

SALES PAGE PREP PACKET

Whether you're going to hire a professional copywriter (which we always recommend), or you decide to write it yourself, this prep packet will help ensure you nail all of the elements of the sales page for your irresistible offer.

Your Headline

- *Pssstttttt- Calling all _____ looking to _____*
- *Discover the Exact, Step-by-Step Plan to Become a _____*
- *The Biggest Secret to _____*

The Problem

- *Are you sick of _____?*
- *Does the thought of _____ make you _____?*

The Agitation

- How are most people trying to solve the problem, and how come it doesn't work?

Your Story

- Take a stand and get personal. Become their ally.
- *I know how frustrating this is because I've been there, too...*

The Slippery Slope

- *What I'm about to tell you might just be... (what you needed, the missing piece)*
- *Imagine never having to _____ again*

Introduce Your Offer

- What is your offer? Who is it for? How will it change their life?
- *Introducing _____, the 5 step program to...*

The Offer Details

- Only share details when they can be immediately paired with a benefit

The Testimonials

- Place these next to elements that are related to the testimonial
- Place them next to "buy now" buttons

FAQs

- Address and reiterate their objections
- Then, overcome their objections

The Bonuses

- Make your offer a "no-brainer"

- Paired with benefits and expressed with a dollar value (if possible)

Your Guarantee

- This is your reassurance - from one human to another
- Make it personal and promise to show up if you can't offer a refund

The Call to Action (CTA)

- Immediate action to "Buy Now"

The Urgency

- Even if they're head over heels for your offer, why now?
- Limited time offer, early bird pricing, only a limited number of seats available

Who Are You?

- Why are you the expert? What makes you qualified?
- Why is this important to you?
- Were you struggling with this too at some point? How did you overcome it?

The Recap

- They've made it this far, don't make them scroll back up...
- *To summarize this remarkable offer, you will receive:* _____
- *This means, by purchasing now, you will* _____

The Powerful Closing Statement

- Give them a 'mic-drop' moment
- *What's standing in YOUR way from* _____?
- *How will your life change when you finally* _____?

IMAGERY AND ASSETS

Unlike most web pages, the sales page is especially significant. The images and mockups you use can play a pivotal role in conversions and readability.

We highly recommend hiring a professional to design this critical page. And although your designer will be providing a lot of these assets, it's best to be prepared and have some of these ready to go. This reduces the guesswork your designer will need to do in order to provide a great sales page experience.

ASSETS TO PREPARE FOR:

- Stock photos for lifestyle imagery

It's important to choose lifestyle photos that connect with your audience. This means using happy people from the same demographic and age range.

- Stock photos for section backgrounds

These images should be ambiguous and only subconsciously noticeable. You don't want the background to clash with the aesthetic or make the text hard to read. Abstract images are best for backgrounds. When adding human faces you run the risk of distracting the reader. It is human nature to look at faces. We are wired that way as human beings.

- Asset mockups

These are important for showcasing the bonuses and resources of your offer. Putting your PDF cover art on a book mockup is more appealing than a flat graphic. Also, displaying your course interface or other details on computer screens, laptops, and tablets is another way to create a more pleasing visual experience. This helps build anticipation in your reader about what they're about to get.

- Headshots

This probably goes without saying, but you *definitely* need quality headshots of YOU! This is the one piece your designer simply can't create out of thin air. This is on you to provide.

WRITING YOUR SALES PAGE FAQs

Check out some sample FAQs below and start planning out your own for your sales page.

AN EFFECTIVE FAQ SECTION:

- Provides a concise response quickly and effectively
- Assists your ideal client with the completion of a purchase
- Instills trust in a user that if there is an issue, it can be easily resolved
- Increases conversions and checkouts

SAMPLE FAQs:

1. How do I know this online course won't collect digital dust like the other I've purchased?
2. This is an investment. How will I know that I'll get it back?
3. Tech is really hard for me, am I going to be able to follow along?
4. Do I really need this?
5. It would be great to create an offer, but that still doesn't help me sell it. What if I don't feel confident with sales? Will this still work for me?

TIPS FOR WRITING YOUR OWN FAQs:

1. If you're not sure where to start- try some generic questions such as:
 - What do I get with my purchase of _____?
 - Can _____ help me with _____?
 - How much support will I get?
2. Include valuable social proof next to or within your FAQs
 - Most people reading your FAQs are looking for reassurance. They want to know about others' success and feedback about your offer.
 - To earn the sale, the content of your sales page, including your FAQs, must overcome the risks involved in the purchase.
3. Place the FAQ near the pricing portion of your sales page
 - Your FAQs should be located near your pricing, which is where potential clients will likely have more questions.
 - Pricing is almost always the last hurdle a customer jumps over before buying. You want to make sure the FAQs near the pricing section answer any last-minute questions they may have about your program or offer, including payment plans.

LET'S START PLANNING YOUR SALES PAGE FAQs:

1. _____

2. _____

3.

4.

5.

6.

7.

8.
