



Alice Seba's

Copy Makeover...

Making it Easy to Turn Your Words into More Sales

Critique: Pet Business Success Circle

PetBusinessSuccessCircle.com

Critique by Alice Seba of IMCopyMakeover.com

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This is Danielle's sales page promoting a membership site for pet sitting business owners who are looking to grow their businesses.

This is a decently organized sales letter (I believe that Danielle used the sales letter template that comes with the [Copywriting Sweetie course](#)), but I think there are changes that could be made to make the letter even more compelling. It could use more concrete detail, proof, etc. to get people feeling they should join RIGHT NOW!

Above the Fold

The top of that page (like shown in the screenshot above) is crucial for gaining and retaining your visitor's interest, so they'll continue to read the page. A few thoughts I had:

- ❑ **Page Header Looks Like a Banner Ad:** The page header is the typical 468 x 60 banner and I wonder if the presence of what appears like advertising might distract the prospect. The image doesn't link anywhere, but it might be an idea to try the letter without it...but that doesn't mean she can't do a little branding...
- ❑ **Instead of Your Image, Try a Pet-Related One:** In the case of this letter, I kind of expected to see some pet images near the top and wondered if perhaps such images might be more appropriate than Danielle's own picture (at least at this point of the letter...she could put her picture a bit lower down). The sales letter software allows you to put a small image at the top, but for this particular information product (membership site), a topic-targeted one might be good.
- ❑ **Headline:** The headline, at the time of critique reads:

The Secrets to Growing Your Pet Sitting Business Faster and with Less Frustration and More Fun!

"Here is Your Instant Access to Action-Oriented, Quick & Easy-to-Follow Business Advice from the Experts Month-After-Month"

I would create a bit more excitement with the main headline. Sure, they're the "secrets" but adding something like "You're Just Moments Away from Discovering..." or even just "Discover..." or "Revealed". They may be a bit cliché, but it allows the reader to take a bit of ownership over what they'll find out by reading your letter and get them to pay attention.

Also "Growing" doesn't really create a mental picture. I would include information on how it will grow. For example, more clients, steady business, etc.

Intro

The first few sentences are very "I" focused. In fact, the whole first section is really focused on Danielle and the trouble she had getting started.

For example:

"I have struggled attracting clients, spent a lot of money on advertising...." – could become, "If you're like me, you've struggled attracting clients, spent a lot of money on advertising..."

OR

"I started my pet sitting business to provide a great service..." – can become, "You started your pet sitting business..."

You can empathize with your reader by talking about them, instead of yourself. You can tell them you've been there, they're not alone, etc. but keep the focus on them.

The Body

The letter continues on after the first sub-headline (which should have the first letter of each word capitalized, by the way) and the "I" focused statements continue. Again, fix that up to refocus on your prospect.

Then let's look at the paragraph that begins "That's why I've put together..."

Frankly, I found this a tad confusing because I don't think the previous paragraphs really say WHY. She's talked about her struggle, getting advice from others...but it really doesn't say why she decided to help other people in the same way. I think it needs to be stated a bit more directly.

Then let's move onto the subheadline that reads:

"Why Choose to Invest Your Time & Money with Me?"

I know this is a common type of phrase in sales letters and I've used ones like that, but I think it gives your reader an opportunity to cast some doubt on whether you are qualified. Your prospect may wonder why you feel the need to defend yourself.

I'd spin it and say something like,

"Let Me Show You How to Turn Your Pet Sitting Business Around"

...and then still include all the info about your experience, credentials, etc. It's just a much more positive statement than the previous one.

I also think this section really needs qualification. So far, we've been told that you've struggled and you do briefly touch on your success, but I don't believe that what has been written truly illustrates your qualifications, nor do we have a full handle on how successful you've been. You don't have to show bank statements, but if you can do more to include concrete detail that shows your success and talks about how your business has actually grown (ex. numbers of clients, rather than dollar figures if you don't want to share them), that can go a long way.

Testimonials: These should be left aligned and include a headline that states the most important point of the testimonial. If you can also get photos of those providing the testimonials, that will make them seem more tangible to your visitors.

Product Introduction & Details

Each product component can include an option "value" to show how valuable the overall membership is compared to the price. You can also try including images for each individual component as well.

The first component says:

"Once-a-Month LIVE CALLS on a Special Topic With Me and A Business Success Expert"

Even though it can be a struggle to describe things concretely with a membership site that has new content each month, the word “Special” is so vague. Even changing the word to “Focused” can make a difference. People want to know that they’ll get real concrete stuff out of this and telling them there are monthly calls probably isn’t enough to sell them on the idea.

The word “expert” has been used a few times in the copy, but who are the experts? I mean, when we think about certain topics, experts do come to mind. But who are the pet sitting business experts? I think there needs to be more detail.

IDEA – HAVE AN ARCHIVE OR POST THE CURRENT TOPICS: As I mentioned, with membership sites, sometimes it’s tough to illustrate the value and give concrete detail on what they get. If you want to give more of that concrete detail, here are two potential options:

- ❑ Have a core library of a SELECTION of the call recordings or training materials that you can describe the benefits to in detail. That way, your visitor can see the true value in the type of content you offer.
- ❑ You can also update your sales letter each month to include the call details for each month. Obviously, this requires more work and remembering to update.

Bullet Points: On all the product components, include bullet points where possible. Talk about the questions they can have answered and other benefits of the various components. Bullet points makes it easier to read.

Price Justification

After the subheadline, I’d warm them up to the price before stating it outright. Perhaps move the first paragraph above the “Your First Month’s Membership is Only \$7”

Also, I don’t know if I’d say “Why so cheap?” – Cheap carries some negative connotations. I’d choose a different word instead.

Guarantee

I absolutely understand what you’re trying to say with the guarantee, but I worry that the name:

“No Commitment Guarantee”

...appears that you’re saying that YOU, the seller, are making no commitments. I think you chose this angle because you’re not offering a money-back guarantee, but assuring your prospects that they can cancel their membership anytime. If that is the route you

chose to go, instead of saying “Guarantee”, maybe say something like “No Commitments Required. Cancel Your Membership Anytime” or something like that and then explain.

Valediction & P.S.

Try to include a real signature or a graphic that appears to be a true handwritten signature to show authenticity.

In addition, you might try up to 3 P.S.’s just to capture your reader as they’re about to leave. **NOTE:** Many, including master copywriter Michel Fortin, report the best results with actually having 3 P.S.’s over just having 1 or 2. It’s worth a try.