

Lessons Learned From Copy Analysis - 20/12/23

You can start sales pages or landing pages with an “I don’t care if you...” approach.

Saw it on a basketball dunk training sales page, where they start with “I don’t care if you’re under 6 ft tall... if you’re un-athletic... or if you’ve already tried every bogus jump tutorial on YouTube...”

This approach does many things:

- Get’s rid of any objections to reader may have about why they won’t be able to dunk or learn from this tutorial.
- Creates curiosity about what the solution is.

However, the main benefit to starting like this is demolishing the objection that you need to be of a certain height or frame to dunk. He instantly crushes those objections before moving into the copy.

Address objections near the start of the copy.

When telling stories, relate to your audience’s pain points and desires.

In the basketball vertical jump sales page, the creator of the program talks about how he was so tall, but was still unable to touch the net. As a result of his inadequacies at the game, his coach didn’t put him in unless they were already winning.

THAT’S A BIG PAIN FOR BASKETBALL PLAYERS!

He also recalls a time he was embarrassed when a girl he liked came to watch, but coach didn’t put him in.

He was “riding the bench”

Other pains he amplified through his own story include:

- Trying all the exercises talked about on YouTube to increase jump, but none of them producing the desired outcome
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