

Writing Your Tripwire Description Process Map

This process map details how to write the sales copy (product description) for your tripwire product. Please read the entire document, the accompanying checklist and watch the tutorial video before proceeding.

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

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

Step 1. Visit the AliExpress page for your tripwire 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. Once you've got your list of physical descriptions and benefits, start filling in the blanks in the Tripwire Sales Copy template.

Step 5. 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 6. Once your sales copy is finished, set it aside for later use when we build your offer pages.

SUBSCRIPTION SCHOOL