

List out everything they did well that you can use in future long form copy projects:

3rd Person Sales Letter from Jason Fladlien

This sales letter seems to assume that the reader already trusts the author to some degree.

**Headline:**

“For people who want more...”

The SMALL & EASY Productivity Tweaks You Can Use As Soon As Tomorrow Morning To Get A LOT MORE Done... With WAY LESS Effort!”

- Not exactly “brain breaking”, but drives curiosity because of how big the claim is
- Headline appeals to a broad audience
- “For people who want more...” connects with the inner drive and ego of most people that views themselves as capable, ambitious, and valuable
- “SMALL & EASY” signals Low **Effort and Sacrifice (EaS)**
- “As Soon As Tomorrow Morning” signals Low **Time Delay (TD)**
- “Get A LOT MORE Done” signals **Dream Outcome (DO)**
- “With WAY LESS Effort” signals **Likelihood Of Success (LoS)**

**Headline** correctly utilizes the Value Equation to minimize the bottom and to maximize the top.

**Lead:**

- “Isn’t painting houses for \$12/hour anymore...is making **millions** online instead”
  - This is a BIG implied promise
  - Increases **LoS**: “if someone can go from \$12/hour to **millions**, then so can I”
- “Working so close with Jason, I’ve uncovered his secret.”
  - Teases that there is a mechanism
- Author gives personal testimony of the “Guru” by acting like getting to work with Jason is a kind of privilege

Some **Body** elements can be found in the **Lead** of this sales page:

- The Guru is introduced during the lead (Jason Fladlien).
- Drama/struggle/story is referenced as “WHY exactly Jason Fladlien isn’t painting houses for \$12/hour anymore...”
  - Paints a picture of where the guru came from and how he was likely worse off than the reader currently is, but was able to turn it around (and so can you!)
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Without saying very much, the **Lead** is able to make a big promise and casually reassure the reader of the validity of his claims to come while also grabbing the attention by means of BIG NUMBERS AND DOLLAR \$IGN\$

And then a segue to the **Body** goes like...

"The reason is...

Jason's Productivity Is EPIC!"

This is a perfect way to introduce the **roadblock** (productivity) into the sales page.

### **Body:**

The **Body** of this sales page establishes more credibility by hyping Jason Faldlien:

- He's "**legendary**"
- He speedruns through tasks effortlessly
- His "Double Your Productivity" course *tripled* the author's productivity

And best of all...

- **"The son of a gun is able to teach ANYONE to be productive!"**
  - This is the most important aspect because it removes all barriers of expertise and intellect and invites *anyone* to take part in the training to improve themselves.

And, according to the author, these are not even very good results! What he has in mind for us, the reader, is something EVEN MORE VALUABLE.

"But first..."

Author uses an "imagine this scenario" section to paint a perfect picture of the reader's Dream State in just six brief sentences. Doubles down on the BIG promise.

This sales letter deliberately leaves out drama, struggles, failures, and the "moment when all seems lost" and instead focuses mainly on the benefits to be gained from the offer.

### **Close:**

"Absolute Productivity

...Laser-Like Focus And An Instant Productivity Boost For Marketers!"

That really sounds like exactly what I need^^^^

- Segue introduces product as a "training"
- Niches down to be "for Marketers"
- Fascinations that speak to the biggest frustrations and challenges faced by marketers, PLUS how to overcome them once and for all...
- Restates how simple and easy it is to use

“...And You’re Getting In At An Absolute Bargain!”

- Even if you barely use this product, you’ll still get SO MUCH out of it
- This would be a great deal Even at \$300!!
- This guy is usually \$300 . . . PER HOUR!
- Even if it was HALF THAT . . . obviously that would be an even BIGGER DEAL
- So Duh you’re gonna buy it at JUST \$49.95!

This line of persuasion is so powerful because it instantly draws out hesitancy and indecisiveness and uses this as an excuse to hype up the value of the product even more. Now that the hype is at an all time high, you slash the price and melt their minds. How tf could you refuse an offer *this* good?

Okay and...

NO RISK MONEY BACK GUARANTEE!!

This really seals the deal. For the amount of value offered in the sales letter, there’s really no reason NOT to shell out \$50 just to see. If it’s really the real deal, nobody will ask for a refund. And hey, “we only want you to spend money on products that you’re getting value out of!”

“No Matter How Far Along You Are, This Is The Missing Ingredient...”

Order Form restates the guarantees to remind them that there’s no risk in case they’re hovering over the “Add To Cart” button and hesitant.

**P.S.** This section offers another personal testimonial from the author. Assuming we trust the author, then his endorsement will help our trust. Moreover, the author uses this to draw up a Long Term Vision of the reader’s dream state, which makes them think that *“anything that benefits me long term must be good and I won’t regret it”*. Not only that, but it’ll be fun and exciting and you’ll learn actionable info from Day 1 which will bring you to that Long Term Vision!!

**P.P.S.** Oh yeah, did you forget to mention Urgency? Well, here it is. You might miss out or have to pay more later. Buy Now!