain how you discovered the amazing secret that you're about to share with your prospect. This is often a good place to introduce your product.

9. Paint A Beautiful Picture - using 'Future Pacing'

Picture it...next Monday morning, instead of getting up at the crack of dawn and force-feeding yourself a rushed, unhealthy meal, you rise whenever you feel like it, and enjoy a leisurely breakfast with your loved ones, without a care in the world for the time. Your 'commute' is a short walk into the next room, and you have all the money you'll ever need, and then some.

Notes: Take all the things your prospects hate, and paint them a picture with all the exact opposites, as if they were living that life. Be detailed, but not overly long.

10. Prove What You Say is True - with testimonials and other proof elements

But don't take my word for it - I've included 12 interesting case studies of people just like you who took the course and started making money right from day 1:

"I was skeptical of this program, but when I started I immediately saw the value of the content, and I started raking in sales online almost immediately. My best day has been \$5,000 and I'm just getting warmed up"

John Smith, onlinebusiness.com. L.A.

Notes: Don't assume that testimonials are the only kind of proof you can provide - if you have any kind of graphs or charts that show results or progress, before and after photos, social proof such as FaceBook comments, these all work to make your pitch believable.

11. Detail the benefits

Your life is never going to be the same from this point on - because the X product gives you the answers that everybody is looking for, but few ever seem to stumble across.

You'll discover:

- How you can make sales on autopilot without buying any expensive software or hiring over-priced experts who end up selling you their software
- The secret website where you can make awesome eBook covers for FREE, even if you never designed a cover in your life and don't have an artistic bone in your body
- How I went from 23 FaceBook fans to 36,564 active, engaged fans in just 6 months using simple techniques that virtually anybody can use right now
- Still paying for an expensive Autoresponder service? I'll reveal how you can bypass those rip-off artists and send your emails for free
- Traffic secrets revealed - how you can send as much traffic as you can handle to your site - and I'm talking about highly qualified, laser-targeted visitors who are ready and waiting to buy what you're selling

Notes: You can never ever have 'too many' of these bullets - write down every single possible benefit you can think of that your product or service gives - and make it into a bullet.

12. Ride The Wave - get social proof

You've heard the stories of 17 different entrepreneurs already who used the secret strategies in this course to skyrocket their incomes - now here's just a small sample of the comments our members have been leaving in the FaceBook group:

[insert facebook comments]

Notes: Social proof is any kind of large scale endorsement of your product, such as FaceBook or WordPress comments praising it.

13. Make Your Offer - "Here's The Deal..."

OK, so here's the deal - I'm offering you the full, 21-module course at a special price today. You'll have unlimited access to all 21 module videos in the members area:

Module 1: Getting Traffic

Traffic is the lifeblood of your online business - and we're going to get started by showing you exactly how to get hordes of hungry buyers to your sales funnels, easily and affordably. You'll discover:

- Conversion secrets - how to turn more of your prospects into customers when they get to your sales funnels
- Traffic quality - are you getting the RIGHT kind of visitors? I'll show you why all prospects are NOT the same, and what can happen when you spend good money on getting the wrong people to your offers (Warning: it ain't pretty...)
- Getting FREE TRAFFIC - how to do it, traps and pitfalls, and how to monetize free traffic (Because 'paid traffic' strategies won't work on them')

You'll discover all this and more in Module 1: Getting Traffic. At just under 30 minutes, it doesn't take long to get through, but it will change the way you do business right now.

Value: \$197.00

Notes: This is a short example - the higher your price point, the more comprehensive your descriptions should be in general, and certainly a lot more benefits listed in each one.

14. But Wait...There's More - Add your bonuses

That's quite a package - I've created all 21 of these videos to give you a complete and thorough outline of what it takes to build a truly successful online business that makes you money while you sleep.

But there's more - in case you're not quite convinced of the enormous value here, I wanted to throw in a few bonuses which could end up being worth more to you than the actual course:

FREE Bonus #1: My proprietary 'Magic Pill' traffic generator software - guaranteed to fill your funnels with prospects and buyers, and your bank account with cash! This amazing new software is being released only to YOU - it's available nowhere else and is designed to generate traffic on demand.

You'll discover:

- Benefit 1
- Benefit 2

- Benefit 3
- Benefit 4
- Benefit 5

Value: \$299.00

Notes: This section is as important as the product description - maybe more so.

15. Math Time - build your value

Here's a brief summary of everything you're getting in the X Course:

- Module 1 - Getting Traffic - \$250
- Module 2 - Closing Sales - \$250
- Module 3 - Upsells - \$250

etc

And don't forget your FREE Bonuses:

- FREE Bonus #1 - Magic Pill Software - \$299
- FREE Bonus #2 - Copywriting Swipe File - \$4,500
- FREE Bonus #3 - Coaching Skype Call - \$1997

That's a total combined value of \$7,546 - and yes, all these items are able to be purchased at those prices, so these aren't some figures I've plucked out of the air. They're real.

Notes: This is where you really build up the value of the main product, and the bonuses. Quote a good price for your values - but keep it believable. Items like swipe files of copy that a copywriter might charge thousands of dollars to do, can have quite high values. And the highest value of all would be any personal time spent on coaching or mentoring.

16. The Balancing Act - start lowering your price without affecting the perceived value

Once you get this amazing new system up and running, just imagine the sheer weight of leads, sales and profits coming to you every day. I could scarcely imagine making this kind of money when I first started - but now it's simply my daily reality.

If all this amazing course did for you was to make you an extra \$10,000 a month, would it be worth investing in?

If you could take vacations whenever you wanted to - and work from anywhere in the world,

spending most of the day with your loved ones, would that be worth a one-time price of \$10,000?

Even if you just gave it a test drive, and only made another \$5,000 a month - would a one-off \$5,000 price be worth it?

Don't worry, I'm not asking anywhere near \$5,000 for this system...

Notes: If your product or service is not in the make-money niche, find a way to transpose it there - for Yoga, you might try: "Imagine how well you'll perform at work, when you are more relaxed"

17. Apples To Oranges - Perceived value up, actual selling price down

One of the most important (and valuable) components of this system is the Email Swipe File - you are getting an 8gb Thumb Drive packed with 2,129 of my best-performing emails, email sequences, and full email funnels.

Please note: If you were to hire a professional copywriter to write these emails for you - it would not be cheap. To get the results I am getting, you'd need to hire a world-class pro, and if you are able to get on to their waiting list - their fees are going to start at \$10,000 just to get them interested. And if you asked ME - I'd charge even more for this kind of manual labor.

Try asking a genuine pro copywriter for a quote for 2,129 emails - if it's under \$100,000, I'll personally deliver the course to your house for free.

However - for this course, I am not even asking for the price of a single email from a world-class copywriter, who would charge at least \$1,000 per email.

Notes: If you don't have something to sell that costs peanuts, yet has a high perceived value or would be expensive to re-create - find something. It's very powerful and makes the actual price seem low, and the deal a no-brainer.

18. Pull Back The Curtain - Reveal your no-brainer price

For the next 17 people who click on the 'Add To Cart' button below, I'm going to send you the full program including all the bonuses for the low one-time investment of just \$997.

That's a massive 86.8% discount, as a reward for taking fast action.

Notes: Be as specific as you can with discounts, so the reader is left in no doubt as to how great a deal they are getting.

19. Light A Fire Under Them - Use scarcity

Understand this: In order to qualify for the coaching and mentoring I've included in this package - you must order by midnight, 21st May. Because these coaching calls are time-consuming for me, and there are only so many hours in a day. I love doing them - but supply of ME is extremely limited.

Notes: The best kind of scarcity is something that you can easily find a reason for, such as a personal service element that takes up a lot of your time. With a good 'reason why', your scarcity will be much more powerful.

20. Grow A Pair - Use a powerful money-back guarantee

Don't forget...you're completely and totally covered by...

My Ten-Times-Your Money-Back, 30-Day Guarantee:

You have a full 30 days - that's a whole month - to go through the entire course, watch every module, and try out all the strategies you want. Go through it with a fine toothed comb and if, in the unlikely event that you are not totally blown away by the content...

**If you don't immediately see how you now have the tools to
make at least \$10,000 this year**

Then I want to give you a prompt and courteous refund. No questions asked.

Notes: Never hide your guarantee away hoping people will miss it - a bold guarantee will increase sales far more than the small percentage of people who might take advantage of it. And if you're not getting refund requests - you're not marketing hard enough.

21. It's GO Time - Call to action

OK, the ball is in your court.

If you're happy to hit a lame double fault, and stay where you are (or more likely fall even further behind), or if you are not serious about success, then close this page, and go back to FaceBook or YouTube or whatever you were doing before, and leave us to keep moving ahead.

However....when you are ready to smash an ACE past the competition, and leave them in your dust - click the Add To Cart button below and join me in the members area. Please do this now before this deal goes away, and I'll see you on the other side.

Notes: You can add a large take-away selling element here, where you imply to varying degrees that if they don't buy they are destined for failure. But the most important thing is to be absolutely crystal clear about exactly what you want them to do right now.

22. The 'Second Headline' - your P.S.

P.S. If you want to discover the secrets of making serious money online, without selling people on the phone, or paying outrageous monthly fees for software that probably cost the guru \$35 to have coded up - read this entire letter because I've spilled the beans right here.

P.P.S. This is absolutely 100% guaranteed to give you TEN TIMES YOUR MONEY BACK - if I can't put at least \$10,000 in your bank account within 90 days, I don't deserve your money. There is literally ZERO risk - it's all on me.

P.P.P.S. If you're STILL not quite sure if this is quite right for you - I'd like to sweeten the deal. When you become one of the first 17 people to claim your copy, I'll send you a FREE copy of my brand new book "Online Money Secrets Revealed", valued at \$27. I'll personally sign it, and ship it to you at no cost.

So please, click on the 'Add To Cart' button below right now while it's fresh in your mind...

Notes: Reality check - when they hit your sales page, most people will immediately scroll to the bottom of the page to check the price, then decide if they want to read the actual letter. This means the P.S. section is the second-most read part of your letter, and it needs to do a job as a headline. And always finish off with a direct call to action...

That's it! Simply follow these steps, and your letter will come together as if by magic. As for implementation, you might have an opt in page in front of this letter, and maybe a tripwire. You can put a video at the top, a Video Sales Letter version of the letter, use your imagination.

To your success,

Brian Cassingena