

Sales Page Checklist

When creating your sales pages, consider the following elements to ensure that it has everything that your ideal prospect needs to make a buying decision on the spot. Also keep in mind that the higher the item is priced, the longer the sales page should be. So that said, take your time to show them why your event/product/program is exactly what they need, right now!

I also recommend starting with a video. If you use a video, you can substantially reduce the amount of copy you need for your page. Before starting your sales page, please:

- Determine your key messages
- Determine the ultimate outcome of the product, service or event that you're selling
- Determine who the ideal person to invest in it is
- Determine what you want to include as a bonus if they invest
- Determine if you're offering any type of guarantee

The Checklist:

1. **Get attention** - be sure to get and keep your prospects attention with a great client magnetic headline.
2. **Identify the problem** – clearly prove that you understand what your ideal client is experiencing and dying to resolve right now.
3. **Provide the solution** – clearly show why your product/service IS the ONLY solution to their problem. It must be crystal clear.
4. **Show the benefits** – don't focus on the process, focus on the benefits that your program/product/service will give them. Remember the motivators; 1. Make money, 2. Save money, 3. Save time, 4. Reduce effort, 5. Increase happiness and fulfillment
5. **Present your credentials** – tell them clearly why you're qualified to teach them how to solve their problem. Be honest, be conversational and be transparent. When people believe that you've been where they are, they listen.
6. **Give them social proof** – include case studies, testimonials and success stories.
7. **Make your offer** – clearly tell them what you're offering, each component of what they can expect of they work with you/buy your product.



8. **Include several bonuses** – bonuses should be low cost for you, like adding in excess inventory sitting around or something you did for a client and is pertinent to the current offering.
9. **Inject scarcity** – remember the price elasticity factors and create an environment that will make sure that they take action fast. If they believe they have all the time in the world or that the enrollment is open to everyone, they will not act quickly.
10. **Give a guarantee** – when people believe that if it doesn't work they can get their money back, they will buy. More than likely you will deliver what you promised and give them more than they asked for so the guarantee is just there to be a cushion for them that they are making a sound decision. Be sure to offer at least a 30-day guarantee for products.
11. **Give a call to action** – tell them what to do after you have done everything above, make sure it is strong and includes signing up for your program/product in the simplest way. Keep it simple, make the call to action effective.
12. **Give a warning** – many will assume that they have plenty of time to decide to do something when that isn't the case, they won't know that unless you tell them. So warn them what might happen if they try to take their sweet time securing their space in your next program.
13. **Close with a reminder** – recap everything they can expect if they participate in your program, include all applicable bonuses.
14. **Let them ask questions** - offering them a question submission box if they are unsure or still have questions after reading your sales page is important.

Objections:

You also should make sure that your sales letter addresses these 7 objections. These 7 are standing in the way of your sale, your job is to answer it objection before it is given or crosses the lips or mind of your prospect:

1. **"You don't understand my problem."** – use compelling marketing questions and statements to make it clear that you DO understand their pain point.
2. **"How do I know you're qualified?"** – share your credentials and or experience that makes you an authority on what you desire to teach them.



3. **"I don't believe you."** – show them success story after success story after success story. There is no such thing as too much social proof.
4. **"I don't need it right now."** – tell them why they MUST get it now, "If you don't do it now, you will find yourself in the same place in 12 months, 5 years, etc. If you want something different, you've got to do something different."
5. **"It won't work for me."** - show them that it will be highlight everyday people just like them that it has worked for. Tell them it's a system and systems are proven to work.
6. **"What happens if I don't like it?"** Offer them a limited time guarantee. Like for 30 days after your purchase, try the program and if you are not satisfied for any reason, send it back in resalable condition no questions asked.
7. **"I can't afford it."** Help them to see why they CAN afford it, that they can't afford not to do it, join, etc. – with just one new client, you can afford it and/or offer them payment options

Final Tips:

- Be conversational
- Include relevant success stories and testimonials
- Don't get caught up on aesthetics; focus on content and value
- Perception is reality so be sure to spell check and have it proofread to get rid of typographical errors
- Be sure that your price coincides with the value and the transformation you will provide
- Use a video to show your personality, tell part of the story or get them to warm up to you
- Choose images that add value without being too distracting
- Let your personality show, this is a good indication of what they can expect in the program, at the event, on the product