Proven In Over $400 Million In Ecommerce Sales ...

# Differentiate YOUR Brand And Instantly Turn Browsers Into BUYERS With Our #1 “Competition Buster” Online Course (You Don't Need An MBA)

**Including our world-class “Fast-Track Copywriting Blueprint” for FREE** (normally $197) to write high-converting product descriptions, funnel copy, emails, ads, video scripts, and more, lightning fast!

CLICK TO TURN ON SOUND

Learn From The Team That Wrote THE BOOK On Ecommerce And Generated over $400,000,000 in Revenue!

**YES! I Want To Bust My Competition**
Click Here To Add To Cart For A One-Time Payment Of Only $497

One of our partners followed our advise to differentiate their brand, and these were the results:
**$10 increase in AOV, 15.6% increase in Conversion Rate and 20.5% increase in Revenue per User!**

advanced

| Product Adds To Cart | Transactions | Revenue | Avg. Order Value | Per Session Value | Revenue per User | Ecommerce Conversion Rate |
|---|---|---|---|---|---|---|
| 2,591 % of Total: 32.78% (7,905) | 936 % of Total: 37.10% (2,523) | $304,310.66 % of Total: 37.7 ($806,726.70) | $325.12 Avg for View: $319.75 (1.68%) | $7.90 Avg for View: $4.18 (89.04%) | $11.46 % of T 89.92% ($6.03) | 2.43% Avg for View: 1.31% (85.92%) |
| | | | +$10 | | +20.5% | +15.6% |
| Test | 506 (54.06%) | $166,778.32 (54.81%) | $329.60 | $8.58 | $12.42 (109.24%) | 2.60% |
| Original | 430 (45.94%) | $137,532.34 (45.19%) | $319.84 | $7.20 | $10.31 (90.70%) | 2.25% |

## Differentiate Yourself From Your Competitors And Dominate Them

Introducing the “Competition Buster” course. Proven by over $400 million in

Shopify sales data, this course teaches you how to:

- **Dominate your market** (and become the only and obvious choice!)
- **Charge premium prices** (without objections and to scale faster!)
- **Build a tribe of raving fans** (who keep buying and refer others!)
- **Speak your audience's language** (for instant trust and sales!)

I'm about to tell you ...

# The Number One Single Biggest Reason Why Most Ecommerce Brands Suffer Poor Conversions

bad_feedback

Plus ... why *most brands are never remembered* and fail to build any desire for prospects to buy…

Also... why *most visitors bounce* without a single thought of coming back, within seconds of visiting a store!

***Billions of dollars are lost*** in these first few seconds a visitor spends on a website, all for this one reason.

No wonder the global average ecommerce conversion rate is only around 2%—meaning **98 out of 100 people leave and don't buy**.

If you don't fix this ONE THING, you'll forever cause sales-friction for about 98% of the people coming to your store—and you'll lose them!

Now ...

# When You Fix This ONE THING, You'll Enjoy An Almost Instant Bump In Conversions *And* Increased AOV, Repeat Buyers, And Referrals

Want to know what this ONE THING is?

Believe it or not, it's on the homepage of your store ... and it's the very first thing your visitors see!

It's an instant **make-or-break** element that will drastically affect your sales.

What am I talking about?

**The homepage banner wording that's "above the fold".**

**That wording on your hero image**—provided you even have it at the top of your homepage—should **command your visitors' attention** in their first few seconds on your website.

*If done right*, it can **transform your business** unlike anything else.

# We Call This ONE THING Your Company's *Unique Value Proposition*

Its purpose is to communicate *how* your company is different and *why* to buy from you instead of your competitors.

Your Unique Value Proposition (UVP) is **the most fundamental part** of your business, and it's **at the heart of all of your marketing efforts**.

*EVERYTHING you do as a company begins and ends with your UVP.*

The way you design your website, position and market your products, talk to and treat your customers—indeed, the very way you operate your company—all begins with your company's Unique Value Proposition.

# An Unclear Or Nonexistent UVP Is The SIngle Biggest Reason People Bounce Off A Website (And Don't Buy)

#1 COVID CONCEPT

#1 COVID CONCEPT

*… yet **more than 95%** of the thousands of companies that we've worked with over the years had no UVP whatsoever, much less a clear one.*

*No wonder the ecommerce industry's global average conversion rate is around 2%!*

# The "Competitino Buster" Training Is Key To Creating A Long-Term Advantage For Your Business

And it will make growing and scaling much, much easier for you. And in many cases, it will enable growth where it was not previously possible.

When you go through this training, you'll learn everything there is to learn about a **Unique Value Proposition**—what it is, what it *isn't*, how it's structured, and how to create one and make sure that the UVP you create is the best one for your business.

Having great products that people love is crucial to your success. However, if you don't know how to position them right, it won't matter.

**If you want long-lasting results, having a clear and compelling Unique Value Proposition is key.**

# So, What's The Cost?

That depends on how you look at it.

**The cost of not going through this course** and applying the knowledge right now **will be thousands of dollars spent on traffic** that you simply won't be able to hook long enough to convert it.

And countless hours of lost time that you can never get back.

**It could potentially even cost your business** if you don't do it on time.

However, the cost of learning how to differentiate your brand ***now*** and avoid all of those losses is **only $497.**

This training is too important to skip, so don't miss out on this opportunity to **grab the "Competition Buster" online course** at the very low price (compared to the impact that it can have on your business) of **only $497.**

**YES! I Want To Bust My Competition**
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# What You'll Find Inside The "Competition Buster"

Here's a quick taste of what you'll be discovering inside this course …

- ***Our proven Unique Value Proposition (UVP) structure*** that gave us a **$10 increase** in AOV, **15.6% increase** in conversion rate, and **20.5% increase** in revenue per user. (Use this structure if you want to get good results.)
- ***How commanding your visitors' attention in the first few seconds*** of a visit to your website can transform your business. (Billions of dollars are lost in these first few seconds a visitor spends on a website. There's a reason why the global average ecommerce conversion rate is *only* around 2%. That means 98 out of 100 people leave and don't buy.)
- ***The single most important change*** that you can make on your website in order to make more money. (It's not what you think it is.)
- ***Why you MUST have a UVP*** for your business if you want to grow and scale your business to the level that you want. (Not having one is almost certain to severely cripple your growth, if not completely destroy your business.)
- ***What a UVP actually is*** and how you can recognize one when you see it. (Most businesses don't actually have a UVP, even when they think they do.)
- ***Why creating an offer is so much more lucrative*** than selling a product. (This is how you differentiate yourself from your competitors.)
- ***The trap that most businesses fall into*** when trying to create a UVP and how to avoid it. (Understanding this is *crucial*.)
- ***How to speak your customers' language*** and resonate with them. (Once you master this and apply it, your business will start to grow like wildfire.)
- **The characteristics of a winning UVP**. (Your UVP *must* meet all of these criteria to be effective.)
- ***The BEST way—by far—to differentiate yourself*** from your competitors and how that can help you create a tribe of raving fans who'll keep buying from you over and over. (This is the key to turning one-time customers into loyal customers.)
- ***The "Buried Treasure" effect*** and how it can help you make more money on your store. (Most stores suffer from this effect.)
- ***How to craft your UVP using our proven system***. (This is where we put it all together.)
- ***Why you need to have product-specific UVPs*** on top of your company UVP and how to identify them. (Most businesses don't even consider this.)

And much, much more ...

# PLUS, You Get Our 57-Page World-Class "Fast-Track Copywriting Blueprint" For FREE (Normally $197)

To **write high-converting product product descriptions**, emails, ads, funnel copy, video scripts and more, lightning fast!

This report was **written by a world-renowned copywriting expert** and best-selling author, responsible for generating over $250,000 in sales!

Share this copywriting blueprint with your team and improve conversions across all your marketing channels!

PNG ANGLE VIEW BOOK 1

**To recap, here's what you get …**

Our **#1 "Competition Buster"** online course (normally $497) PLUS, as a **FREE BONUS,** our world-class **"Fast-Track Copywriting Blueprint"** (normally $197), all for a one-time payment of **only $694 $497.**

Don't miss out on this offer. Grab your "Competition Buster" now and claim your FREE BONUS—The "Fast Track Copywriting Bluepring."

**Click that "Add to Cart" button now to save $197 and get this for only $497.**

Say YES now and laugh on your way to the bank later.

**YES! I Want To Bust My Competition**
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# Is There A Guarnatee?

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Of course there is ... 🙂

I guarantee you that if you go through the entire course and implement everything that we teach you …

… you'll see improvement in the performance of your store in general.

**If for some reason you don't see any improvement within 30 days** of buying this course (which is very unlikely) …

… then you can email our support team at support@buildgrowscale.com and **you'll receive a full refund**.

**But if you're like most people, this course will bring a huge improvement for your business!**

Say "YES" NOW and go to sleep tonight knowing you've made one of the best business decisions of your life!

**YES! I Want To Bust My Competition**
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