
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. _____
