

ATTRACT CLIENTS ONLINE

Apples To Oranges Price Comparison - Gene Monterestelli, Master Coach

This might be the shortest item ever in copywriting training. Please don't dismiss its value because it is so short and so easy to implement.

This is one of my favorite ways to show the value of a product or any type of training in sales copy.

An apples to oranges comparison is when we compare products or services that are slightly different but have a lot in common. Here are a few examples which I will explain in a moment.

* Clients have paid me over \$1500 for me to teach them all the information in this book which you can buy for only \$29.

* If I were to teach you everything covered in this teleclass in a one-on-one fashion it would cost you over \$2000, but instead you can get the same information for only \$249.

* My students have paid \$1500 to attend a weekend of training where I teach everything that is included in this audio series. Instead of paying \$1500 you can get the complete audio training for only \$249, you don't have to pay for travel to an event AND you can learn in the comfort of your own home at your own pace.

In the three examples above you can see how easy it is to do the comparison. It is obviously true that a live training or working with me one-on-one is more valuable than getting the audios or reading a book. But because the information is the same (or similar) we are able ethically to compare the two.

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What we are doing is twofold. First, we establish the value of the material and second, we show that the price we are offering is a good deal in comparison to receiving the same information in a different format.

Obviously, you can't make an apples to oranges comparison for everything. It is difficult to make them for one-on-one services. It can be done with physical products where there are versions. (Example: The original oil painting sold for \$4000, but you have the master print for only \$400)

It almost always works for information products and trainings!

As an exercise, I would go through your entire product line and come up with apple to oranges comparisons.