

A graphic of a baseball diamond, tilted 45 degrees. The diamond is divided into four quadrants by a green infield and a brown outfield. The infield is a dark green color, and the outfield is a brown color. The diamond is outlined with a thick black border. At each of the four corners of the diamond, there is a small white square with a black border, representing a base. The text "Homerun Copywriter's Course" is centered in the green infield area.

# Homerun Copywriter's Course

**Write sales copy that turns suspicious  
readers into trusting, eager to buy customers  
at the blink of an eye...**

# "Homerun Sales Page Construction"



The Powerful Step-By-Step Process Of Constructing Your Sales  
Page For Maximum Conversion

**Preheadline Goes Here!**

**“Headline Goes Here!”**

**Subheadline Goes Here!**

<<This is the deck of the sales letter. Try images or text that demonstrate urgency or scarcity or a huge benefit that REALLY grabs attention...>>

<<Date Script>>

RE: Short Description (Benefit)

From: Your Name

<<image of your handwritten signature>>

Tired Of Loosing Money On Advertising Because Your Sales Letter Won't Covert The Visitors To Your Website Into Paying Customers? Then...

# **“Discover How To Hit Your Sales Out Of The Park By Following The Simple And Proven Step-By-Step Homerun Hitting Methods To Creating Hypnotic Sales Copy That Turns Visitors Into Trusting, Eager To Buy, Paying Customers!”**

Follow the easy methods and techniques outlined in this brand new, straight to the point, no BS guide and your visitors will go from suspicious readers to that at the blink of an eye...

**(Once 150 Of copies Are Scooped Up This Offer Will Be Pulled From The Shelves For Good!)**



Pre-Headline  
Headline  
Sub-Headline

From the desk of: *Your Signature Here*



Tired Of Loosing Money On Advertising Because Your Sales Letter Won't Covert The Visitors To Your Website Into Paying Customers? Then...

# **“Discover How To Hit Your Sales Out Of The Park By Following The Simple And Proven Step-By-Step Homerun Hitting Methods To Creating Hypnotic Sales Copy That Turns Visitors Into Trusting, Eager To Buy, Paying Customers!”**

Follow the easy methods and techniques outlined in this brand new, straight to the point, no BS guide and your visitors will go from suspicious readers to trusting, eager to buy customers at the blink of an eye...

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From the desk of:



Pre-Headline  
Headline  
Sub-Headline

# Headline Benefit Focused

Focus on main benefit provided by your product to the reader. It is critical that you completely understand what a benefit is and the benefits of your product

Ask yourself is it a feature or a benefit. If you can say “so?” to your headline you probably focused on a feature.

- Feature. My course will teach you to write sales copy. (SO!)
- Benefit **Creating Hypnotic Sales Copy That Turns Visitors Into Eager To Buy Paying Customers!”** (SO!)
- Benefit: **“Flood Your Bank Account With An Unstoppable Flow Of Cash By Discovering The Secrets To Creating Hypnotic Sales Copy That Turns Visitors Into Eager To Buy Paying Customers!”**

# Your Most Powerful Benefit (Your USP)

Answers the most difficult reader objection most people struggle with to answer. Why should your potential customer or your reader buy from you!

- Developing your USP
  - ☐ Know what your product is and does for your customer.
  - ☐ Understand what the Benefits are... Know the gains it will provide for your reader. Keep asking “SO!”
  - ☐ What is your USP that makes you stand out from the crowd.
  - ☐ Take everything you know above and create a powerful headline that will convince or persuade your reader to take the action you want them to take.
- You just need to present yourself, your product or your company in a way that is perceived as being unique by the one reading.

USP That is perceived as different example:

- I can help you increase your sales page conversions 1-3% or higher.
- I can help you stop losing potential customers to your competition by helping you increase your sales page conversions by 1-3% or even higher!

Headline Example with the individual USP's for identical product.

**Simple And Proven Home-run Copywriting  
Methods That Will Allow You To Increase Your Sales Page  
Conversion By 1-3% or higher!**

**Discover How To Stop Losing Your Potential Customers To Your  
Competition Just By Following These Simple And Proven Step-By-Step  
Homerun Copywriting Methods That Will Allow You To Increase Your  
Sales Page Conversion By 1-3% or higher!**



Dear So & So,

**T**his section is the "open": Talk about problems the reader may be facing and start relating yourself to them. Really reinforce the "pain" they feel from this problem.

Use a drop cap as above -- people read from left to right and drop caps have been shown to "force people" through paragraph's that contain them... so why not get this little weapon in your bag o' tricks?

<p>

<span style="float:left;color:#D4D4C7;font-size:100px;line-height:70px;padding-top:2px;font-family: Times, serif,

Georgia;">T</span>his section is the "open": And then type in whatever copy you would like to type right here.

</p>


Dear Frustrated copywriter,,

**D**oes your sales copy suck? I mean really suck so bad that you can barely squeeze out a sale from 1000 visitors to your website and you just can't figure out why?




**Identify  
The Pain**

**Obviously The First Thing You Need To Do is... Stop Wasting Time Trying To "Figure Out" Things On Your Own** Because, I already know that from experience, it's impossible to just "figure out"...



**Relating With  
The customer  
and the pain**

I am sure this is the case but don't worry – this is why you're here, and I'm happy to tell you that your problems can be fixed, and you came to the right place to get them fixed...



**Help has  
arrived with  
solution**

**First of all, let's talk about the extreme importance of good sales copy...**

## **Subheadline Here That Transitions Into The “Imagines” ...**

The "imagines" are when you take your reader to a place they dream to be without the current pain they are experiencing...

So, for example, if this is a money making product, the "imagines" might read...


Allow yourself to imagine waking up tomorrow, not to the sound of that darn annoying alarm clock, but when you are rested and ready to take on the day.

Now imagine, strolling 30 feet to your home office, firing up your computer and opening your emails to discover you've made \$XXXX automatically -- and all while you were asleep!

Etc., etc., etc.

# Extreme Importance & Power of good sales copy!

Transition  
Sub-  
Headline



Let's say you have a \$97 product and a decent sales letter up on your website that converts visitors to buyers at 1%.

Let's also say that you drive 3000 unique visits to your website a month, so at 1% you would be making \$2910 (minus advertising costs and expenses).


That's not bad! But after a while you get bored with that number and decide you want to double your income. Now there's three ways you can do that:

The  
Solution



1. You can double the price of your product from \$97 to \$194 (this will probably kill your 1% conversion and your overall profits would drop)
2. You could try driving double the traffic to your website and see what happens (this is not always easy, as traffic does not come on demand - it can also be a costly choice)
3. Or, you could work on improving your sales copy and increase your conversion rate to 2% (if you have a good product this is a very possible) Just imagine what you could do with the cash from more sales! Think of how great it will feel when the family wants to go out to eat and you don't have to tell them that going out to eat is not in the budget!

Imagines



That is how powerful good sales copy is.

Just by tweaking and improving your sales letter you can go from:

3000 visitors a month with a \$97 product converting at 1% for a total of \$2910 in sales to:

3000 visitors a month with a \$97 product converting at 2% for a total of \$5820 in sales!



## **Subheadline Here That Transitions Into Why You're THE Go-To Person...**

**Back it up here:** Describe why the reader should buy from you, who are you, you can also use testimonials here.

# So Why Am I doing This, & Why Do I feel That I Am “THE” Go-To Person...



Transition  
Sub-  
Headline

Each month **I receive** hundreds of emails from people **just like you** who are not making any money online at all.



Social Proof  
Backup

When I check out their product I find an amazing product just waiting to help someone solve the problems they have been struggling with for so long. Visitors to the site just never got to the point where they were able to see that the answer was right there waiting for them.

Why is this. It always seems to lead right back to one huge problem. Poor Sales Copy that just does not do it's job and convert the buyer into a paying customer because they left to early.



You  
understand  
the problem

The problem is, when you lack the necessary writing experience, and you don't know how to get into the **minds of your customers** your not going to get the job done write and you will **never know why!**

I know this for a fact...

**I Started Out Clueless And Frustrated** – but now here I am today ready to help you!



Expert &  
Ready &  
Willing To  
Help

Most tell you that you need to create a product and then just go and write some sales copy and throw it out to the market and see what happens.



**Identify the  
competition**

They fail to tell you that the sales copy you create has to be written in a way that it helps your target audience know your the go to person with the answer to their problem that will help them above all the rest of the competition out there for them to turn to.



**How the  
competition is  
Failing them**


I don't want to be the one that fails you...

Simply put, I'm revealing this information because I truly care, and I don't want to see you struggle any longer. I just want to teach you these tried and true methods that will allow you to write sales copy that will do the job you need it to do.




**Differentiation  
From  
Competition**

Whatever the case may be for you, and whatever experience level you're at, I want to be the person that holds nothing back, only gives you the real truth, and most importantly takes you all the way to sales copy writing success!



**Who you  
can help**

You will soon be writing sales copy that gets conversions just like the professionals.



**What you  
can do for  
reader**

Sound fair enough? Well then with your permission let's continue...

## **Subheadline Here That Transitions Into The Product Introduction...**

### **Product Name & Value Here**

This is your product box.

Here you will give some background on the product, a brief of what they will be getting, and more.

Also, you will want to do a sizable list of benefits that the reader will receive by purchasing this product from you.

Maybe even add some scarcity or urgency in here as well.

Give them a taste of what they'll discover through the bullets below:

Bullet

Bullet

Bullet

Bullet

Bullet

If you have more than one component to your product, set up another box below it, and in between them add an order link as below:

**<<Insert Order Link Here>>**



# Finally Start Making Sales & Even Double, Or Sometimes Even Triple Your Profits Just By Improving Your Sales Letter!

Now I'm sure you're as excited as I am about what great copy writing can do for your business.


So where do you go from here?

You could try and improve your copy or write one from scratch all by yourself. Of course if you are clueless about copy writing, you won't have much success.


Another option would be to hire a copy writer that knows what he's doing. But even a novice copy writer that's just starting out will charge you \$500 - \$1500, and that's without any guaranteeing results! (A pro will charge \$2500 to tens of thousands of dollars)

You could do that, or you could follow the simple and proven step-by-step methods outlined in the "Homerun Copywriting Course" and learn to write a killer, money sucking sales letter all by yourself...


Introducing: The Home-Run Copywriters Course For The First 150 To take action and get the help you need today!



**Transition  
Sub-  
Headline**



**The trail to  
help starts  
here**



**Bad options  
without  
your help**



**Course  
Introduction**

# Homerun Copywriter

A step-by-step online training program for mastering the profitable art of writing persuasive sales copy!



## Here's Just A Small Example Of What You'll Learn In The "Homerun Copywriter's" Course:

- ❧ The Basic elements of the sales letter and why it is important to follow them (once you get these fundamentals into your head, writing sales letters will become **easier and easier**)
- ❧ Have your visitor depositing money directly into your bank account by **Following the paint-by-numbers** blueprint to writing high converting Sales Copy
- ❧ How to create attention grabbing headlines that **grab your readers by their throat** and lead them into your offer (the headline is considered by many to be the most important part of the sales letter)
- ❧ **And so much more...**

## "Homerun Copywriters Course"



**Course and the benefits**

**Total Value: \$497.00**

While I like to sprinkle testimonials throughout the page where they make sense -- for example, someone says, "I can't believe this only costs \$XX!" then I would try to put that testimonial near my price justification...

However, you can also group testimonials in this area by leading in with something like this...

*I think it's plain to see that my product name can impact your life almost immediately, but you don't just have to take my word for it...*

## **Subhead That Says Something Like... See What These Very Happy Customers Have To Say About My Product Name!**

**"Testimonial headline goes here (grab the most powerful thing your customer says about your stuff and paste that right here)."**

This is your testimonial box.

Add your testimonials in their own boxes to separate them and increase their individual perceived value.

<<Your Customer Name>>

<<Your Customer Web Site>>

**<<Insert Order Link Here>>**



This is going to be a refreshing change. That's because The Home-Run Copywriters Course will give you a **paint-by-numbers** blueprint to follow to writing high converting Sales Copy that draws your customers from your killer headline to your persuasive call to action that will have your visitor depositing money directly into your bank account.

**Impact Your Offer Can Have**

I think it's plain to see that what you uncover with the Home-Run Copywriters Course will impact your life almost immediately, but you don't just have to take my word for it...

## See What These Very Happy Customers Have To Say About The Home-run Copywriters Course!

**Transition Sub-Headline**

**WOW... a program that actually works!**

Today was a red banner day; it was the day that I actually made money using one of my sales pages that I actually wrote myself.

Thanks for teaching me plain and simple techniques that I can continue to use each and everyday, to begin steadily bringing in cash. WOW... a program that actually works!

I have even been approached to write a sales letter for a big name guru!

Picture of person giving testimonial

Name of person giving testimonial

Where they are from

Website address

**Testimonial**



Next I want to smack them upside the head with value so I will put any bonuses in line next.

## **Subheadline Goes Here That Transitions Into The Bonus Offers**

Bonus boxes will be just like product boxes from earlier in the letter...

### **Bonus Name & Value Here**

This is your bonus product box.

Here you will give some background on the product, a brief of what they will be getting, and more.

Also, you will want to do a sizable list of benefits that the reader will receive by purchasing this product from you.

Maybe even add some scarcity or urgency in here as well.

Give them a taste of what they'll discover through the bullets below:

Bullet

Bullet

Bullet

Bullet

Bullet

If you have more than one bonus, set up another box below it, and in between them add an order link as below:

**<<Insert Order Link Here>>**

I really want you to take things to the next level, &  
show you just how much I really care about you, &  
**your success!**

Just take a look at what you're going to get next...

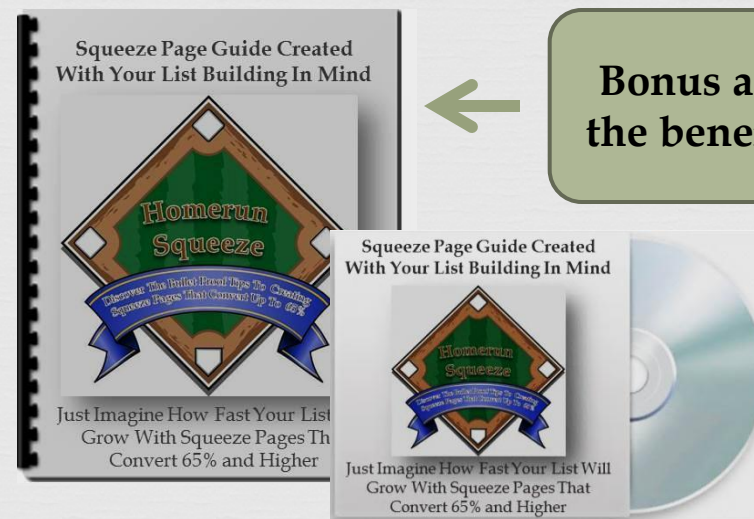
Transition  
Sub-  
Headline

## Special Bonus Offer #1

Here's Just A Small Example  
Of What You'll Learn In The  
"Homerun Squeeze" Course:

- ❧ The Basic elements of the squeeze page and why it is important to follow them (once you get these fundamentals into your head, creating high converting squeeze pages will become easier and easier)
- ❧ The basic parts of a standard squeeze page explained (everything from the headline to the clear concise call to action)
- ❧ How to create attention grabbing headlines that grab your readers by their throat and lead them right to your call to action of giving up their name and email. (the headline is considered by many to be the most important part of the sales letter)
- ❧ Creating bullet points that focus on your main benefit, and so much more...

"Homerun Squeeze"



Bonus and  
the benefits

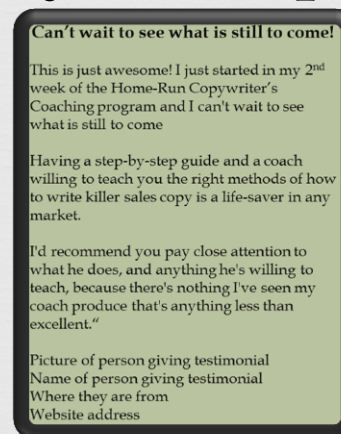
Total Value: \$197.00

**This is the key to you becoming a true  
successful copywriter !**

**Transition  
Sub-  
Headline**



**Fast Action Takers' Bonus... only ~~50~~ 35 spots available!**



**Bonus and  
testimony to  
Validate  
value**



- 🟢 Mentorship, Accountability, & Ongoing support and training to help you get results as fast as possible. Your key to becoming a successful copywriter!
- 🟢 “Real” Access To Teachers... Not Just Any Teachers... Ones Who Understand, Care, And Are Qualified To Teach.
- 🟢 Your own panel of experts that you can bounce questions and ideas off of to get all of your pressing Copywriting questions answered instantly live each week so nothing holds you back from achieving Home-run Copywriting success

**Fast Action  
Bonus  
Benefits**





## Here Is Just A Fraction Of What You Will Get If Your One Of The Very Lucky 50 Fast Action Takers That Is Truly Serious About Your Success!

- 6 full weeks of group coaching from an experienced copywriter and marketer who is patient enough to guide you step-by-step over the bumps in the road, and to help you keep on track and keep your momentum going in a forward direction at all times. It is like having your very own accountability partner. I normally charge **\$497** an hour for my coaching time!  
**Easily valued @ \$1497**
- Live online critiques of your sales copy...In these critiques I examine every aspect of the sales letter and website. The format ... choice of font ... layout ... the voice of the copy .. positioning ... headline ... bullet points ... offer .. closing techniques ...etc.! The minimum I charge for a critique is **\$297** so you get access to me for a penny on the dollar.
- Home-run Copywriter's Coaching Forum- You get even more copy-writer's secrets and ideas ... and another chance to get the help you need by not only me but other members of the forum! This will become your most valuable "**mastermind group**". **Value-\$297**

Here is what another one of my many students has to say about the value of the Home-run Copywriter's Coaching Program...

"I have examined, and sampled, several products and services aimed at freelance copywriters, and I must say that the Home-run Copywriters coaching program stands head and shoulders above them all. The professionalism of my coach sets this program apart from any other coaching program in this industry. I found their to be no hype — just the promise of real delivered value.

The knowledge I gained from the Home-run copywriters course and the coaching program helped me earn more than \$64,000 with my very first sales letter I wrote. Talking about conversion. WOW!



## **Subheadline Goes Here That Transitions Into Product Offer Recap & Price Justification**

Here you'll reiterate the benefits and what they're getting and then you'll go into price justification.

Price justification is NOT, "Less than the cost of a pizza for 2!"

Price justification is more akin to adding up the value of all the individual components in your offer and explaining if they were sold separately they would cost you a real world \$497!

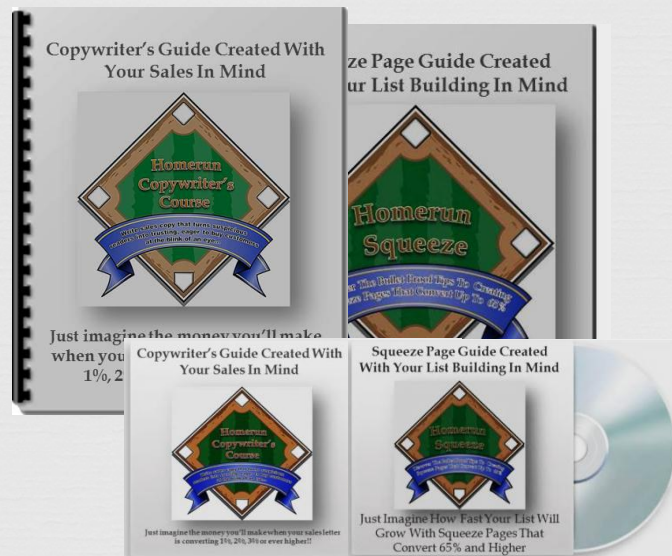
Then of course when the reader sees your price of just \$47 they will be pleased and more open to the purchase.

# Here Is Everything You are Going To Receive

Transition  
Sub-  
Headline



- ❧ “Homerun Copywriters Course”
- ❧ “Homerun Squeeze Course”



Total Value: \$694.00

- ❧ “Homerun Copywriters Coaching”



Total Value: \$2091.00

<Insert Order Link Here>

## **Subheadline Goes Here That Transitions Into Guarantee**

I like to use guarantee certificates which I get from Big Stock Photo by typing "Black Certificate", "Green Certificate:", "Red Certificate" etc., depending on the colors of my site.

I then edit those in Photoshop or GIMP.

If you don't go this route, you can try a box like the product and testimonial boxes already on this page, but it's been shown that using certificate images or at least seal images, such as those gold seals that state, "60 Day Guarantee" convert better.



And the best part is, you get to try the “Effective Copywriting 101” guide 100% risk FREE! ←

Transition  
Sub-  
Headline



❧ **GUARANTEE:** Get the complete “Homerun Copywriter’s course right now and read it over. Try the information out for a full 60 days “Risk Free” I cant imagine any reason but, if for some reason at all your not 100% satisfied, send me an email within 60 days after purchasing, and I will personally refund every penny of your money, no questions asked. It's That Simple!

**Remember:** this guarantee means that if for any reason you are not 100% satisfied with the “Homerun Copywriter’s” course, all you have to do is send me an email and you will get a prompt, 100%, no questions asked refund. You will unfortunately be dropped from the coaching program but you can keep the course as a my gift for just giving the Home-Run Copywriter’s Course a try!



- Your Guarantee needs to help the sale.
- One of your biggest hurdles in writing effective sales copy is gaining the trust of your reader. Your guarantee helps build that trust.
- Don't just tuck it away in hopes they won't see it and think about using it. Let it shine like a lighthouse to a ship in the storm.
  - ☐ Use it in your sales message,
  - ☐ Use it in the PS:
  - ☐ Use it on the order page
- Never just say, "I also have a 30 day guarantee." and leave it. Get maximum advantage from your guarantee by Proclaiming loud and clear it's benefits .

- No matter how great of a product you know you have, the reader is probably skeptical. Experience has taught them to be skeptical.
- Let your reader know that you believe in your product so much that you are willing to take all the risk yourself.
- Your guarantee should not warn them about your product but invite them to give it a try.
  - ☐ Don't say, " If you don't like the product I will give you a full refund."
  - ☐ Instead say something like, "You have a full 60 day risk free trial!"
- Your main concern may be... "what if they take me up on my guarantee and ask for a refund."
  - ☐ Have a bad product and they will
  - ☐ Have a great product and don't worry about, "what if!"

## **Close/Call To Action Goes Here**

Make sure you close strong and ask for the sale!!!

**<<Insert Order Button Or Order Link Here>>**

# So What Is The Bottom Line We Are Talking About Here!

Transition  
Sub-  
Headline

Pretty sure by now you just want to know the bottom line... You want to know what your investment is going to be to get this amazing course so you can get started!

To be honest the information you'll receive throughout your training is simply worth thousands of dollars. If you apply it correctly it will probably turn out to be worth millions. But I really don't want you to just take my word for it. I want you to decide, so ask yourself this: "How much is having the ability to turn your words into a massive amount of cash?"

Only YOU know the answer to that question... So think about it for a minute.

While your mulling that over in your mind I will tell you some good news and that is, I'm not going to charge you thousands of dollars for this information... In fact, you'll get the entire training program for just pennies on the dollar.

The Home-Run Copywriter's course and all of the added bonus offers I have added to this package including the coaching program will be sold for just ~~\$497~~ \$197!

Close

Price  
Drop



## But wait... it gets better!

The Home-Run Copywriter's course is **brand new...** and to start it out with a huge bang, I'm offering a special introductory discount to the first 100 customers ONLY. If you're reading this, it means that you still qualify for the special **price of just \$97! (Yes, that's \$100 off the regular price - which means you** save a whopping \$400 total of the original \$497 price).

Urgency  
and  
Scarcity

I am going to give you this **warning** right now! This is not some cheap marketing ploy or trick to get you to buy, and I don't know how long the **introductory price** will be available. It may be a few hours, or at the most, It may be a days... But after the first 100 customers have taken advantage of this special introductory price, the price will go up. So if you want to get in at this **rock-bottom price**, you need to **click the add to cart button right now** while the **special \$97** price is available.

Urgency  
and  
Scarcity

Call To  
Action



**Special  
Introductory Price!**

**Not ~~\$497~~**

(Save \$400.00)

**Only \$97**

**Add To Cart**

Price

# You have absolutely NOTHING to lose!

With the above **guarantee** the risk is 100% mine not yours.

If your still not sure there is something **you need to know!**

FACT: People who learn the methods taught in the Home-Run Copywriter's course will end up with **your money**.

In today's crazy-competitive marketplace, you need to find an edge. Right now, it's the gurus who have that edge over you. They have **mastered the skill** of copywriting or are hiring those that do know for the big bucks you simply don't have right now.

They're counting on you **doing nothing** and things staying the same.

I am just guessing you are thinking it is time for a change. Time for you to be the predator for once instead of the prey all the time! Don't you think it's about time to turn things around!

**Yeah, I thought so..**

Just **click on the ADD TO CART button right below** and start applying the powerful Home-Run copywriting techniques and finally start showing those big guys just who they are dealing with and start taking your share of the pie!



**Objection  
Killers**



**Call to  
Action**

**Add To Cart**

- Don't forget to ask for the order.
  - ❑ Don't hesitate or be vague. Just say order now! Clear and concise.
- People are not going to ask for your permission to go ahead and buy.
  - ❑ Stop rambling on and on and continuing on with your selling pitch just because your afraid of asking and closing the sale.
- #1 reason most people fail at getting the sale is because they don't like to ask for it. They fear being rejected.
- Reassure the person ready to make the decision
  - ❑ Over come last minute objections.
  - ❑ Remind them of the guarantee,
  - ❑ Go back over any benefits you outlined above
  - ❑ Talk about your USP once again and why your different from everyone else.
  - ❑ Talk about some of your testimonials again

## **Risk Free Acceptance Form:**

### ☒ **Yes, Your Name! I want...**

This is your "Johnson Box". In the area above, where you have the checkbox and "Yes, Your Name!", be sure to exclaim excitement about the offer from the perception of the reader.

In this area, revisit the offer, including benefits, what's included, reiteration of guarantee, etc., also from the perception of the reader.

For example:

"I understand that by acting today I'm one of just 250 that will ever be able to get their hands on this cutting edge strategy..."

Close the Johnson Box with something along the lines of, "It is on that basis that I am clicking the secure order button below and entering my credit card details this instant!"

**<<Insert Order Button Or Order Link Here>>**



# Decide That You're Simply Not Going To "Take It" Anymore And Get Into Action Now! It Is Your Turn!





☒ **YES, (Your name) I'm Ready To Get Out Of This Mess And Claim My Share Of The Vast Internet Wealth Awaiting Someone Simply Willing To Step Up To The Plate and learn how to write persuasive sales copy that plain and simply converts visitors into paying customers!**

**By clicking on the order button below I am taking advantage of this fantastic deal and getting instant download access to "The Home-Run Copywriter's Course" & the special bonus offer "The Home-Run Squeeze Course!"**

**I also understand that by acting right now I will also have full rights and privileges to the Home-Run Copywriter's Coaching program**

**I am getting this amazing package right now for the incredible low price of only \$97 which is a savings of \$400**

**Add to Cart**

**\* I reserve the right to end the special savings discount at any time without warning  
Take advantage of it now while it lasts.**



**Risk Free  
Acceptance...  
Customer's  
Perception**

Your Complete Satisfaction Is 100% Guaranteed... this is a risk-free purchase. If for any reason this does not live up to your expectations, you are backed by a rock-solid, iron clad, 100%, 60 Day Money Back Guarantee!

Best of success,

<<image of your handwritten signature>>

Your Name

**P.S.** Quickly talk about the pain/problem and how your product eliminates the pain/problem.

**P.P.S.** Reiterate the guarantee

**P.P.P.S.** Bring up some scarcity to make the reader buy now. Close this one with an order link.

To Your Homerun Copywriting Success,



Your Name

PS



**PS:** If you are desperate for some sales and your sales copy just plain sucks, this guide is created for you in mind! Just imagine the money you'll make when your sales letter is converting 1%, 2%, 3% or ever higher!!

[\*\*<Insert Order Link Here>\*\*](#)

**PPS:** Here's a plain and simple fact: the sooner you get your hands on the "Homerun Copywriter's" course, the sooner you'll be able to improve conversions with your existing sales letter or write a brand new killer one that takes your visitor from suspicious reader, and turns them into a trusting, eager to buy customer at the blink of an eye... – so hit that order button right now!

[\*\*<Insert Order Link Here>\*\*](#)

**PPPS:** Your Complete Satisfaction Is 100% Guaranteed... this is a risk-free purchase. If for any reason this does not live up to your expectations, you are backed by a rock-solid, iron clad, 100%, 60 Day Money Back Guarantee!

[\*\*<Insert Order Link Here>\*\*](#)

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# Thank You!



I want to thank you for watching this training.

Research is crucial to writing Your Grand Slam Message!“ Become your customers.

You must personalize your copy to speak directly to your “Target audience” and make them feel like you have written the sales copy specifically for them!

Follow Proven format!