

# Writing Your Subscription Bonus Sales Copy

This process map details how to write the sales copy for your subscription upsell & bonus offer. Please read the entire document, the accompanying sales copy template and watch the tutorial video before proceeding.

[Click Here To Download The Subscription Bonus Sales Copy Template](#)

[Click Here to Watch The Process Map Video](#)

**Step 1.** Visit the AliExpress page for your bonus item. Read the entire product description and many of the testimonials. It's important to read & review as much information as possible prior to writing your product description.

**Step 2.** After your initial read through, go back and find all the physical characteristics & descriptions of your product. Write them down in bullet point format. Look for things like dimensions, weight, length, materials, color, and anything else that could be used to describe your product.

**Step 3.** Once you have your list of physical descriptions, go back and add 1-2 benefits for each one that describes the physical description.

**Step 4.** Write down all the features of your subscription business. Your subscription business features are things like what you'll be giving them every month, how they'll get the products or information, how often you'll be sending out the products or information, etc.

**Step 5.** Once you've listed all the features of your subscription business, go back and add 1-2 benefits for each feature that describes the benefits of that aspect of your subscription.

**Step 6.** Write down several of the "end goals" your subscribers will get by staying subscribed to your business. How will it benefit them? How will their life change? Will it save them time, make them money, reduce their stress, make their hobby more

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enjoyable? What is the ultimate goal you want them to have by subscribing.

**Step 7.** Once you've collected all the information above (features & benefits for both your giveaway bonus item as well as your subscription) start filling out the Subscription Upsell Copy Template linked above.

**Step 8.** Take a break, then come back and read your tripwire product description out loud. The reason it's important to read it out loud is that you're far more likely to catch any awkward wording or run on sentences. The easier your sales copy is to read out loud, the easier it will be for your visitors to read it when they land on your page.

**Step 9.** Once your upsell sales copy is finished, set it aside for later use when we build your offer pages.

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