

## PFF\_Checkout Pages\_Courses\_RMBC

Hello hello there. So now are we going to check out page for courses. We've got a couple of different variants to go through here. This is the one I have for the RMBC method, which is my flagship copywriting course. This is yeah, pretty simple, but yeah, it works. It's, it's got a very high conversion rate.

[00:00:21] I'm more on warm traffic, to be honest with you. But even on cold, I mean, it. It's a solid, basic template you can model off of. I want to kind of go through, and obviously I want it to be showing my own stuff in these videos as well. Right? So brand new logo, business name brand here, no phone number. I got, frankly, we have customer support, so I'm just not doing it enough, the volume, mine's more about, you know, this is like a million dollar funnel or whatever, but it's more like people on my email list warm.

[00:00:51] I mean, we have some variants now for a quick kind of cold traffic. So for that one we'll actually put a phone number up here, something I should have order form on the rate, you know, just like I mentioned here, card icon. I personally don't love this versus I know you're laughing, what's your funnel, but like my team builds it.

[00:01:07] Right. And so as I go through, it's like, it's fine. But like, I'm like, I think honestly, this checkout, it could look a little bit more modern with like the real card images take PayPal, which is cool. But overall it's a nice, simple form. I mean, overall I do like the forum. You know, social proof, right?

[00:01:28] Like we do have that. If you come down here, you'll start to see some social proof here from people I'd like to get Aussie. One funny thing is way more diversity. I have, if you look at the actual page for the offer now we had a bunch of versions of it and this version, I basically talked to my team and I was like, why do we have nothing?

[00:01:48] But like all white dudes. I mean, they're, they're all amazing people that are good friends of mine, but the question was more like, We've had so many people from so many backgrounds, men, women, all that kind of stuff. And somebody actually pointed out to me during my Thanksgiving sale, I did. And it was like, you know you know, you said what's a white man on there and there's nothing wrong with that.

[00:02:07] Right. But at the same time, it's like, my product is for everybody and it's very inclusionary. So just an interesting thing to think about as you're doing your checkout pages. I think this one, you know, obviously it hasn't been updated. I know we do have versions out there that have, I think honestly, if you can go to my website, let me see.

[00:02:24] No, the army see method not to go on a tangent. Well, it's my own offering that we're talking about here. Right? So

[00:02:36] yeah, at least you're like, I see, I want it to really show a variety of yours too. So like Nick Daniel, the new grad jazz. Who's an awesome dude. Can we do who's amazing Christy. So yeah, here, they, they kind of like, again, the goal is just simply like, just show.

The awesome and, you know, different diverse group of people who have benefited from this method.

[00:02:57] Right. And s, you know, I liked it. They did it here, honestly. I'd like to see them on, on the checkout page doing it too. Cause there's one of the things that I think is as a white man, like I could be blind to. Right. And yet. That even politics aside or are, are just ethics and inclusion and more whatever, like even from a marketing and business standpoint, like if you're a product for everybody, you should show a lot of different people using or speaking to your product.

[00:03:29] So, so I had a blind spot too, and I kind of addressed it in some places, but like still needs to be addressed here, frankly. So, and that's a very honest thing to say, if you don't know me, if you're not from like my email list and you bought this off of me, A Facebook ad or whatever it is, YouTube ad.

[00:03:43] And you're like, you know, kind of weird this guy is talking about, but it's important, right? It really is important. And we want to be inclusive in our marketing, especially when our product is truly for everyone, right? Men, women, people of color, white people, whatever your sexual orientation, no matter what you identify with.

[00:04:00] It doesn't matter. That's part of my brain. I want to be inclusive. I want to be for everybody. And so one interesting thing for me is I critique my own page. Here is how this doesn't. Again, amazing legends of direct response, huge people, all these people were friends of mine. But does not represent everybody that this product's for us.

[00:04:18] And then we should change on, on future checkout pages. No scarcity. Yeah. I don't have a timer of like preserved something. We can be testing honestly, and may test and I'll report back data on all of this stuff in the Facebook group. Cause I knew it got a nice offer stack. This could be updated.

[00:04:35] So-so six mod modus modules, or show 20 bonus modules now. But is there a little offer stack here? And the breakdown of what you get and yeah, well, we don't have security icons. I don't know why probably worth having those here. We have the logos or the payment logos, like I mentioned, we have a little mini footer down here, so, you know, we're not perfect, but.

[00:05:04] This works, but actually I shared this video with my team to show you stuff that works. Oh yeah. And then the video this is a good video that kind of summarizes what's in the RMBC. I just shot it at home. So you don't get like graphics, not fancy produced, but it's just kind of like more increased confidence and stuff.

[00:05:21] But yeah, I mean, there isn't any of your terms and conditions box. We don't have an order bump, which is fine with me, but like I said before, th, Security, sorry, definitely a scroll and give you a like nauseous, these like trusted seal icons. Like why having them on the checkout page too. Right? So that's where my RMBC course wanted to share that.

[00:05:44] Hopefully I keep saying hopefully again, but you know, I'm always hopeful. I'm always hopeful that this stuff is valuable to you.

