Product/landing page copy

Top player analysis:
- Price anchoring
- Urgency
- Scarcity is not applicable because it's software.
- Features/benefit bullets
- Value equation: Time delay, Perceived likelihood of achievement, Dream outcome, effort and sacrifice
- Guarantees
- Support, such as on-call experts.

Copy notes:
- Product
- Value proposition
- Features to benefits
- Reduced time delay and effort and sacrifice
- Increase the perceived likelihood of achievement and emphasise dream outcome
- Pain and relief cycle.
- Are you serious? (close)

Primary value proposition:
- Expert management
- Personal security (MHON)
- Desire to protect those close to them.
- Fear of financial loss.
- Fear of loss of personal information.

Where are they now?
- High level awareness and sophistication
- Product aware.
- Fears and desires have been cranked
- Urgency is set in.

Where do they need to go?
- Understand why this is the best option
- Sense of urgency in purchase
- Show the mechanism
- Understand they are the target market.
- Build belief, trust and certainty.

How do I get them there?
- Use urgency

- Frame product as the best solution
- Niche down, use familiar language
- Show dream outcome
- Use value equation
- Price anchoring if applicable.

Copy layout:
Single page

Product image

Value proposition

Curiosity bullets

Templates:

- **McAfee**

Headline
Subheadline
CTA
––––––––––––––––––
Long form sales page.

- **Huntress**

CTA
Subheadline
Bullets
–––––––––––––––
Social proof and testimonials
Bullets
Awards/social proof
FAQ

- **Trend micro**

Offer
Urgency
CTA
––––––––––
Features
How it works
Objection handling
Social proof and guarantees
Testimonials

FAQ

- **Norton 360**

Products
Price anchoring
Bullets
———————————
Social proof
Cross sell
Cross sell

- **Youtube (chosen layout)**

Value proposition in the header. (bold, making a statement, to the point, short)

Visual focus (Photo, video)

Outline the benefits and features. Emphasise benefits.

Single, focused CTA.

Testimonials and social proof.

Give a guarantee

Potential objections:
- Price - Why does the value exceed the cost?
- Trust - Who are you?
- Time - How long will this take?
- Belief- What makes this different?
- Confusion - How does this work?
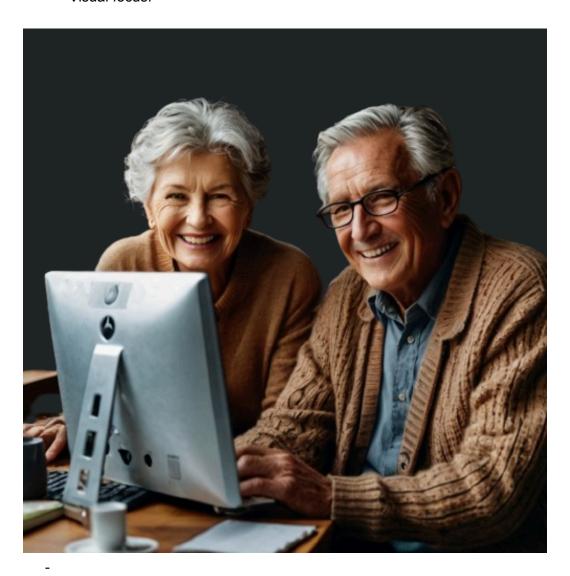
Features/benefits:
- Protection from viruses and ransomware.
- Peace of mind
- Managed by experts
- Device security (Protection from ransomware, and viruses)
- Financial security (Card information, Bank information, Online payment systems)
- Personal security (Pictures, files, work, personal information)
- Protection from unsafe websites.

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————————————
Actual copy:

- Headline:

Experience true peace of mind today: Quick, Easy, expert protection from cyber attacks.

- Visual focus:

-

- Bullets/copy

The single best choice to protect yourself from cyber attacks…

At Computer Geeks, cybersecurity means more than protecting your computer.

It means protecting you, our community and customers.

So why choose us to keep your finances, memories and personal information safe?

Because when you choose us, You choose people who care about more than just your laptop.

You choose people who care about you.

With our managed antivirus, your information is secured from the moment you're set up.

Then carefully and continually managed by our experts so you can rest assured any issues are solved quickly and efficiently.

PLUS, we've made our process quick, simple and affordable to ensure high-level cyber security is available to anyone and everyone who needs it.

Ready to experience the freedom to use the internet however you want, whenever you want without worrying about losing important information?

- CTA

Make the best choice to protect yourself from cyber-attacks, Buy now and protect yourself today.

—--

You invest in the best solution available to you.

What does that mean?

- TRUE peace of mind to use your device whenever you want, however you want.

- NEXT-LEVEL protection from viruses.

- TRAINED EXPERTS personally managing your security.

- EASY install process