



THE FAILPROOF METHOD FOR AN ONLINE SALES PITCH.

1. A BOLD CLAIM
2. REAL RESULTS/ BENEFITS
3. YOUR STORY- HOW YOU STRUGGLED AND LEARNED
4. YOUR SOLUTION
5. TESTIMONIALS
6. FEATURES OF THE PROGRAM
7. A PRICE JUXTAPOSITION (IT COULD COST YOU \$\$\$ BUT THIS ONLY COSTS YOU \$)
8. ADDED BONUSES
9. A MONEY BACK GUARANTEE
10. AN URGENT CALL TO ACTION. (THIS OFFER WILL GO AWAY OR IT WILL COST YOU MORE IF YOU DON'T ACT NOW.)