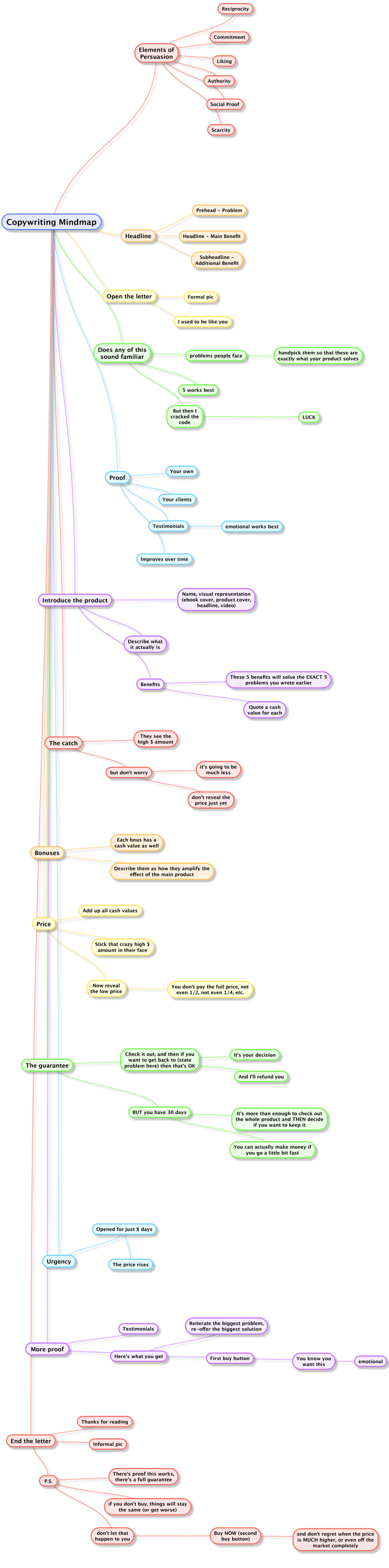
Copywriting Mindmap
Elements of Persuasion
Reciprocity
Commitment
Liking
Authority
Social Proof
Scarcity
Headline
Prehead – Problem
Headline – Main Benefit
Subheadline – Additional Benefit
Open the letter
Formal pic
I used to be like you
Does any of this sound familiar
problems people face
handpick them so that these are exactly what your product solves
5 works best
But then I cracked the code
LUCK
Proof
Your own
Your clients
Testimonials
emotional works best
Improves over time
Introduce the product
Name, visual representation (ebook cover, product cover, headline, video)
Describe what it actually is
Benefits
These 5 benefits will solve the EXACT 5 problems you wrote earlier
Quote a cash value for each
The catch
They see the high $ amount
but don't worry
it's going to be much less
don't reveal the price just yet
Bonuses
Each bnus has a cash value as well
Describe them as how they amplify the effect of the main product
Price
Add up all cash values
Stick that crazy high $ amount in their face
Now reveal the low price
You don't pay the full price, not even 1/2, not even 1/4, etc.
The guarantee
Check it out, and then if you want to get back to (state problem here) then that's OK
It's your decision
And I'll refund you
BUT you have 30 days
It's more than enough to check out the whole product and THEN decide if you want to keep it
You can actually make money if you go a little bit fast
Urgency
Opened for just X days
The price rises
More proof
Testimonials
Reiterate the biggest problem, re-offer the biggest solution
Here's what you get
First buy button
You know you want this
emotional
End the letter
Thanks for reading
Informal pic
P.S.
There's proof this works, there's a full guarantee
if you don't buy, things will stay the same (or get worse)
don't let that happen to you
Buy NOW (second buy button)
and don't regret when the price is MUCH higher, or even off the market completely