

Your

SUBMISSION TEMPLATE



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Your Submission Template

You always start with these 4 Prerequisites:

- You Must Have a Quality Product
- Creating and Using the Ideal Customer Profile
- Credibility Produces Maximum Profits
- The Offer is Everything

From there, follow these 30 Steps one by one ...

Step #1: Conduct exhaustively-thorough research, before writing any copy.

Step #2: Rest and allow to Percolate.

Step #3: Create a comprehensive list of features, facts, and figures.

Step #4: List every benefit your customer will get.

Step #5: Create an Irresistible Offer.

Step #6: Create an extraordinary guarantee (relates to Step #25).

Step #7: Write a powerful, attention-grabbing Headline or Johnson Box.

Step #8: Use colour to accentuate key points.

Step #9: Keep the amount of graphics you use extremely limited.

Step #10: Create a no-holds barred opening paragraph ... that immediately begins to deliver on the promise made in your headline.

Step #11: Eliminate all objections with “Pre-emptive Strike on Credibility”.

Step #12: Create enticing sub-heads that maintain your reader’s interest and pull them through your submission.

Step #13: To present the most powerful sales pitch possible, you must make your customers acutely aware of their most deeply felt pain.

Step #14: Eliminate your customer's pain completely.

Step #15: You must establish impeccable credentials with your customers.

Step #16: Lock in your credibility with an "insider's benefit".

Step #17: Give your customers unquestionable proof, that you can deliver everything you promise.

Step #18: Break your copy up into manageable, readable chunks.

Step #19: Give your customers a powerful bullet list of benefits they'll get by using your services.

Step #20: Briefly summarise your key benefits.

Step #21: List the features of your what you're offering.

Step #22: Over-deliver with a highly valuable package no reasonable customer will want to miss out on.

Step #23: State the price of your services.

Step #24: Issue your call to action.

Step #25: "Shift the Risk" to succeed in more presentations.

Step #26: Bring your sales piece to a close, by summarising all the major benefits your customer gets.

Step #27: Increase your response even further, by using a "PS".

Step #28: Make it's easy for people to to say "Yes".

Step #29: Rest and Percolate – a second time.

Step #30: Check and rewrite your copy for maximum impact.