

15 P.S. Templates

1. Use the P.S. to reiterate the main benefit.

- P.S. Order now to discover the secrets of saving your marriage... because you deserve a life of happiness!
- P.S. Click here to order your copy of "Halitosis Be Gone" - and get ready to enjoy fresh breath!
- P.S. Order now to get your hands on "How to Carve a Flute" - soon you could be making a living with your very own flute-carving business!

2. Use the P.S. to recap the offer.

- P.S. Remember when you order now you get both the vegetarian recipe book and the "101 Tofu Recipes" book!
- P.S. Hurry and claim your complete money-making package right now, which includes the Blogging Made Easy video, the Affiliate Marketing Secrets video and the Cash-Pulling Copy Made easy report! You get all three money-making pieces for one low price... so order now!
- P.S. Don't forget that when you lock in your membership you get instant access to the PLR material, the easy site builder AND the private members-only forum!

3. Use the P.S. remind the prospect of a free bonus.

- P.S. Don't forget that when you order the Duck Hunter's Guidebook you'll also get the "How to Train Your Retriever" video series absolutely FREE!
- P.S. Remember, when you order the "Overcoming Pet Grief" book you'll also get the "How to Tell Your Children About Your Pet's Death" report absolutely free...

- P.S. You'll love getting older once you've watched the "Aging Gracefully" video series! And don't forget that you'll also get the "Anti-Aging Nutrition Handbook" absolutely free when you order today!

4. Use the P.S. to remind the prospect of limited-time discount.

- P.S. Don't forget - if you order within the next 24 hours, you'll get a whopping \$100 discount!
- P.S. Order now and you'll get "How to Help Your Child Deal With Bullies at School" at a 50% discount. But act now because this offer ends Tuesday...
- P.S. Remember, when you order now you get to take advantage of the special introductory price of just \$27. That's a small investment to make in your future career as a highly paid attorney!

5. Use the P.S. to remind the prospect of limited-time bonus offer.

- P.S. Remember, if you order your home study course today, I'll include the easy-to-use membership script absolutely free! (And I'll even install it for you!)
- P.S. Remember, if you order the "Baby Sleep Secrets" package within the next 43 minutes, I'll throw in the "Soothing Sounds" audio absolutely free!
- P.S. If you order the "Learn to Sculpt" package today, you get the "Glazing Secrets" report absolutely free!

6. Use the P.S. to remind prospect of number-limited bonus offer.

- P.S. Remember, if you're one of the next 41 people to order the "Retire a Millionaire" package, you'll get the "Stock Trading Secrets" video (a \$47 value) absolutely free!
- P.S. If you're quick, you can be one of the next 9 people to get the "Do It Yourself Tile and Grout" report absolutely free when you order the "Home Repair" package now!
- P.S. There are just 18 "Resume Templates" workbooks left in stock - if you order the "Land Your Dream Job" package before they're all gone, I'll send you a complimentary copy... I'll even pay for the shipping!

7. Use the P.S. to remind prospect of number-limited discount.

- P.S. Remember, if you're one of the next 15 people to order "Grilling Secrets" you'll get it for half off the regular price!
- P.S. Don't forget the fast action bonus - if you're one of the first 49 people to order "Grad School Secrets" you'll enjoy an instant \$25 discount!
- P.S. Act now - if you're one of the first 125 people to claim your copy of "RV'ing Made Easy," you'll get the entire package for just \$67 - that's a \$50 savings!

8. Use the P.S. to introduce prospect to a previously unmentioned bonus. ("I forgot to mention: _____...")

- P.S. I forgot to mention: If you order today, I'll throw my brand new "Extreme Snowboarding" video absolutely free!
- P.S. I forgot to mention: If you order within the next 60 minutes, I'll throw in the "Mind Control and Persuasion Secrets" report absolutely FREE!

- P.S. Oops, I almost forgot to tell you: If you order within the next 24 hours, I'll critique the first chapter of your mystery novel absolutely free - that's a \$250 value!

9. Use the P.S. to introduce prospect to a previously unmentioned benefit.

- P.S. Here's something I didn't mention before: This book will not only teach you how to save money by creating your own solar panels, you'll also discover how to build a solar oven!
- P.S. I almost forgot - not only will this product teach you how to be a better student, you'll also learn how to ACE your GRE test so that you can get into the graduate program of your choice!
- P.S. I almost forgot - not only will this workshop teach you how to close more sales, you'll also discover the secrets of using the upsell to make more money on each and every order!

10. Use the P.S. as a secondary/reinforcing "call to action."

- P.S. You know a great deal when you see one. And that means there's only one thing left for you to do: Take out your credit card and click here now to claim your copy of "How to Influence People!"
- P.S. You've also wanted to know how to build your own log home - and now you can! Get out your credit card and click here to get instant access to the entire "Build Your Dream Home" package!
- P.S. If you'd rather phone in your order, just pick up the phone and call me right now at 1-800-xxx-xxxx...

11. Use the P.S. to remind prospect of the guarantee.

- P.S. Don't forget, when you order now you're backed by my iron-clad, no-risk 90 day "love it or shove it" guarantee!
- P.S. I know you're going to enjoy learning how to paint beautiful watercolor masterpieces. But if you're unsatisfied for any reason, you can rest easy knowing a quick and easy refund is available to you.
- P.S. Order risk free right now - you have a full 90 days to decide if "Gold Panning Secrets" is right for you. So click here to order now with confidence!

12. Use the P.S. to remind prospect of your USP.

- P.S. Don't forget that I give you what the other guys don't - 24/7 telephone support. Order now with confidence and we'll have your script up and running later today!
- P.S. Don't forget my low price promise: If you find it cheaper anywhere else, I'll pay you double the difference!
- P.S. Remember, this isn't theory. You're getting 29 amazing money-making guides from 29 of the Internet's richest marketers. Simply put, this is a gold mine of information that you won't find anywhere else!

13. Use the "We both know you're interested" P.S.

- P.S. Since you've read this far, it's clear you're interested in learning how to find and pursue your purpose in life. There's only one thing left for you to do: Click here to get started...
- P.S. We both know you want to learn how to throw a great dinner party, otherwise you wouldn't have read this far. So now there's just one thing left for you to do - take

advantage of the special discount and risk free offer by clicking here right now...

- P.S. You and I both know you're interested in making a living online (otherwise you wouldn't have read this far). So now it's time to take the next step to turn your dreams into reality. Click here to take that step by ordering now...

14. Use the P.S. to remind the prospect why they shouldn't delay or hesitate.

- P.S. Don't live another moment without this startling book - you could be poisoning your puppy and not even know it! Click here to order now...
- P.S. If you leave this page now, your buddies will keep pulling the trophy fish out of the water - and you'll be the one stuck taking their pictures and pretending you're happy for them...

Isn't it YOUR turn to get the big bass?

YES! Click here to get started right now - because you don't want to go on another fishing trip until you've read this book!

- P.S. By Sunday morning you'll be back in front of a dozen eager children, trying to figure out the best way to teach them the Bible stories. It doesn't have to be hard - not when you have this package that contains 207 different Sunday School lesson plans! Don't teach another class without it - click here to get your copy now!

15. Use the P.S. to offer more proof.

- P.S. If you are not totally convinced that this the copywriting course that will turn your mediocre sales pages into powerful selling machines, just look at what other satisfied customers say about this course... [insert testimonials]
- P.S. Take a moment and imagine what life would be like for you once these bodybuilding secrets help you get the body you want...

Imagine having pecs like Sam, who got these results after just two quick months using my program:

[insert picture]

Imagine getting ripped abs like Jack, who got this six pack in just six weeks using my program:

[insert picture]

You don't have to imagine it anymore! These results can be yours when you click here and get started with my program...

- P.S. Over 1500 people attended the live seminar - and within hours after it ended my inbox was flooded with customers asking me how to join the next seminar!

Just look at what people said about the startling information I revealed:

[insert testimonials]

Now you can join these folks in discovering the secrets of making money online - click here to find out what got them so excited!