

Header Section

<insert your name / team name>

5 day <insert benefit> challenge

Section 1 - Beneficial Headline

Headline: Use to drive home a benefit for them to read. 80% of your work will be done here. My 3 personal favourite “Go-To” headlines that are interchangeable...

Discover

Revealed

If, Then statement.

Examples:

Discover How You Can Do X Without Y

Discover how over 400 women aged 25-75 got younger looking, more radiant skin in just 4 minutes a day

Revealed: How I Helped 1179 Network Marketers Grow Their Business In Just 5 Days And How You Can Too...

If You've Ever Wanted Perfectly Clear Skin But Didn't Know What Products To Use, Then Read Every Word Of The Letter Below...

Section 2 - Continuing subheadline

Subheadlines continue on the story. They're important because they make the conversation continue. Word of advice - never use the same headline start as subheadline.

If You Use A Discover Headline Then Use An “If, Then” Subheadline

Example:

If You Use An “If, Then” Headline, Then Use A Discover Subheadline, etc...

Discover how over 400 women aged 25-75 got younger looking, more radiant skin in just 4 minutes a day

If your skin feels dull and tired? Then join my 5 day challenge to get on your way to healthier and brighter skin

Section 3 - Opening paragraph is related to headline

Always relate your opening paragraph to your headline/ subheadline. This massively helps the continuation of reading/listening to your message.

Example:

“If You Want To Reduce The Effects of Aging, Then Read Every Word Below...”

Opening Para: “You know just as I do, having great flawless skin makes a huge difference to the way you look and feel about yourself, but with the amount of adverts promoting the next miracle cream all over your tv and internet

It is hard to know who to trust and what actually works and what is just snake oil...

In this letter, I’m going to reveal to you one of the best ways to find the perfect skincare regime for yourself...

Before I do that, let me introduce myself.

Section 4 - Introduce yourself

This is very easy to do but is done wrong quite often. The purpose of the opening introduction is so people feel close to you. Familiarity breeds Sales. The more familiar they are to you the more likely they’ll buy from you.

Key Elements:

Introduce who you are, flaunt a little credential capability. Good way to do this: “It wasn’t that long ago when...”

Then jump back into the story almost immediately.

Section 5 - Build story of how you discovered your product or service (a little pain but not too much)

People oversell with pain. Try using a smidgen of pain but use pleasure as the main way of getting customers reading. Build out the story in a manner that allows the reader to be on your journey.

Example:

“I realised then that my skin, was actually one of the most important organs in my body.

Not only is it the largest but anything that touches your skin is directly absorbed in to your bloodstream in less than 30 seconds.

[continue story]

Section 6 - Introduce your challenge

After you do the initial story of how the product came about where you list some pleasures, a little pain, and mix in the big old information pay off (I generally give 1 tip away during the opening).

You move onto the introduction of the product and challenge. This is as simple as saying...

“Introducing [name of challenge]...”

Section 7 - Show as much detail as possible for what they are going to get

By telling, showing, and listing what people will be getting, you instantly lose the fear of “What if this isn’t right for me?”

If you include an ebook: List some important chapters.

If you have theme days in the challenge: List the activities individually with 1-3 points each.

Fun fact: The 3rd, 5th, 7th, etc bullet is most used (effectively) for “And so much more”

Example:

What will you get in the challenge group?

Our secret challenge group is there to inspire you every day to get into the best habits for your skin, with daily tips and advice that will help you get faster results. We will be sharing skincare tips that don’t involve you spending money and that are easy for your to action. With support and daily accountability we can guarantee you’ll feel encouraged and inspired every day.

Insert Benefit 1

Insert Benefit 2

Insert Benefit 3

Section 8 - Follow it up with testimonials

This is the best place to put them because people have their guard up and skepticism is high. So showing real life testimonials ALWAYS disarms them.

A few “rules”:

Keep them relevant to the product, worst case, make them challenge testimonials.

If you don’t have any, either offer a special price to get some or ask your downline to give you a testimonial.

Video reviews are best. To keep them uniformed, ask those creating the films to shoot landscape with a simple background. An easy shot of just their head and shoulders talking direct to camera works well.

If a written testimonial, a screenshot of messenger or a comment tends to be best as it increases the legitimacy of the testimony.

Section 9 - Price reveal

When revealing the price, it's always best to give them the full price. You can do the strikethrough price and still sell well OR you could just do a solid price.

This would apply if there is a full price and perhaps your product is a discounted bundle.

Always justify the price, if it's £56, tell them why. If it's £350 - tell them why.

By justifying the price it gives them the "excuse" or justification they may need to explain why they bought what they did to their spouse, family member, weird brother-in-law that puts them down.

Example:

So how much for this special challenge? Just £79.

That's right, for only £79 you can receive instant access to [name of challenge and product].

Why only £79?

Because after purchasing your product we wanted to ensure your received the best possible result and we know that by showing you how to use the product properly and with our team supporting you, you will have even better results.

If you need to justify spending £79 on the best skincare out there for you, then just skip on going to Starbucks for a few days/having a fast food lunch for a week, etc.

Section 10 - Details on how to buy

Get specific here. As you will be directing you and your team's customers back to the person who introduced them, this part is crucial to get right. Do not expect a potential customer to do the hard work and figure this out on their own.

Example:

To join the 5 Day Challenge you must purchase the <insert product name> by <insert final date delivery will allow>

All you have to do is speak to the person who introduced you to this challenge and complete your investment today.

Send them a message now to say "I want to take part in the 5 day challenge". They will then take your regular details and payment information to complete your purchase.

Once your purchase is complete you'll be sent a confirmation email from <insert company name> containing your receipt. Please send this to your company representative who will then arrange for you to join the Facebook community group where the challenge will be hosted.

Section 11 - Guarantee

Puts customers mind at ease. Let them know your company's product guarantee and return's process.

Section 12 - Bonuses & Prizes

Place these after the guarantee because it adds to the overall package. It's like saying, you get all these amazing things for £79...

The customer is ready to buy, then they see "oh by the way, you get another £100 worth of stuff that you would otherwise need to buy separately if you take part and win".

People feel happy and increases chances of people buying.

Section 13 - Reminder of price and how to order

After all the bonuses / prizes just lead in with...

“Remember you’re getting all of this today for just £79, all you have to do is hit go back to the person who introduced you to this challenge and [instructions].”

Section 14 - Sign off

This is just a way of you saying “see you on the other side” - which is fine to use.

But a sign off could be structured better like...

“To your continual success”

“To healthy, happy skin”

“To your fitness journey”

etc.

Section 15 - PS's

Traditional sales letters would have used an actual PS after the sign off. You may wish to just add another section and not use PS. Either way, the points to be added are important.

PS. - all about reminder of what the product and challenge is i.e. benefits

PPS. - Price and a little pain

PPPS. - Scarcity and before they miss out by not taking action