

Long Form Copy Mission

Sale page reviewed: 3rd Person Sales Letter from Jason Fladlien

Headline:

- The big red headline at the top grabs attention really well. I think our eyes are just wired to be alert and pay attention when we see red.
- The subheading has the words "SMALL & EASY" in ALL CAPS which catches attention and also makes the person think that what they want isn't going to take much effort.
- It also promises a clear benefit as well as a specific timeline which piques the reader's curiosity and makes them want to read more.

Lead:

- In the second point, the copywriter says "that means I get to work with Jason Fladlien on almost a daily basis" That makes the reader think "This Jason guy must be somebody worth knowing" Which just gives the reader something else to be curious about.
- He then stacks more curiosity by saying "I've uncovered his secret."
- He then goes into Jason's "hero's journey" making him relatable by saying that he started out painting houses for very little money, but now makes millions of dollars. This creates unanswered questions, gives him credibility, gives the reader an information gap,, and makes the reader think that they can achieve the same success because they are in a similar situation to Jason's starting point.
- He ends this section on a cliffhanger and stacks more curiosity

Body:

- This section starts off with bolded, attention grabbing text revealing the answer that has been teased in the section above.
- He then continues to build up Jason's productivity.
- He then uses some specificity by saying exactly how long it takes Jason to complete hard tasks and this also creates more curiosity and has the reader thinking "How?".
- He then takes away one of your roadblocks/limiting beliefs by saying that Jason can teach anyone.

- He then gives a mini testimonial of how his productivity increased since reading Jason's book and then tells you that his results(3x in productivity) isn't even that great. He then teases the answer to better results, but...
- ...ends it in a cliffhanger staking even more curiosity.
- The little picture depicting Jason as superman also grabs attention.
- He then goes into a section describing the reader's dream state.

Close:

- He then introduces the product and describes a clear desire the reader has.
- He then has a couple of curiosity bullet/fascinations where he continues to build curiosity, teases the contents of the product and some benefits of buying the product.
- He then uses price anchoring to make it seem that you're getting an absolute bargain.
- He then offers a risk reversal(money back guarantee) and assures the reader that they only care about providing value to and improving the reader's life.
- He ends it off by adding some urgency and scarcity by hinting that the price may go up at some point and saying that it might only be available for a limited amount of time.