

# WSO Product Creation Whirlwind

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## 9 Step Sales Page Template

### Step 1

Create an headline that explains exactly what your product is providing – eg. 'How to Create a Product and Get it Up and Running As a WSO, Pulling In Income and Building Your List Within 4 Hours Starting From Scratch!'

### Step 2

State the BIG problem. This is the main problem - the biggie that your potential customer is having - bad breath, lack of traffic, no boyfriend eg. 'Until you create your own products you are not in control of your business. However creating a product from scratch when you have no experience seems like a daunting task'

### Step 3

Ask questions to relate the problem to them:

Do you get frustrated when affiliates turn down your request to promote their products?

Do you get frustrated when everyone and their brother seems to be creating a WSO, and you don't even know where to start?

Do you seem to be putting in huge amounts of effort in, but just don't seem to be getting the rewards that others online are talking about.

### Step 4

Agitate their problem – really go to town on why their problem is a biggie, you want to do the equivalent of prodding a wound, so they are so uncomfortable about the situation they NEED to do something about it.

'Those who are making it big online, are the ones with products of their own that they can promote and sell. Without your own products you will never really have a 'real business'.

'Without your own product you are at the mercy of the whims of others.'

### Step 5

Show them how or why you understand what they are going through.

Introduce rapport with the reader.

Feel – Felt - Found

'If you are frustrated or annoyed at the moment about not having your own products, I know exactly what you are feeling. For years I fared around looking for the 'easy' way of making it online. I felt I didn't have the skills, the knowledge or ability to create a product of my own. However when I FINALLY listened to those who were successful, I realised that the only way to be really successful was to have my own product'

## **Step 6**

Tell them what you have created – let them know about exactly what they are going to get

'Following the trial an error of the early days, and the soaking up of all I could read I finally started to develop a process that would allow me from a standing start, to create a product, get it up and running and ensure that it had a near endless stream of traffic in a matter of hours.

Now I've made a recording that reveals this whole process in simple step by step detail. All the information you need so that you too can create your own products in lightening quick time.

What you are going to get is.... '

## **Step 7**

Now they are at their most keen, close the sale – ask for the sale. Include your Buy It Now button.

## **Step 8**

Offer your refund terms 30 or 60 days. People will seldom use it, but it gives people some comfort and reduces their risk.

## **Step 9**

'Prod their wound' one more time, making them aware that it will only get worse if they don't resolve it now (i.e invest in your product)