



Alice Seba's

Copy Makeover...

Making it Easy to Turn Your Words into More Sales

Critique: PDQ "Pay Debt Quickly" Kit

PayDebtQuickly.com

Critique by Alice Seba of IMCopyMakeover.com

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This is Cindy's sales page for the PDQ "Pay Debt Quickly" Kit. Cindy has purchased a domain that she redirected to this sales page, which is actually generated by her shopping cart.

The letter has some good wording throughout, but I think it falls short in its formatting and detail. So, much of this critique will discuss rearranging the letter for

better results.

Comments on Using a Shopping Cart Page

Personally, I've never tried to place the whole sales page right on the secure cart page, but my preference would be to keep the order form separate from the actual sales page. It might be appropriate to quickly summarize the offer on the order form page, but I'd keep the sales letter separate.

If nothing else, the choice of purchasing a domain that simply redirects to the secure cart page may prevent any potential search engine rankings you might have if you didn't redirect the domain. Even if you don't actively optimize for search engines, rankings can build over time through incoming links and the effects of this may be null and void by redirecting to a secure cart page.

In addition, the cart page are automatically set up to have the company logo at the top of the page and this likely isn't appropriate and may even be confusing to your visitor as the logo doesn't really have anything to do with the product.

Overall Thoughts

Infomercial Feel: The sales letter kind of has an infomercial feel and although infomercial's employ very successful sales techniques, they don't always translate well to

a static sales page. There is no set format to the letter and many things are all over the place. This could be problematic for the scanner.

In addition, the visitor is constantly invited to “order now” (like on an infomercial), but it seems to me that many of the requests for the sale are premature. Typically, sales letters perform well with order links AFTER the reader has received enough info necessary to make a buying decision. If you ask too early, they may just leave because they’re not interested. The purpose of a sales letter is to build interest and desire to buy your product. Even if you leave the calls to action in, I’d make them text links that say something like “Get yours now” or something like that. A big order button could detract from your messages because they aren’t quite ready to order. Then when they click, they should be sent to a summary of the product, rather than just a form as they won’t necessarily know what they’re agreeing to.

Build Up Interest: Overall, the product seems interesting, but the letter lacks a lot of detail to help the reader make an informed buying decision. Each component of the package should be explained and its benefits addressed. Of course, you’re not going to give away all the info, but you want to give glimpses of what the buyer can expect. Yes, it’s terrific that they can pay off debt more quickly without sacrificing lifestyle, but is that really enough to pull out their wallets to pay \$129?

Product Graphics: Outside of some screenshots of the software included, there are only a handful of product depictions. These might be helpful to show all the components of the package individually and then you might have a composite graphic with all the depictions put together. For example, the software could be a software box, the guides could be ecovers, the teleseminars could be CDs, etc.

Who is the Letter From?: One thing that is missing is who the letter is from. There is talk about WE, but doesn’t say who we is. Tracy Piercy is mentioned but he is not actually the seller of this product. I’d add names, possibly add photos and graphical signatures to the letter.

Headline Capitalization & Centering: The first letter of each word in a headline should be capitalized and centered. It helps it stand out more and appear like a headline/subheadline, like it should.

Specifics

Main Headline: As mentioned, this should have each first letter capitalized and be centered. You might also want to be careful with asking a question after a question...it really gives your visitor more opportunity to say NO and leave your web page.

I might start with the first question as a prehead in smaller text and then turn the second statement into a big promise:

What if you could become completely debt-free faster than you ever thought possible?

**You're Just a Few Steps Away from Instantly Creating
an Easy-to-Follow Plan to Pay of All Your Debts,
Including Your Mortgage**

**Imagine the freedom from years of payments and thousands of dollars
in interest. Keep reading to find out exactly how you
can make it happen.**

Dr. Phil: The reference to Dr. Phil really seems out of place and actually isn't completely clear. The first statement says what you assume your reader is thinking you're going to say...it doesn't say what they are doing, so the reference doesn't quite fit. In addition, not everyone will be familiar with Dr. Phil, so why alienate part of your target audience?

“Introducing the PDQ ‘Pay Debt Quickly’ Kit”: The product is introduced a little quickly here with details and pricing being shown off the bat. Someone who is in debt isn't likely ready to shell out \$129 for a simple big promise that hasn't been backed up with any meat. I'd keep warming up your prospect here instead.

Note: The fonts here are kind of mixed up too. The first 3 product components are in Verdana and the last is in Arial. It should likely be uniform.

I also note that there is actually a partial product depiction here, but it's blurry, small and it's just a \$15 value of a product selling for \$129. I notice the graphic also links to Amazon...I'd remove that link. Don't distract your visitor with a sale that will earn you only a \$1 or two. Focus on converting more to the larger product.

“In the kit, you'll learn”: All the bullet points start with “How”. Change it up a bit as repetition can be a bit distracting:

Other tweaks:

- “Credit Card Companies ~~are set up~~ aim to keep you in debt forever.” (“set up to” seems a bit awkward, but “aim to” strengthens the statement)
- “How to easily beat them at their own game” (adding the word “easily” could get a bit more interest)

“Benefits of the PDQ Pay Debt Quickly Kit”: “Benefits” is kind of a copywriting term...I’d spell it out a bit more. “What Happens When You Use the PDQ Pay Debt Quickly Kit”. Personally, I’d also remove the capitalized words “HELPS YOU”, “YOU CAN USE” etc. and make them more straightforward, strong statements like:

- Slash years off your credit card debts AND...
- Take TOTAL CONTROL of your credit card debt...
- Pinpoint the EXACT date you will be...
- Etc.

“Who Are We An Why Should You Believe Us?”: Of course, capitalize those first letters, but what follows needs more credibility. You don’t really say who you are. You also say “set out to create a product”, but I might substitute “product” with “system” as it will be more powerful.

“What is MoneyMinding?”: I was a little thrown off by the words “figuring out how to create all the income you’ll need”, but you previously said we didn’t need extra income to make this work. Perhaps “cash flow” is a better term than “income” in this place?

A little more info on Tracy Piercy and his success stories might be helpful too.

“The PDQ Pay Debt Quickly Kit Will Definitely Show You How To”: Even though “definitely” is a very positive word, it weakens the statement for me. Like you’re trying to over-compensate or work hard to convince someone. I’d just remove the word “definitely”.

Right after this section is where I’d introduce each component of the kit, one-by-one. Name and number the components and include details on all of them (kind of what you have in the “What You Get with Your PDQ Pay Debt Quickly Kit” section...but more detail for each component). You go into the software next, but you don’t really say it’s the software you’re talking about. That should be stated.

Testimonials: These are great. I’d put them BEFORE you ask for the order and perhaps off to the side of the sales letter. To make them even stronger, you might try:

- Using full names (with permission, of course)
- Photos
- Audio or video testimonials

Guarantee: You might put the whole guarantee in a Johnson box with a white background and the guarantee graphic. I would put this before you ask for the order as well. Maybe add the 90-day term into the text of the guarantee as well. I know it's in the headline, but it might be missed.

Product Descriptions:

- **PDQ Pay Debt Quickly Success Guide:** This one is pretty good. It includes good details, benefits and a dollar value. You could add a visual depiction of the guide. You might also add page numbers to indicate where each of the bullet points appear. It gives your copy more concrete detail and can make your offer even more enticing.
- **PDQ Pay Debt Quickly Software:** As I mentioned, I would have included this detail up where you talked about the software with the screenshots the first time. I'd combine all this great stuff instead of spreading it throughout the sales letter.
- **PDQ Pay Debt Quickly LIVE Q&A Teleclass:** This one is definitely lacking detail. Who are the experts? When is the class? Will there be recordings and transcripts?
- **The 12 Simple Steps of MoneyMinding Ebook:** This needs detail as well.

Bonuses:

The bonuses are spread out and personally, I'd try putting them all together so the true value can be added on all at once. Then, if you wanted to remind them of the bonuses later in the letter you can do that. The bonuses could use more detail and deserve just as much attention as the product components. You might also try to have images for all 3. I'm also not sure that the purplish background with white text really draws the eye in. I'd go for a lot more white space on the letter overall.

Summarize the Offer: I'd put a box near the end of the letter that asks for the order and quickly summarizes all the components, the bonuses and the price. This will help your scanners to get the information they want and allow your other interested visitors to have clarity on the full offer.

The Letters End: The letter appears to end because you have P.S. and P.P.S, but where the sign off? Add your names and signatures to signify the end of the letter.

Caution!: I understand this section is pre-qualifying your buyers, but why is it placed after the offer has been made several times? If you're going to include this, put these warnings further up. Also, "doing extremely well" is very vague. Consider that many people always want to be doing better than they are and although they may qualify for your definition of "doing extremely well", they may not see themselves as such.

After the Caution (Extra Text): This is a little confusing because you've technically ended the letter, added a couple P.S.'s and it continues. The text here is actually decently persuasive, but should probably be moved up in the letter.

A comment on the precise text:

- “and we'll be here to help you?” – How will you be there? That should probably be clarified.

Your Choice is Pretty Simple: The offer is made again here (and I would have put this in the offer box I mentioned above. But I just wanted to comment on the word “pretty”. That makes it seem like it's somewhat simple, fairly simple, but not totally simple. Simply saying “Your Choice is Simple” is much more definitive.

“One Last Thing...”: I am not 100% sure why this is there. If someone is independently wealthy, they probably wouldn't read this far, so it may just be a distraction for your ultimate prospect. If you do want to target well-off people to buy this as a gift, I'd create a special ad campaign and create a separate landing page for that type of thing.

Need More Help with Your Copy & Selling More?



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