

Long Form Copy

Sales Page: This Scientifically-Balanced focus pill is the closest thing to inspiration in a bottle.

1. First thing we notice when we get to the Sales Page is the **Clean Looking** / Professionally Maintained first page.
2. The color that is used is a **Light Blue** to be **calm** for the eye of the reader.
3. The **Headline/Fascination** that is used, **raises curiosity** so the reader continues to read.
4. The use of **Bold Words** to catch the reader's **attention**.
5. Using **Scientific Facts** to raise even more **curiosity** on the reader.
6. The use of **DIC, PAS, HSO** in different parts of the Sales Page.
7. Making **Clear Points** (1,2,3,4) so that it is **easier** for the reader to **digest** the information.
8. The use of **Emotions** to make the reader believe that we understand their **Current State**.
9. Using **Simple Vocabulary** to not make it hard for the reader to understand us.
10. Also in the end where it says:and **If you don't love it for any reason, just let us know we'll refund every penny of your purchase**. (And you'll still get to keep the supplements). This is a strong weapon used to make the reader think it's a good offer and **make them purchase** in decision.