

A Breakdown of How My Overhaul of a Supplement Sales Letter Rocketed Conversions 428%

When your sales page barely converts, hoping a new presell page will make it profitable is like trying to flog a rusted car with just a new lick of paint.

A Singaporean supplements company approached me to write a presell article for their sales letter for *Provitalize*, a probiotic supplement. They hoped an engaging advertorial might lift conversions the few percentage points they needed to make it profitable.



But after seeing the headline, I knew their campaign didn't just need a shot of adrenaline. It needed **reconstructive surgery**.

After outlining why I thought their sales page was a dud, they hired me to give it an overhaul. And by making the changes I'm about to share with you, I **boosted conversions from a measly 0.7% to an average 3%**. This transformed a campaign on its last legs into a potential 6 figure conversion monster.

Let's start with the reasons why I thought the old page was failing to convert:

Confusing Headline

"40 was not kind to me... My nails fell apart, I had acid reflux, constipation & worst of all... I went from a size 2 to a 10 even though I never changed my eating habits!

But For The 1st Time In 8 Years... I'm Actually Losing Weight! My Swimsuit Is Getting Loose, My Clothes Look So Much Better On Me &... I'm Hooked!

"I exercised, ate "special yogurts", went off carbs but nothing worked until I tried this! It's taken me 10 years to find a product that has helped me to lose the 20 plus pounds I put on... I'm 66 years old this year, and I'm looking good! For ladies gaining weight over 55, I'm telling you, this is the answer!" - Joyce B. and Rebecca C, Florida.

Since the days of Ogilvy, Hopkins, and Schwartz, copywriters have had it drilled into them that **80% of the sale is decided by the headline.**

If the headline doesn't say something new or compelling...

If it isn't believable...

If it doesn't offer compelling news...

Or present a clear benefit....

Nobody's going to read the ad, no matter how tightly worded the rest of the copy.

The sales page's old headline didn't achieve any of these things.

What's worse, it wasn't even supposed to be a headline. As the copywriter had literally pasted in one of the testimonials.

Considering how vital a powerful headline is to a sales letter's success, many A list copywriters write a **minimum of 50 headlines** before choosing a winner.

In this case, it doesn't appear the copywriter wrote a single one.

Weak Lead that Doesn't Say Anything New

Now, you might already know this...but thousands of Americans are getting increasingly frustrated with "Big Health"'s aggressive campaigning to selling weight loss ideas that may not work for everyone like:

- Eat clean!
- Are You Juicing Yet?
- The Keto Cure: Less Carbs, More Fats!
- Exercise 3 times a week!
- Have you tried the XXX diet?

It gets worse...

Early this year (Jan 2018), Forbes published an article, estimating that America ALONE spent \$46B (billion) on diet products and self help books...and it's only getting bigger!

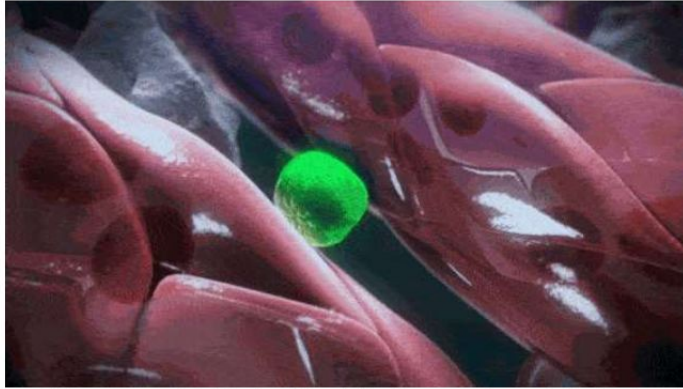
As Justin Goff says, the lead's job is to **"grab the reader by the throat"**.

The lead needs to offer drama, intrigue, shocking news, or mystery. To bring some excitement into the reader's bored to death life. And to light a firecracker under their chair with information that's going to shake their world to its core.

The old page's lead fell short. Simply regurgitating the same tired copy on how much people struggle to lose weight (which it does for FOUR pages) *isn't* going to entice people to read further.

I think the copy throughout could have also benefited from some of the lessons on brevity found in Strunk and White's *"Elements of Style"*. The page was packed with long words and sentences to plough through, when the goal is to write for an 8th grade level.

Too Many Complicated Ideas to Juggle



They found the overweight test subjects had more of a certain destructive protein in their blood than the thinner subjects.

This was true for both men and women. And it was true for both young and old too. If one of the subjects was overweight or obese, they tested for higher levels of this harmful protein.

As you'll see in a moment, that discovery is cornerstone to what Weight Loss Resistance is all about.

When you're entering a sophisticated market that's heard so many claims they've stopped listening, your campaign's survival rests on the power of its 'Big Idea'.

The Big Idea is an **emotionally compelling** and **intellectually interesting** idea that offers the promise of transformation. It challenges the status quo...rattles cages...and breaks people out of their daily funk.

For a Big Idea to succeed it **MUST** be **immediately understandable**. It also has to avoid the "**curse of knowledge**" by not bombarding the reader with too much information.

But sadly, the old version of the sales letter does the opposite. It asks the reader to juggle so many complex ideas in their head that they fail to keep track of a single one.

First they're told that it's C-reactive protein that causes "*Weight Loss Resistance*"...

Then it's an inflamed hypothalamus driving their cravings...

**An Inflamed
Hypothalamus Might Be To
Blame For Your
Unexpected Weight Gain...**

Another study showed that CRP breaks down the blood-brain barrier slightly.
It eats tiny holes in the barrier, allowing some of the bad stuff in.

In other words, elevated CRP can lead to a vulnerable blood-brain barrier.

Then it's leptin resistance that's the real problem...

But wait, it's actually something *else* entirely: A leaky gut from bad bacteria.

In the legendary *Breakthrough Advertising*, Eugene Schwartz describes the need to **create a stream of simple acceptances**, which are easy to understand and agree with, before making your biggest claim about the product.

Unfortunately, the old sales letter presents so many different concepts the reader has to accept that interest soon turns to confusion. And **a confused customer never buys.**

**Revealing a Lacklustre Hero Ingredient, Instead of
Keeping it a Secret**



You may have heard of turmeric. It's the yellow-orange spice that gives curry its color.

And you may have heard that it's proven to have anti-inflammatory properties.

Partnering the Big Idea is the product's **Unique Mechanism**. This is the hero ingredient, feature, or improvement that makes it superior to any other.

In the old sales letter the copywriter made two crippling mistakes:

- 1) **They revealed what the hero ingredient is:** Turmeric + Bioperine. The reader then just needs to hop over to Amazon to discover they can get it for a fraction of the price.
- 2) **They chose the wrong ingredient to focus on.** There's nothing new or exciting about turmeric mixed with bioperine. The supplement world is flooded with it, all making the same claims about absorption.

No Compelling USP

Why Some Probiotics Are a Waste of Money

You have millions of probiotics inside of you right now.

But if you've struggled with your weight, you probably have more bad bacteria than you should.

Knowing this, a lot of health companies produce probiotic supplements. And a lot of Americans take probiotics too.

Let's say the reader had sufficient scientific knowledge to perform all the mental gymnastics they needed to accept that a probiotic might help with weight loss.

The sales page then just needed to convince them why *Provitalize* is the best probiotic money can buy.

They could have done this by:

- Discussing a biological process for how it works in detail (Joe Sugarman turned some average sunglasses into the *BluBlocker* sensation using this method)
- Sharing studies that reveal why the ingredients are superior
- A relatable story of how someone benefitted with specific details that make the story relatable and believable

Unfortunately, this page does know of those things. Instead it's pitch focuses on:

- Stats on supplement sales (which is of no interest to the reader)
- Why they should only take a probiotic that's clinically proven (but *without* providing much proof of their own)
- An odd metaphor about cravings melting away like "*snowflake on a finger*" (metaphors should be visceral and use **sensory language** so the reader *feels* what you're describing).

No Cross Roads

I'm so excited to have you as a Better Body Co. customer.

Understanding Weight Loss Resistance – and then smashing it to bits – is going to be a game changer for many People.

I can't wait to hear your success story inside the Secret Facebook Group.

Yours in health,

Team Better Body

After the price framing, testimonials, and guarantee sections, every sales page must have a closing summary.

This is where you restate the problems they'll face if they continue on their current path and ask them to **imagine the transformation that awaits** if they buy the product.

Unfortunately, the old page skipped the closing pitch altogether. So if the readers was sat on the fence by this stage, there's nothing to give them that final push from caution into being a customer.

Criminally Underutilized P.S.

P.S. – Wouldn't you agree that understanding Weight Loss Resistance is a game-changer?

It's proof that weight-loss struggles are not your fault.

And I'm happy to be given the chance to help you smash Weight Loss Resistance with this simple solution.

Tracking studies show that people typically read the headline before scrolling to the end of a sales page before deciding if it's worth their time.

The P.S. is what appears on screen at that critical moment when they've scrolled to the end and are deciding whether to scroll back. This makes it the ideal place to present **compelling information that tips their decision** in your favor.

You can use a P.S. to:

- Summarize your offer
- Present the guarantee
- Offer a bonus
- Create urgency
- Present a compelling emotional benefit
- A testimonial

The old sales page's P.S. did none of these, but instead did something that may actually make readership WORSE. It posed them a question to which the answer is more likely to be 'No'.

And 'No' is not thought you want the reader to have at any time when reading your sales page.

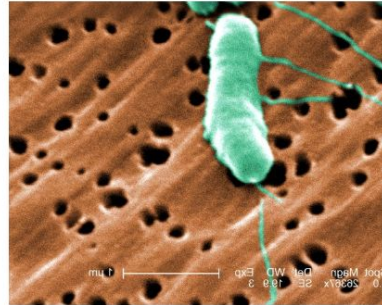
So those were all the problems I found with the old sales page. And here's how I set about fixing them...

New Version

A Headline that Shocks, Promises New Information and a Benefit

Neuroscientists Discover Shocking Reason Why Starvation Dieting Never Works

Is a Mind Controlling Parasite to Blame for Your Food Cravings?



Digestive health experts have developed a safe, natural way of wiping out this parasite for fewer food cravings and easier weight loss. On this page discover exactly what it is and how to get it for yourself.

Here's how I structured this headline:

Preheadline - Uses credibility associated with neuroscientists to build trust in the claim, while calling out the audience as people who've tried countless diets without success.

Headline - It presents a shocking news announcement and a new cause of their weight loss struggles. The disturbing image is vital for this headline to work.

Subhead - Expands on the headline with the announcement of a solution found by experts and its benefits of fewer food cravings and easier weight loss.

Hands up, I think this headline could have been stronger.

Yet compared to the original, I believe it does a better job of:

- Presenting compelling news
- Building curiosity
- Presenting a new cause of their pain
- Offering proof this information is legit by referencing neuroscientists and digestive health experts.

A New Cause of their Pain

Dear Friend,

Think your weight problems are due to a lack of self control? Eating too many calories? Not enough exercise?

The REAL reason may surprise you.

Neuroscientists have discovered it's not *actually* YOU that's in control of your cravings.

It's not *your* brain that decided you wanted that sugary bagel on the way to work, which you *knew* would add to the extra inches on your waistline.

There's An Invader In Your Gut. A Parasite.

A microbe that has hijacked the vagus nerve from your gut to your brain.

A parasite that sends messages, demanding to be fed more of the carbs, sugars and junk foods that help it grow, spread and multiply.

As mentioned, the lead needs to **grab readers by the throat**. It's got to shock the reader out of their complacency and wake them up from the funk of their everyday existence.

Full disclosure, this lead is drawn from the "[American Parasite](#)" VSL by Keybiotics. This documentary style VSL was a conversion monster in its heyday, and by using it's reveal of a parasite being to blame for cravings I could create a new cause of the reader's pain.

By creating a new cause of their pain, I can present the product as a new solution to something other probiotics aren't addressing.

Yet, scientists have warned that unless this tiny pest is eradicated, you'll never be free of your cravings for pizza, bagels and sugar loaded junk foods.

Even worse, if it's allowed to continue growing it can wreck havoc to your immune system, liver and even your brain.

Bloating, IBS, Leaky Gut And Even Brain Fog Are All Warning Signs There Could Be Parasites In Your Gut.

Thankfully, recent breakthroughs in microbiology have led to the development of a natural protocol that can wipe out this parasite and free you from debilitating food cravings.

A protocol that solves the 3 key reasons why similar protocols failed in the past.

A protocol so powerful, that when following it you can look forward to...

After the lead, I then “**rub salt into their wound**” by dialing up the problems they’re dealing with. I also build intrigue by telling them there are “*3 key reasons*” why similar products they may have tried failed in the past.

If I was to revisit this section, I’d add a lot more proof elements, such as celebrity doctor quotes, study results, and references to celebrities and Nobel prize winners. As I’m a firm believer in what Gary Bencivenga taught about **always having stronger proof than your claims**. It’s only after you’ve provided enough proof that people feel confident to buy.

A protocol so powerful, that when following it you can look forward to...

Your food addiction fading away...

Kickstarting your metabolism into overdrive...

Toxic visceral fat being released from your body’s cells...

Your entire digestive tract rejuvenating, so you get more nutrition from the healthy foods that you do eat...

And you can finally gain your dream body shape with less of the pain, misery or frustration of dieting.

After focusing on their pain, I then switch to asking the reader to imagine the benefits of losing weight to provide an upward slope to the “soap opera swing” I’d just put them on.

Sales letters should never just be a linear path from pain to salvation. They need to take people on an **emotionally interesting journey** that goes up and down in tone to keep readers engaged like they’re watching a dramatic movie about their problems and future lives.

Tell Them It’s Not their Fault

First, you may be wondering why your doctor hasn't warned you about this parasite?

Why hasn't it made the mainstream news? Been a hot topic on daytime talk shows? Or given the attention a health threat of this magnitude deserves?

The reason is because it was only recently discovered. It's only in the last couple of years that it went from a crackpot theory to proven scientific fact.

Yet when microbiologists did catch a glimpse of this parasite, it was instantly obvious that...

We've Been Treating Weight Loss Wrong All Along!

If you've struggled to lose weight up until now, you need to know it's not your fault.

As Clayton Makepeace remarked, “*we’re all wounded children in adult bodies.*” Behavioral scientists now believe a lot of comfort eating, overeating, and unhealthy eating habits stem from childhood. These are tough habits to break.

So you don’t want to lecture people in your sales letter about being overweight, or make them feel guilty.

You want to present yourself as putting an arm around them and telling them they’re “ok”.

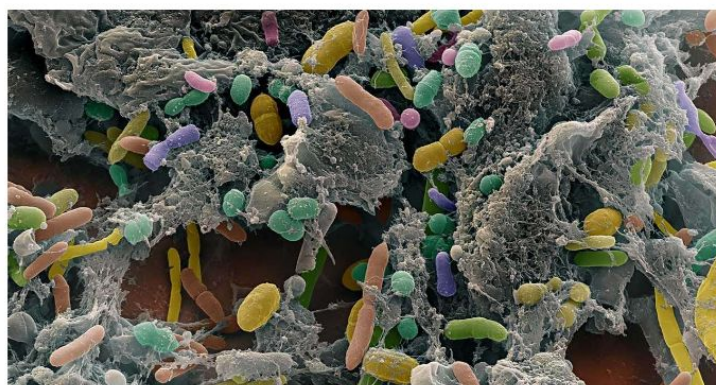
That their weight loss struggles aren't their fault. They're a victim who's been misled by a corrupt media and greedy weight loss industry.

Taking this approach positions the copywriter as **being sat alongside them**, like a friend offering advice that can change their life.

Simplified Science and One Unique Mechanism

It's Gut Microbes That Control Hunger. Not Your Brain!

Inside your gut is an ecosystem of trillions of tiny microbes.



It's like a rainforest in which they all compete for space to live and food to eat.

Collectively, it's called the **microbiome**.

It's unlikely that your typical reader has a biology degree and is focusing on your message with the intensity of chess champion taking on DeepMind. They're more likely to be sat reading in their underwear, with a bunch of chat windows open and the TV blaring away.

In other words, they're not 100% engaged and are easily distracted.

Throwing too much info at them is a fast track to confusion and exit clicks. So, it's best to **keep the science simple**.

For this sales letter, I knew the role of gut bacteria in weight loss was too complicated to cover in detail. Even microbiologists don't understand exactly how the gut works.

So I boiled the science down to a simple concept: It's candida that's to blame for cravings for junk food.

I then back this claims with a doctor quote and two studies, to fulfil the **3 pieces of proof for every big claim** ratio.

Hero's Journey

She then explained something Alice's mainstream doctor had never even mentioned...

Her Weight And Health Problems All Originated In Her Gut.

Like millions of overweight people from around the world, Alice was suffering from an overgrowth of the sugar craving parasite. The yeast known as candida.

It was candida that was making her crave junk food.

It was candida that made her constantly feel hungry, no matter how much she ate.

People buy based on emotion. And there's no better way of **triggering emotion than with a story.**

I found a true story about a lady whose weight, digestive problems, and joint pain had got so bad she carried a bottle of laxatives around with her. The good news is she resolved the issue with probiotics and diet changes.

This was such a compelling story that I knew I had to use it in the sales letter, with some modifications. I made sure to include details about the bottle she carried around, though, as specifics make it more believable. As the saying goes, "**specifics sell**".

The story also follows the classic "Hero's Journey" structure:

- Alice has a severe problem to solve
- She tries to fix it

- Fails miserably
- Meets a guru
- Is given a “quest item”
- Conquers her problem with the quest item
- Emerges a more successful person to how she started

**The Naturopath Then Gave Alice A Strict Diet To Follow,
Known As The GAPS Diet.**

The GAPS diet is designed to starve bad bacteria of the carbs and sugars that feed them.

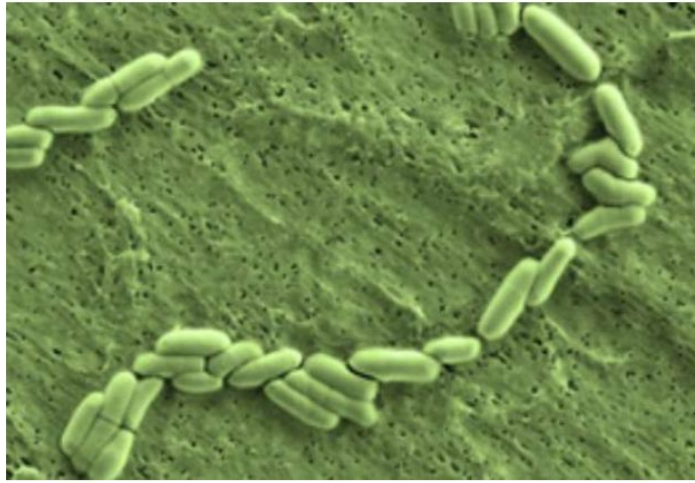
The GAPS diet is designed to starve bad bacteria with fermented foods, like sauerkraut, kefir, pickles and natural yogurt.



A key point about transformations is that people don't *just* want to transform for their own benefit. They want to transform into a person that will be **respected, admired, and desired** by others.

Choice of One and Tons of Proof

Introducing **3 Specific Strains** Of Probiotic Bacteria That
Combat Bad Bacteria & Disrupt Fat Formation!



On her journey, Alice discovers that a probiotic must have 3 key qualities to be effective:

- 1) **Contains L Gasseri** - The fat burning probiotic
- 2) **Contains Bioperine** - For absorption
- 3) **Delayed release capsules** - So they don't disintegrate in the stomach acid

Creating 3 unique requirements allows me to then present Provitalize as a unique solution - A one-of-a-kind probiotic that overcomes the reasons why others fail. And positions it as what David Garfunkel refers to as “**The Choice of One**”.

A Gateway to Transformation

Starvation Dieting Will Never Help You Lose Weight Long-term. Healing Your Gut Microbiome Will.

The bottom line is unless you rebalance your gut with good bacteria, you will never be able to reduce the food cravings for carbs and sugars that are keeping you overweight and at higher risk of chronic disease.

On this page you've discovered why your food cravings originate in your gut, not your brain.

You've read about the scientific research that's proven why eating a diet high in processed food ruins your gut microbiome and makes you crave carbs and sugars more and more.

During the close I remind the reader of what they've just learned and why their attempts to lose weight just by cutting calories and starvation are doomed to fail. I reinforce that **nothing else will work** other than the Provitalize.

I then set the reader at a crossroads - a choice between continuing to struggle or to make a **transformative change** in their life with *Provitalize*.

Double Barrelled P.S.

P.S. If the candida parasite has taken control of your vagus nerve, you will forever suffer from cravings for junk food. It must be eliminated, and Provitalize can feed your gut microbiome with key bacteria that help you regain control of your gut and your health.

P.P.S. Provitalize provides 3 key advantages of off-the-shelf probiotic supplements. It contains the vital probiotic strain L Gasseri SBT2055, has the "bioavailability booster" BioPerine and its delayed-release capsules ensure its contents reach your gut. You also get a 60 day satisfaction guarantee, so there's no risk in giving Provitalize a try.

As the P.S. is one of the most read sections of a sales letter, I went to town with two different ones.

The first P.S. **summarizes the sales letter** by highlighting the reader's problem, the suffering it causes, and the solution that's available.

In the second P.S. I highlight the unique benefits of Provitalize and restate the guarantee for good measure. So they now know what the sales page is about and I've reduced the risk in both spending their time reading or spending their money buying.

The Results

Originally, the task had been to just rewrite the lead. But I knew I'd have to update many of the other elements for it to have a hope of converting. I always aim to underpromise and overdeliver.

Here was the client's feedback:



Getting praise from clients is always rewarding. But ultimately it's the numbers that count.

Let's dig in with some back-of-a-napkin numbers:

The old page was converting at 0.7%.

If they were generating 1,000 visitors a day, this would equate to **\$259 in sales** on a \$37 upfront offer.

Now let's spin the dial up to my average conversion rate of 3% (a **428% increase!**).

On a \$37 offer, a 3% conversion equates to **\$1,110 sales**.

This a a **boost** of **\$851** in revenue per day.

This translates to:

\$5,957 increased sales per week

\$25,813 boosted sales per month

\$309,764 bigger pile of greenbacks to go diving in after a year

So you see, based on these numbers, hiring a copywriter able to deliver *just* a 1% increase in conversions pays for itself many times over.

If you also hire them to write higher converting upsells...to optimize the checkout page...and to write emails for the backend...you've got the **foundations of a six figure funnel**.

In our industry, there are plenty of copywriters making big promises. In this case study, I hope I've demonstrated that I've got the copy chops to back them up.