3d Business Growth Workshop

How to Write Your Own Highly Persuasive Online Sales Copy That Converts First Time Website Visitors Into Happy, Repeat, Fee Paying Clients

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Training Notes

3d Consulting Services

Magnify Your Mission : Multiply Your Reach

Contents

<u>Introduction</u>

Whatever business you're running, you need to make sales. If your business is online, you'll need a sales page to do the selling for you. You want this page to be high-converting so you can reach more people with your product or service and make the sales you want. To do this you must capture and keep your visitor's attention from the headline right through to the 'buy now' button.

What you say on your sales page and how you say it will influence your visitor's buying decision. It's not always easy to get the balance right between providing information on your offering and enticing the prospect to buy. You don't want to be pushy, but you need to convince your potential customer that you have the solution to their problem so they'll want to buy.

In this course, you'll learn exactly what to do to achieve those sought-after sign ups.

If you've never written a sales page before, then you're about to learn the 'how-to' details in this course. If you've tried selling online before but haven't had any luck generating sales, just use the high-converting strategies covered in this course.

Whatever your experience level, we'll take you through a step-by-step process of putting your sales copy together, getting the flow right and the visual impact of the page enticing, so that you make the sales you need.

Learning Objectives:

By the time you complete this course, you'll be able to:

➢ Recognize the key elements of a high-converting sales page, so that you can ensure your page contains everything to help you make the conversions you need.

➢ Drill down into your ideal customer profile, so you can write sales copy that speaks to them and creates an immediate connection.

➢ Clarify the benefits and features of your offer, so that you can show you have the solution your prospective customers are searching for.

➢ Choose and clearly explain your pricing strategy, so that you demonstrate the value of your offer and make it easy for people to say "Yes."

➢ Use your copywriting skills to write sales copy that sells, so you can communicate powerfully with your ideal customers through your sales page.

➢ Write introductory copy, a video script, and an enticing headline, so that you can grab your visitor's attention right from the start and keep them reading your page.

➢ Inspire trust on your sales page by including testimonials and social proof, so that your visitors are reassured that they're making the right decision buying from you.

➢ Identify common objections and pre-empt them in your sales copy, so that you eliminate any barriers to purchase your potential customers may have.

➢ Introduce ways to increase conversion on your sales page using the strategies of urgency and scarcity, so that visitors will be motivated to take immediate action.

➢ Organize the flow of your page and add in the final crucial elements to complete your sales page copy, so that it stands the best chance of converting visitors into purchasers.

➢ Design the look of your sales page, so that the page will have a powerful visual impact to encourage visitors to buy.

➢ Consolidate and implement your learning and plan further action steps, so that you achieve the goals you set for this course and know how to develop further.

This course is broken down into 12 modules to take you step-by-step through the process of creating a sales page that converts.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

Setting Expectations:

Before starting this course, just take a minute to think about what you really want to get out of it.

In the space below, write down three skills you expect to gain.

1.

2.

3.

Once you're clear about what you want this course to deliver, we can get started.

Module 1 – Get Inspired

A high-converting sales page is a business basic. Whatever your business is, your sales page will become one of your key interfaces with potential customers. This is especially true if you're offering high-end products and services. It's essential to spend time and energy on creating the perfect sales page.

That's what you'll be doing in this course, and what you learn here will be applicable for years to come. In this first module, we'll look at what you can learn from other people's sales pages and how this can inspire you to write and improve your own.

Why Your Sales Page Is Important

Your sales page isn't just important to your business because it's where money changes hands. There are other reasons to focus on the skills and know-how required to create a high-converting page.

You want your page to be found on the Internet by people searching for the solution you're offering. The content of your sales page means they can find you easily. For a large proportion of visitors, this page will be the first connection you make with them. It's certainly how people will learn all the details of your offer.

You'll also be driving prospective customers to that page through your social media profiles, any advertising you do, and your email list if you have one. Many people will see this page, so it must look professional, appealing, and showcase your work. You want prospective customers to see right away the match between what they're seeking and what you're offering.

Even if you don't make a sale to every one of your page visitors this time, the connections you've made and knowledge you've displayed will encourage people to follow you. At a later stage, after some relationship-building with you, they might become customers too.

Key Elements of a Sales Page

There's no one-size-fits-all solution when it comes to sales pages, but there are formats that can be tailored to your specific proposition. You need to find what works best for your business and your product or service.

There are two major elements that affect conversions:

➢ Content

- o Headline
- o Subheadings
- o Introduction
- o Your Offer
- o Pricing and Payment
- o Refund Policy and Guarantees
- o Call to Action Buttons
- o Testimonials
- o FAQS
- o Privacy Policy & Terms & Conditions
- o You can introduce various methods to increase conversion, e.g. video, urgency, payment plans

➢ Design

- o Font
- o Layout
- o Colors
- o Branding
- o Images

There are checklists in the Action Guide to help you remember everything mentioned here, and in a later module we'll focus on the most effective flow to use.

Review Others' Sales Pages for Inspiration

You may not have written your own sales page yet, but you've probably seen one (and bought from one). You may have even purchased this course through a sales page.

Although we said there's no one-size-fits all sales page, the more you can get familiar with other people's pages, the more you can learn. You can then adapt these ideas for your own use. Find sales pages online and look at the key elements we've mentioned for content and design. When you find something you like, make sure you store the copy in a swipe file so you can refer to it later.

When you research other people's sales pages online, you can find answers to questions that will help you create your own. A word of warning though: the pages may look fantastic, but you won't know if these pages convert or not. However, if you look at the leading competitors in your field and their sales pages, then there's a good chance those pages are converting.

When you review these pages, ask yourself:

➢ What is enticing me to buy?

➢ What types of headlines catch my attention?

➢ What visually attracts me so I want to stay on the page?

➢ What motivates me to keep reading down the page?

Your own experience of buying from sales pages is valuable too, if your target market is similar to you:

➢ What have you bought from a sales page?

➢ What convinced you to buy?

➢ How did the page handle any concerns you had?

Key Takeaways:

➢ If you're selling anything online, you need a sales page.

➢ There are two key elements that affect conversion – Content and Design.

➢ Look at tried and tested sales pages online to get ideas for what you like and what works.

Brainstorming Activity:

1. **Quick Win:** Set up a swipe file on your computer or smartphone and keep examples of persuasive copy there.

2. Review the elements of a high-converting sales page below. Use your swipe file to make notes on things you like for each as you research examples of other people's sales pages .

Content ☑		Design ☑	
➢ Heading	☐	➢ Font	☐
➢ Subheading	☐	➢ Layout	☐
➢ Introduction	☐	➢ Colors	☐
➢ Your Offer	☐	➢ Branding	☐
➢ Pricing & Payment	☐	➢ Images	☐
➢ Refund Policy & Guarantees	☐		
➢ Call to Action Buttons	☐		
➢ Testimonials	☐		
➢ FAQs	☐		
➢ Privacy Policy	☐		
➢ Terms & Conditions	☐		

Module 2 – Target Your Ideal Customer

You probably already have an ideal customer profile that you use for marketing, even if it isn't explicitly written down and is only in your head.

When it comes to sales pages, you need to be absolutely sure you know who you're targeting. The details you define about your ideal customer are crucial to everything that follows. When you know what this ideal customer wants, you can gear your offering to them.

In this module, you'll learn how to drill down into your prospect's key challenges and present your offering as the solution they're seeking.

Address Customer Pain Points with Your Offer

The problems your ideal customers have are known as 'pain points' for the obvious reason that they cause pain. Understanding these pain points will be vital in securing conversions from your sales page.

What are the major challenges your ideal customers face? They will probably fall into one of the four main types of pain points:

Financial	Time/Productivity	Process/Systems	Support
• Save Money • Find Cheaper Alternative • Good Value	• Save Time • Do More • Eliminate Non-Essentials	• Get Organized • Improve Processes • Automation	• Want Help • Feel Alone • Fill Gap in Skills

Financial

➢ They want to save money

➢ They're looking for a cheaper alternative to something they already have

➢ It's a first purchase and they want good value

Time/Productivity

➢ They want to save time

➢ They want to do more in the time available

➢ They waste time on non-essentials

Process/Systems

➢ They want to get organized

➢ They want to improve their internal processes

➢ They want to use automation somewhere in their lives

Support

➢ They want help with certain tasks

➢ They feel they're on their own

➢ They have a gap in their skills they need to fill

Prospective customers' pain points are often complex and can involve multiple categories. You need to address at least one in your copy. If you can address more that's even better.

It's a challenge to identify your customer's predominant pain point, and it's different for each business. Make the effort to find out what their pain point is, address it in your copy, and you'll be rewarded with sales.

Talk to your target customers and really listen to what they say. If you're still uncertain or need more information, use social media to find out what your target market is saying about its problems and challenges.

A practical way to drill down to the root cause of your customers' pain is -The 5 "Why?"s exercise.

It's simple and very powerful, and it works like this:

Take the customer's problem and ask yourself "Why?" Then take the answer you gave and ask four further "Why?"s in succession.

Here's an example of something a customer might say when asked what their main challenge is:

Pain Point - I can't get my business off the ground

Why 1	➡	Why 2	➡	Why 3	➡	Why 4	➡	Why 5
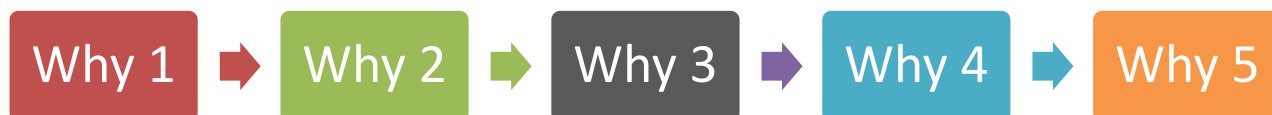
Why #1: *Why can't you get your business off the ground?*

➢ Because I don't have the time to take care of all the tasks.

Why #2: *Why don't you have the time to take care of all the tasks?*

➢ Because I have family commitments.

Why #3: *Why do you have family commitments?*

➢ Because I'm a mother and I have to look after my daughter after school every day for three hours.

Why #4: *Why do you have to look after your daughter after school?*

➢ Because I don't have anyone to help me.

Why #5: *Why don't you have anyone to help you?*

➢ Because my husband doesn't give me any help and I could really do with the support just now.

There's a world of difference between the presenting problem, "I can't get my business off the ground," and the resulting "My husband doesn't give me any help and I could really do with the support just now." Of course, this conversation could have gone in many directions but you get the idea. Try it on a past customer if you have one or run it as a mental exercise in your own head, knowing what your ideal customer is like.

Identify Resonant Language to Use in Your Sales Copy

People in different target markets speak in different ways. If you use the same type of language as your potential customers, you build rapport and make a connection that will create trust and help sales.

It's important to know the language your customers use when they talk about themselves and their situation so that you can use it directly in your sales copy.

When you talk to past and potential customers, note down the words they use to describe their problems. When you're doing your research into people's pain points, write down what you hear verbatim.

By incorporating these words into your sales copy, visitors to your page will be drawn in to read more. They will see familiar words and phrases and will trust that you fully understand their needs.

Key Takeaways:

➢ Drill down to discover your prospects' key pain points.

➢ Learn the language your ideal customers use so that your sales copy will immediately resonate with them.

Brainstorming Activity:

1. **Quick Win**: Complete the ideal customer checklist below. List what information you have, what more you need and how you'll get it.

Male/Female	
Age	
Family Background	
Cultural Background	
Educational Background	
Religious or Spiritual Belief (If Yes, What Is it?)	
Where Do They Live?	
Where Do They Work?	
Marital Status	
Children (If Yes, What Age?)	
Favourite Films / Books	
Magazines they read	
Leisure Activities	
The Dreams They Have?	
What Else Do You Know?	

Brainstorming Activity (cont):

2. Write down examples of the language your ideal customers use to describe their challenge, what they want and their ideal resolution to their current difficulty.

The Language They Use

What they Want

Ideal Outcome

Brainstorming Activity (cont):

3. "Why?"s exercise.

Follow the steps below which sets out the 5 "Why?"s formula of asking yourself "Why?" five times for each pain point a customer has identified to check your understanding of their core challenge.

Pain Point
Why 1?
Why 2?
Why 3?
Why 4?
Why 5?

<u>Module 3 – Define the Unique Value of Your Offer</u>

Value drives a large portion of your sales page copy because you need to demonstrate that what you're offering is what your potential buyer wants. Linking value to customer wants shows that you have the solution to their problem.

In this module you'll get clear on the value of your offer and how you can add additional value to make it even more attractive to prospective customers.

Your Unique Value Proposition

You need to be clear about your Unique Value Proposition (UVP) before you start writing your sales page copy. Your UVP should express what you do and how you will solve the key problem your target market is facing.

Remember your UVP is best written as a short, succinct sentence like these:

➢ LegalShield (legal advice) – *Worry less. Live more.*

➢ Fundly (crowd funding) – *Raise money for anything.*

➢ Scribd (audiobooks) – *Read without limits.*

Explain Your Current Offer

Every offer has benefits and features that you need to explain to prospective customers.

- The **benefits of your offer** are the outcomes your customer gets which help resolve their problem. They are the reason people buy and they address your customer's pain points.

- The **features of your offer** are the characteristics or specs of your offering. For example:

  o If you sell cycles to Sunday cyclists, the benefit would be to get fitter while having fun with family and friends. The features would be that

the cycle has 24 gears and cantilever brakes. There's a big difference between the two. Unless you already know a lot about cycles, the number of gears and type of brakes won't mean anything to you. Not only can features confuse the customer, they can make them feel stupid – this won't encourage them to buy.

- o If you are a business coach for new businesses, the key benefit to clients would be to have their business up and running and making sales. The features would be a program lasting 12 months, 12 one-hour coaching sessions with you, and access to business startup videos.

Always describe benefits first, since the emphasis of your page is on the solution you can offer. You still need to list the features so your customers know exactly what they'll get from you, but you'll do this further down the sales page when your visitor is already hooked by the solution you're offering.

If you're unclear on the benefits of your offer, go back to your customer's pain points and identify how your offer addresses those. Take each feature and ask yourself, "So what?" and keep asking it until you have identified all the benefits.

Examples: Your new bike has 24 gears. "So what?" You won't struggle going uphill.

Your coaching program lasts 12 months. "So what?" You will have the time to work on your business creation at a steady pace and start to see results within the year.

Add Value to Help Conversions

Once you've established the value of your basic offer, you need to think about ways you can add even more value. This can make the difference between a sale and a lost customer.

Adding value is a way of differentiating yourself from your competitors. This is especially important if you're operating in a crowded market. Add value to your offer and you'll increase conversions.

The good news is that you can add value quite easily and without necessarily incurring huge costs. Always budget for the cost of added value so you can adjust your price accordingly. For example, if you want to offer door-to-door delivery which your competitors don't, you may have to pay for a courier service or employ someone to undertake the deliveries. This may be a worthwhile investment if you get more customers.

Here are some examples of ways to add value:
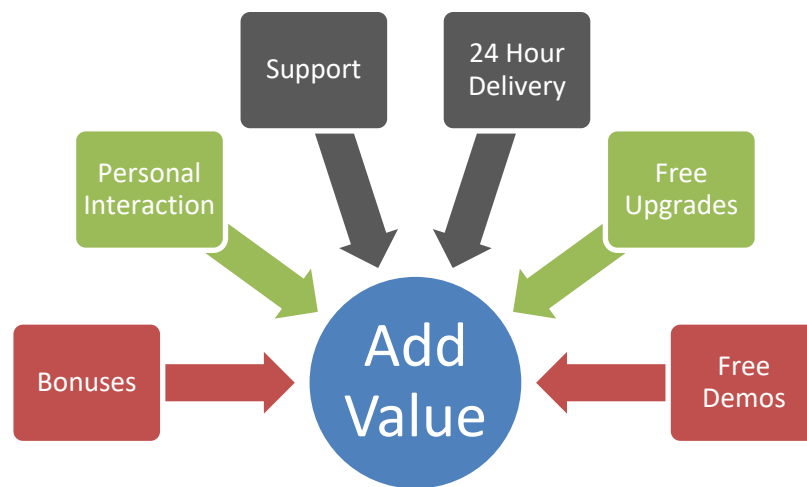
- ➢ Offer bonuses which complement your offer.
- ➢ Add in personal interaction to your online coaching program like a one-on-one starter session with you.
- ➢ Personal follow-up support service with a member of your team.
- ➢ 24-hour delivery.
- ➢ Free upgrades as they come on stream.
- ➢ Free demonstration videos to get the best out of the product or service.

Key Takeaways:

- ➢ Your sales page needs to demonstrate the value of your offer.
- ➢ You must be clear on how the benefits of your product or service provides value by addressing the pain your customers are experiencing.
- ➢ Find ways to add value to stand out from your competitors.

Brainstorming Activity:

1. **Quick Win:** List the problems that your offer solves.

Problem #1…

The Solution I Provide is…

Problem #2…

The Solution I Provide is…

Problem #3…

The Solution I Provide is…

Problem #4…

The Solution I Provide is…

Problem #5…

The Solution I Provide is…

Problem #6…

The Solution I Provide is…

Brainstorming Activity (cont):

2. Write a UVP for your sales page.

My UVP is…: *Page 19*

Now identify your benefits by listing the features and asking yourself "So what?"

Feature #1

My "So What" Benefit…

Feature #2

My "So What" Benefit…

Feature #3

My "So What" Benefit…

Feature #4

My "So What" Benefit…

Brainstorming Activity (cont):

3. Decide how you will add value to your offer.

Additional Way to Add Value #1
(e.g., bonuses, support, free upgrades etc.)

Additional Way to Add Value #2
(e.g., bonuses, support, free upgrades etc.)

Additional Way to Add Value #3
(e.g., bonuses, support, free upgrades etc.)

Additional Way to Add Value #4
(e.g., bonuses, support, free upgrades etc.)

Additional Way to Add Value #5
(e.g., bonuses, support, free upgrades etc.)

Module 4 – Choose Your Pricing Strategy

Contrary to popular belief, price isn't the only thing that governs sales. The value and service you provide play just as important a role in buyer decisions, sometimes even more than the price. However, deciding on pricing remains one of the most challenging things entrepreneurs have to do.

In this module, you'll decide on a price that reflects the value that your offer, and you'll figure out how you can make it easier for customers to say "Yes."

Price Your Offer to Sell

Many entrepreneurs start out pricing low because they don't value their own offerings enough. Don't fall into this trap.

Don't assume that lowering the price on a product or service that didn't sell last time will make people buy it this time.

Choose a price that corresponds with the value your customers receive. It's important to test your price to see what works best for your customers.

> ➢ Test one thing at a time to see how it affects sales. For example, try a different pricing table one month. Then try different value-add options another month.

> ➢ Most sales page tools like Leadpages or Click Funnels will give you options. Or you can just change one thing each month and measure your conversion rates and how they differ.

Choose the Price

It's a business basic that you need to cover all your costs and make a profit. You need to choose a price that will give you the revenue returns you expect.

When deciding the price you want, look at your competitors' prices and see what they're charging so you know what the going rate is. But don't just copy them. What

works for your competitors won't necessarily work for you, especially since your value proposition should be different if you want to stand out.

Focus on the value your customers will receive from your offer and the added value you will bring.

Be confident in your pricing. This means being confident in yourself and your business, especially if you're a service-based business where the 'product' you're selling is yourself. When you work out the price, the figure might stretch you a little outside your comfort zone. You'll ask yourself questions like, "Who would pay that much?" and, "I'm not worth that!"

But don't underprice your offering or people will think it isn't worth buying.

Be clear on the cost of every part of your offer and the total value in monetary terms:

- ➢ Cost out each of the features of your offer.
- ➢ Total this up.
- ➢ Compare the total cost with the price you've decided on for the offer.

This will show that your offering is priced way below the 'actual cost.' For example: When you add up the cost of all the features in your 12-month coaching program, it comes to around 12000. You choose to offer it at 4997.

Having this data helps boost your confidence level and dispel any fears of "It's not worth it."

Some people use this comparison on their sales pages, showing it as a pricing table. You may want to try this in the future but for the first page, stick to the price you've chosen. You can always test the pricing table later.

Look at Competitor's Pricing	Focus on Value	Be Confident	Don't Underprice	Be Clear
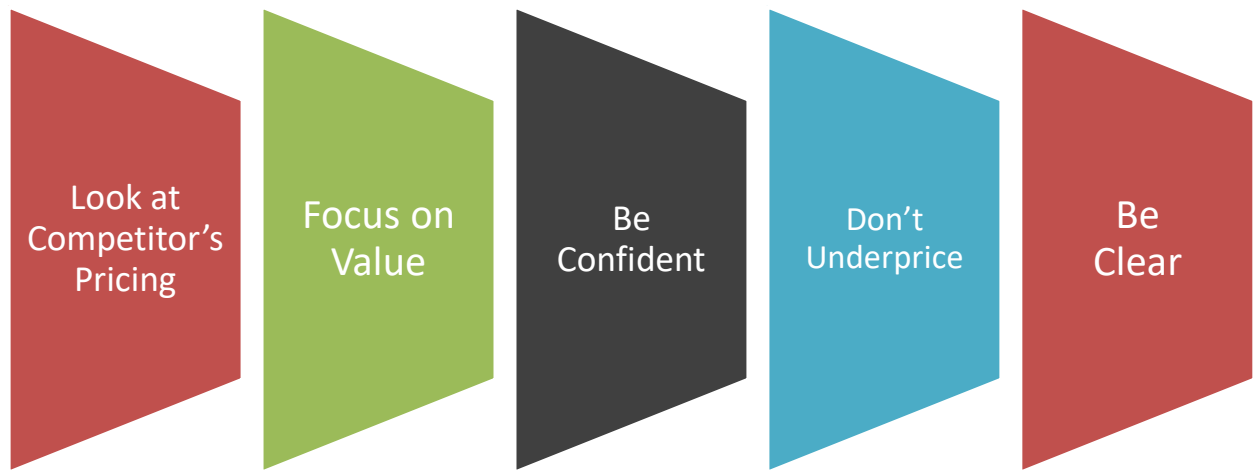
How Price Influences Page Length

A commonly held belief is that long sales pages are for higher priced offers and short pages are for lower priced items. But price doesn't determine page length. There's no one-size-fits-all strategy for the length or details you include on your page.

The length of your sales page depends on how much information you need to convey to convince your visitor to buy. You should provide just enough information and no more. If you feel something is essential for the visitor to know, then include it. If it's something that addresses a primary objection, then include it. If it's a detail that doesn't affect your argument significantly, then leave it out.

Here are a few benefits and disadvantages to consider when deciding how long to make your sales page.

Long-Form Sales Pages:

 ➢ Pro: More room to build trust and address questions and objections.
 ➢ Con: Too much detail can confuse the buyer.

Short-Form Sales Pages:

 ➢ Pro: When visitors already know the solution works, more copy just distracts them from taking action.
 ➢ Con: You don't have room to explain things for people who aren't familiar with you or your solution.

In general, people will only read what interests them, which means that almost no one will read all your copy, especially if you're creating a long sales page. But that doesn't mean you should exclude elements that you feel are important to persuading new buyers. Again, testing both short and long copy will ultimately determine which is best for your offer.

Help Customers Buy

Whilst price is not the only basis for a buying decision, it does play a large part. Make it as easy as possible for people to say "Yes" to your offer by helping make it affordable. This doesn't mean lowering the price of course, but consider offering payment plans or pricing plans, particularly for higher priced products and services.

Payment Plans > Pricing Plans > Make it Easy for People to Say "Yes"

Payment Plans

For some people, the price you've chosen is just too high to pay all in one go. Others may have the money but prefer to spread their payments for cash flow purposes.

To counteract this, consider offering payment plans. Divide the total price of your offer into several monthly, achievable payments.

Depending on the nature of your business and what you're selling, you may restrict access to some of the features of your offering. For example, if you are offering an online program, those who pay in full get access to all the content right away, whereas those who pay monthly get access on a month-by-month basis.

If you offer payment plans, you are in effect offering a loan spread out over several months. Make sure you add on a percentage to cover this benefit (10% is common). Or offer 'interest-free' payments as your added-value if your budget allows.

Pricing Plans

Some people don't need all the features you propose. If it fits your offer, you might choose to structure a pricing plan to propose different levels of service for customers, priced incrementally.

Give pricing plans meaningful names that make it easy to understand which plan is right for which customer. For example, email services often have plans for solopreneur, small team, or enterprise levels.

Make it very clear and easy to understand what the differences are between each level of your pricing plan.

Whatever you choose to do:

➢ Show the price clearly towards the bottom of the page.
➢ Don't give so many pricing options that your visitor ends up in analysis paralysis.
➢ Only offer plans that makes sense to your revenue model.

Finally, the price is within your hands. You may only wish to offer the one price.

Key Takeaways::

➢ Make it as easy as possible for prospective customers to say "Yes" if it suits your business model.

➢ Offer price doesn't determine page length. The length of your sales page will depend on what you need to say on it.

Brainstorming Activity:

1. **Quick Win:** Write down your price for this offer. Do you feel comfortable with seeing it in black and white? Is asking for this amount a bit scary?

£

2. Complete the worksheet below to check the cost for yourself of all the features vs the price of the offer to boost your confidence about pricing.

Features of My Product / Service	*Value / Cost*
Total Value:	

My Selling Price:	

Brainstorming Activity (cont):

3. Decide whether payment plans or pricing plans work for your business and this offer. Write down how you'll explain them in clear, concise language on your sales page.

Module 5 – Draft Persuasive Sales Copy

You might already do a lot of writing in your business, such as blogs, articles, and emails. The focus of this writing is largely to educate by providing valuable content. Writing for a sales page is very different, as you need to keep in mind that the purpose of the page is to convince someone to buy. This is where your sales copy comes in. It should entice the visitor to take the specific action of making a purchase.

In this module, you'll learn the keys to successful sales copywriting and how to address your customers' pain points to increase conversions.

 What Is Sales Copy?

The most important information to include when it comes to any sales page, regardless of price, is the answer to the question, "What's in it for me?"

Your sales copy addresses "WIIFM?" by describing benefits and offering solutions to your ideal customer's challenges. It will determine to them whether the price is worth paying.

W What's	I In	I It	F For	M Me?
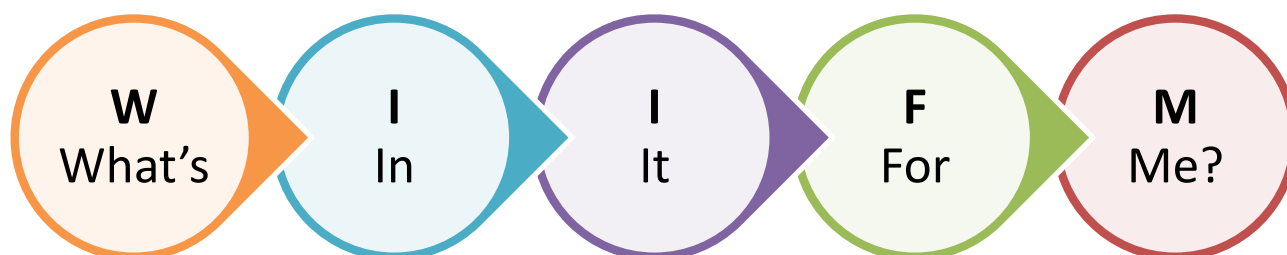
High-converting sales copy doesn't overhype offers with superlatives and exaggerated claims that can't be substantiated. This destroys trust and once the trust is gone, you won't get it back again.

You don't have to become an expert copywriter in order to write a high-converting sales page. By learning and using basic copywriting skills you will make your sales copy more powerful than if you outsource it. This is because you know your customers best. You are also the expert in your product or service. This makes you better positioned than anyone else to write about it. Write the sales copy yourself and it will always have an authentic ring to it, and it will increase the trust factor. All of this will lead to conversions.

From Pain to Solution

Understanding the problems your target customers face is critical to writing sales copy that evokes a response.

You identified your customers' pain points in an earlier module when you drilled down to find the root cause of their key challenges. Now let's look at how you can use sales copy techniques to show that you have the solution to these problems.

Problem-Agitate-Solve (PAS)

We've said that there's no one-size-fits-all solution when it comes to sales pages. But there are formulas which are tried and tested that you can use to increase conversions. The three-step **PAS** is one of these and is commonly used in sales copy.

Problem	Agitate	Solve
• Understand their pain	• Stir up Emotions	• Offer Your Solution
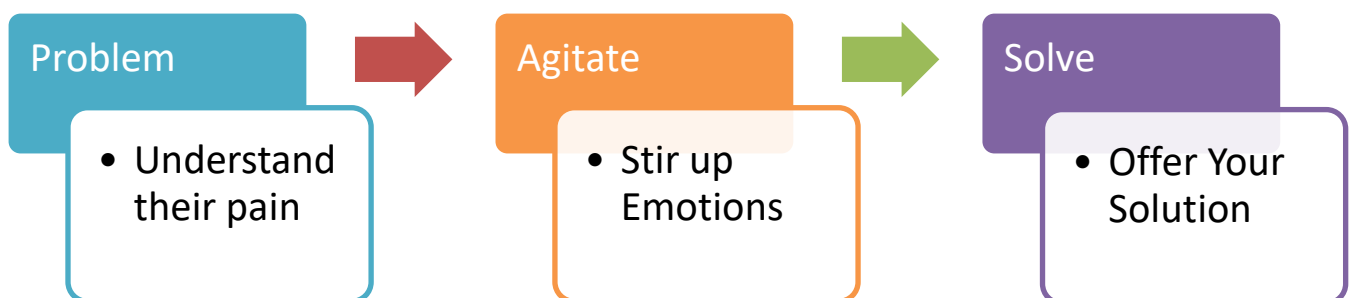
➢ **Step 1 PROBLEM** – State the problem. Good copywriting shows that you understand the problem your target customers are facing. These are their pain points. The more vividly you can describe their pain, the more you demonstrate that you understand them. When you use resonant language,

it's like you're a friend talking to them.

➢ **Step 2 AGITATE** – Use emotion to stir things up and make the pain even worse. Don't agitate too much or they will get stuck in the pain and see no way out.

➢ **Step 3 SOLVE**– Show them the way out by presenting your solution, i.e. your offer, which will alleviate their pain.

Here are some examples so you can see **PAS** in action:

Example 1:

➢ **Step 1 PROBLEM** - Does search engine optimization (SEO) leave you dazed and confused? You're not alone. Countless small businesses could increase their rankings if their development teams had a better understanding of SEO.

➢ **Step 2 AGITATE** - But let's face it: We're all short on time. We can't delve into the technical information and hope to instantly understand everything we're reading. We need something simple and to the point, and we need it right now. How can we fill this tall order?

➢ **Step 3 SOLVE** - Learn how to easily optimize your copy for search engine cataloging, which will boost your rankings and turn you into an SEO star. Check out our how-to online program.

Example 2:

➢ **Step 1 PROBLEM** - Are you fed up of not being adequately rewarded for your experience? Do you wonder how you can beat the growing competition in your field? Is it hard to demonstrate your skills to a potential employer so you win contracts?

➢ **Step 2 AGITATE** - If your answer to any of the above is "Yes," then you're having trouble standing out in the crowded market of remote working. There is more and more competition in your field from freelancers who do similar things, and now there's global competition to worry about too.

Rates are falling and you're missing out. As a freelancer, you are – and should be – proud of your products and services. When companies try to pay you less than you are worth, it's only natural that you feel frustrated.

➢ You need to find a way to sell your services over all of the other options out there, and demonstrate your value over discount and low-rate services.

➢ **Step 3 SOLVE** - That's where the Remote Working Sales Profiler comes in. It's newly available to location independent professionals like you. Take this online tool today to put yourself ahead of the curve and showcase your expertise!

Example 3:

➢ **Step 1 PROBLEM** - Finding the perfect hotel can be stressful. Almost too stressful to bother.

➢ **Step 2 AGITATE** - Hunting down all your options, working out how far away the local hotspots are, and reading reviews from other 'guests' can take hours of work. Then of course there's the endless price comparison.
And all within your lunch hour? Impossible!

➢ **Step 3 SOLVE** - Not impossible. Awesomehotels.com makes finding the best hotel deals quick and easy. We compare hundreds of travel sites for you so you get the best hotel deal available. And all faster than you can say "ham, cheese, and pickle on rye."

PAS has been around a long time, and the reason it's still used today is because it works. But don't think of it as pushy and manipulative. It doesn't exaggerate, and it doesn't make promises you can't keep. Your potential customer's pain is real, your offering is the solution to it, and you want to help them.

Try applying this formula to your offering to become more familiar with it. Use questions in your opening: "Frustrated with your job? Hate your boss? Love to work for yourself? You're not alone." There's space in your Action Guide for this.

Copywriting Tips

Remember these tips to make your copywriting work for you:
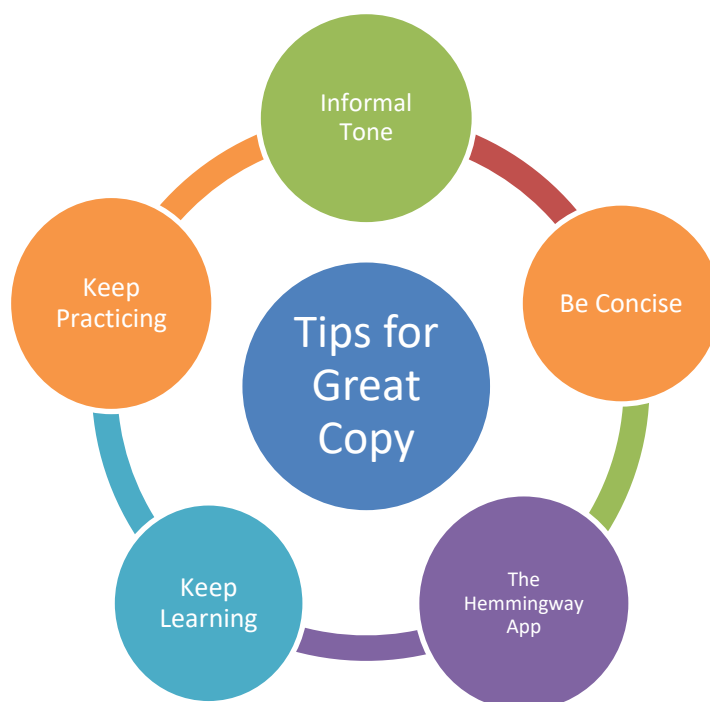
➤ Read your copy out loud to check that it's conversational. You don't want stilted, formal language that your customers don't use or relate to.

➤ Once you've written your copy, go back over it and cut 20% of what you've written to make it more concise. Where you can use three words instead of five, do it.

➤ Use the Hemingway writing app to check the complexity or simplicity of your copy.

➤ Keep learning about copywriting so you can write your own sales pages and sound authentic.

➤ Get practice by rewriting ads you see in magazines or on billboards.

➤ Ask yourself, "How could I make this ad more enticing so that people would want to buy?"

Sales Copy Best Practices

Here are some must-dos when copywriting:

➢ Eliminate long-winded phrases and sentences

➢ Keep sentences and paragraphs short

➢ Use sub-headings to break up longer text

➢ Use bullet points to pull out things you want to highlight, like benefits

➢ Limit the number of bullets in a list to no more than five or seven

➢ Use question stacks

➢ Use descriptive, emotional language

➢ Avoid long words, especially ones that are hard to pronounce

➢ If you want global appeal, avoid jargon and colloquial wording which won't be understood outside your country

Eliminate Long Phrases	Keep Sentences Short	Use Subheadings
Highlight With Bullet Points	Limit to 5 Bullets Per List	Use Question Stacks
Use Descriptive & Emotional Language	Avoid Long Words	Avoid Jargon & Colloquial Language

Key Takeaways:

➢ You need to be aware of the basic copywriting skills so that you can write your own copy.

➢ Use your research on your ideal customer and unique value proposition to drive your copy.

➢ Be careful not to oversell by exaggerating the promises. Few will buy if it seems too good to be true.

Brainstorming Activity:

1. **Quick Win:** Use the Hemingway app on some of your writing e.g. some copy you've already got or blogs you've written etc. What do you notice about your way of writing? What changes can you make before you start writing your sales page?

Brainstorming Activity (cont):

2. Take the list of benefits you wrote earlier [Module 3]. Write each one so it
answers the question "What's in it for me?"

Benefit #1...

"What's In It For Me?"

Benefit #2...

"What's In It For Me?"

Benefit #3...

"What's In It For Me?"

Benefit #4...

"What's In It For Me?"

Benefit #5...

"What's In It For Me?"

Brainstorming Activity (cont):

3. Put together a Problem-Agitate-Solve text for your own offering.

Step 1 – Problem:

Step 2 – Agitate:

Step 3 – Solve:

Module 6 – Engage Your Visitors at First Glance

How you start your sales page will be the key to your sales success. If you don't begin the page with impact and motivate your visitors to keep reading, you'll lose them straight away.

In this module you'll cover the introductory part of your page by creating an enticing headline, deciding on video, and telling your story.

Create an Irresistible Headline for the Page

The headline will be the first thing someone sees when they land on your sales page. It needs to stand out both in size and in content. It needs to grab the visitor and motivate them to read on by drawing them in to the page.

Place your headline at the top of the page and then follow it with an image or a video.

Let's look at some key facts about headlines:

- Your headline shouldn't just be factual: E.g. *Learn to start a business*
- It needs to engage the reader's emotions as people respond to emotion before they respond to reason: E.g. *Desperate to start a business?*
- Choose benefit words and phrases like "fast," "proven," "easy," "increase," "simple," etc.: E.g. *Desperate to start a business and make sales fast?*

In that example, you'll see how to build on a single factor and make it more enticing as you improve it.

There are some recipes which work for sales page headlines. Here are two proven ones:

Recipe 1

[Take this action] + [Specific Time Period] + [End Result]

Examples:

➢ [Consult with me] + [For 1 hour] + [And I'll improve your eCommerce site sales]

➢ [Talk to just 3 of your customers] + [For 5 minutes] + [To laser-target your sales pitch]

➢ [Put this liquid in your fish tank] + [Wait 1 hour] + [And you'll never have to clean it again]

Recipe 2

[End result they want] + [Time period] + [Address the objections]

Examples:

➢ [How to start a new business] + [In 4 weeks] + [With minimum investment]

➢ [Make a landing page] + [By tonight] + [With zero experience]

➢ [Increase walk-in traffic to your restaurant] + [This month] + [Without paying for advertising]

Templates, recipes, and formulas like these are useful when you're starting out. But

as you get more experienced, you won't need to use them more than occasionally. You don't want to become too formulaic in your copywriting.

When you need inspiration, go back to your swipe file and look at inspirational headlines you captured.

Use Video to Increase Conversions

Video can help increase conversions on any sales page because it allows you to get your message across quickly and create immediate engagement.

According to Wyzowl's 2018 State of Video Marketing report:

- 81% of people have been convinced to buy a product or service by watching a brand's video.

- Where both video and text are available on the same page, 72% of people would rather use video to learn about a product or service.

The key factors to pay attention to when using sales page videos are:

- **Content** – Include the content that matters most to your potential customer. For example, a personal story that builds trust may be more important for a health coach, while a demo may be more important for a software seller. Video testimonials from customers inspire even more trust. In addition, using an informal, conversational tone of voice is more effective than a formal voiceover.

- **Length** – Keep to no more than two minutes if possible. You risk losing people after that. Demo videos can be longer.

- **Placement** – The top of the page is the most common placement for videos that give a quick overview of the 'what's in it for me' for the customer. However, demos and customer testimonials usually perform better further down the page, where people need more information on how the product works and whether they can trust you.

Tips for Creating Sales Page Videos:

Write a Short Script

Choose Your Recording Method

Upload to YouTube or Vimeo

Insert Embed Code on Your Sales Page

Test Content, Length & Placement of Your Video

Don't panic if you don't have access to a video studio. Your video doesn't have to be technically perfect. People respond to short, impromptu videos that convey a sense of excitement about the offer.

However, this doesn't mean you don't need to prepare. Most people find it hard speaking 'off the cuff' and you need to be focused as you only have a couple minutes to get your message across. It's best to write a short script to follow or at least make notes first and plan what you want to say.

Choose your recording method, e.g. smartphone or screen share, and record your video. Upload the recording to YouTube or Vimeo and insert the embed code into your sales page.

While video will help increase your conversions, video alone isn't enough for a sales page. Some people will watch your video and connect enough with your offer that they go buy immediately. However, some people prefer to read and won't watch your video at all. Others will watch the video, but then want to read the details, including what you talked about in your video.

Like anything on your sales page, you'll need to test the content, length, and placing of your video to see what converts best.

Your Story

You have your headline and your video ready. Now it's time to look at the copy for the rest of the page.

How you begin your sales page copy will be the trigger to make visitors read on.

Stories are powerful and can add impact to a sales page, so they're often used. Be brief and choose a story that's relevant to your offer and your target customer's pain points.

For example:

- If you have struggled with a similar challenge to your prospects and successfully overcome it, use this story in your copy.

- If you have worked with a customer who has successfully overcome the challenge, use this in your copy.

- If you don't have either, then use your track record to build trust and demonstrate your expertise.

- Keep the focus on the visitor and solving their problem, not on you and how great you are. Relate what you say to their situation using phrases like, "Does this sounds familiar to you?" and, "My guess is you've experienced the same thing."

Key Takeaways:

- ➢ Your headline needs to reflect what your ideal customers are feeling/thinking/wanting and be written in their language.

- ➢ Use video to appeal to a wider audience and instantly engage on a personal level.

- ➢ Use your own story or a past customer's to create trust if appropriate.

Brainstorming Activity:

1. **Quick Win:** Go back to the exercise you did in Module 1 and review the headlines section. What inspiration can you draw from this?

2. Write 3 possible headlines for your offer using the recipes in this module. Then pick the one you'll use on your sales page.

[Take This Action] or [End Result They Want] #1

[Take This Action] or [End Result They Want] #2

[Take This Action] or [End Result They Want] #3

[Specific Time Period] #1

[Specific Time Period] #2

[Specific Time Period] #3

[End Result] or [Address The Objections] #1

[End Result] or [Address The Objections] #2

[End Result] or [Address The Objections] #3

Brainstorming Activity (cont):

3. Write your introduction. Turn it into a short video script and record yourself talking through it.

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3. Write your introduction. Turn it into a short video script and record yourself talking through it.

Module 7 – Inspire Trust

People visiting your sales page might know nothing about you and your work. If they've found you via a search engine match, then they'll have an idea that you can help them. If you circulate your sales page details to people already on your list, then they should be more familiar with your work. But don't rely on it.

In this module you'll find ways to inspire trust in your sales page visitors, whether they already know you or not.

The Importance of Inspiring Trust

If you can't communicate that you're knowledgeable and achieve results for others on your sales page, then you won't sell, no matter how fantastic your offer is.

Imagine that visitors to your page are complete strangers. They're searching for a solution. They have some hope that perhaps you are the answer they've been looking for. But they will still be wary.

Your sales page copy needs to elicit trust so that all visitors feel a connection with you and get a sense that you truly understand their dilemma.

Get Testimonials

Testimonials show that you've already helped similar people or done similar work, and they play a vital part on your sales page. They're often placed lower down the page once the offer has been made and explained. Testimonials are the icing on the cake to confirm a visitor's buying decision. They may tip the balance between no sale and a sale.

Testimonials work best if you can mention the name of the person, their website URL if appropriate, and use their photos. This shows they're a real person and not just someone you've made up. Always ask for their permission first. Video

testimonials are the most impactful of all so get into the habit of recording short videos at the end of a live event or after a trade demonstration.

Get your testimonials ready before starting your sales page copy. Ask past customers, if you have them, for testimonials you can use and encourage them to make a short video.

Try to get testimonials directly related to what you're selling. But if you haven't sold this offer before, use more general comments related to your work.

If you don't have any past customers, then use these ways to get testimonials. Don't forget to collect the feedback:

> ➢ Set up a free Facebook challenge for your Facebook group.
> ➢ Send out a free email training to your email list.
> ➢ Offer a beta test version of your product or service.

Guarantees and Refunds

People are suspicious of sales promises. Even though your copy is not going to be exaggerated, you will be making promises of results to the prospective buyer. It's quite likely that they have been let down in the past and this can make them reluctant to buy.

If you make the purchase a "no brainer" because they know they can get their money back and there's no risk to them, this will increase conversions.

This is where guarantees and refund policies come in. Of course, you should only promise what you are prepared to deliver.

Guarantees

If it's appropriate to your business and product or service, offer a 'no questions asked' money-back guarantee. This removes a barrier to purchase and will help build trust. It shows you aren't just interested in money but that you want to provide value.

Guarantees are generally worth giving as they don't cost you anything and they can help distinguish you from the competition. Plus they will give your offer an added value that will lead to higher sales.

Set a time limit and minimum commitment limit. For example, a 30-day or 60-day money-back guarantee, or a lifetime guarantee.

Some entrepreneurs don't offer a money-back guarantee, but a promise that they will "work with you until you obtain the results you want." This is more usual for coaches, trainers, consultants and other service-based businesses. Again, you need to spell out the minimum commitment required by the purchaser to take action. If they take no action, then they won't get any results but this would be no reason to invoke the guarantee.

Decide which will work best for you and your business.

Refunds

It's rare for people to ask for their money back if you're delivering on what you promised but it happens, so decide on your refund policy before you start selling. For example, if they're just outside the guarantee period, what do you do?

It usually isn't worth arguing with the customer about whether or not they are entitled to a refund. Give the refund even if you don't entirely agree – it's better to maintain good customer relations in the long run. You don't want a reluctant customer spreading negative comments about your business on social media. If you give them a refund, the purchaser will realize that you're trustworthy and want the best for them. And when they're *really* ready for what you have to offer, they may come back and buy from you then.

Don't add information about guarantees and refund policy until after the pricing. It just plants doubts in people's minds before they've even had a chance to think about whether they want to buy.

Guarantees and refunds don't affect someone's statutory rights as a consumer of course, so make sure you know what these are in your country.

Guarantees	Refunds
'No Questions Asked'	Good Customer Relations
Builds Trust	Add After Pricing
Set A Time Limit	Inspires Trusts
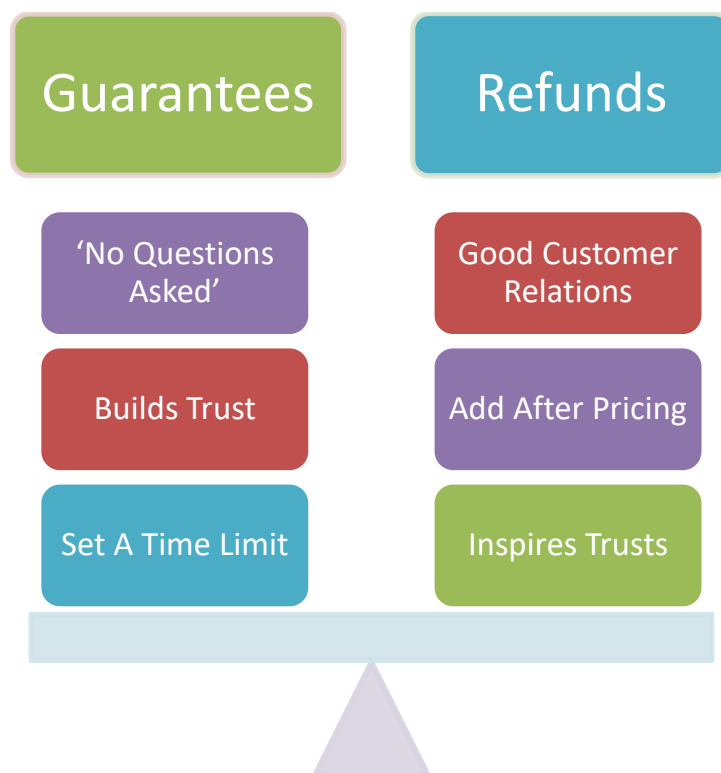
Key Takeaways:

➢ Use testimonials and social proof to show you are an expert in your field.

➢ Give guarantees and refunds to show you stand 100% by your offering.

Brainstorming Activity:

1. **Quick Win:** Brainstorm the ways you create trust with your customers currently & write them down below. Which would be appropriate to use on a sales page?

2. Collect relevant testimonials to use on your sales page.

Name:

Testimonial:

URL: ☐   *Photo:* ☐   *Video:* ☐

Name:

Testimonial:

URL: ☐   *Photo:* ☐   *Video:* ☐

Name:

Testimonial:

URL: ☐   *Photo:* ☐   *Video:* ☐

Name:

Testimonial:

URL: ☐   *Photo:* ☐   *Video:* ☐

Brainstorming Activity (cont):

3. Decide on your money-back guarantee and refund policies and their wording.

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Module 8 – Anticipate Objections

Even when you've offered ironclad guarantees, visitors to your page will still have doubts. They can get motivated by all the benefits for them but if they don't buy immediately, it's because they've got cold feet for some reason.

In this module we'll look at ways to increase your sales conversions by anticipating and dealing with customers' objections so they feel reassured and are happy to buy.

Common Objections

As someone reads through your sales page, they'll have questions forming in their mind as to whether or not they really want to buy what you're selling. That's normal and you probably do it yourself when you're looking at a sales page.

Common concerns include:

- ➢ Is this for me?
- ➢ Is this worth the price?
- ➢ Can't I do this on my own?
- ➢ I don't know you
- ➢ This never worked for me before!
- ➢ What if it doesn't work?

Use your sales copy to anticipate and alleviate concerns in advance. This makes buying a much easier decision.

Prepare Yourself for Objections

Whilst these are the common objections, your potential customers might have other concerns as well. You'll know this because you know them well and you've researched your target market thoroughly. Your research should have shown you common objections from your target customers.

You need to be prepared for both common and target market-specific resistance.

Here are some key ways to get prepared if you still aren't clear:

➢ Look at the data from any product trials you've done.

➢ Examine feedback from past launches.

➢ Review common concerns that your current customers have expressed about buying.

➢ Research your competitors' offers and see what their customers are saying about a similar opportunity.

How to Address Objections in Your Copy

Expect resistance and for people to question what you say, especially if this is a high-priced offer and requires a substantial investment (money and time) on their behalf.

You don't need to wait until these objections are expressed. Handle any potential resistance upfront as you go through your copy. Not only will this help visitors make up their minds to buy, but it also shows that you understand their situation.

Here are ways to address the most common objections:

It's not for me

Explain the problems your product solves and use language your customer uses to convince them that they're the ideal customer for this product or service.

It's not worth the money

Explain the value your product offers compared to the actual investment and use customer case studies to prove that value.

I can do this on my own

Acknowledge that this may be true, but point out that it hasn't happened yet so something is getting in the way. Explain the benefits of working with you vs. doing it themselves. Working with you they'll save time, get tried and tested methods, and avoid common mistakes.

I can get cheaper somewhere else

Compare your value to that of your competition. Emphasize the benefits and any added value you can offer that your competitors don't.

Why should I believe you?

Show off your credentials, experience, awards, social proof, etc. which demonstrate your knowledge and ability in this area of work.

I've tried before and failed

Show how you can bring your unique expertise to help them and use relevant testimonials to show that you've got similar results with others.

What if it doesn't work for me?

Highlight your refund policy and guarantees so that if they try it and if it doesn't work, they have nothing to lose.

FAQs

Many sales pages have a FAQs (Frequently Asked Questions) section towards the bottom of the page.

You can use this to recap on the value of your offer and alleviate concerns people might still have.

Don't be tempted to make up questions for this section. Where possible, solicit real questions from real people in your target market, create reassuring and honest answers to them, and put these in your FAQs section. If you don't have access to get this data, employ your customer's typical language.

Counter the objections while they're still inside the heads of your visitors and you'll see your conversion rates improve.

Key Takeaways:

- ➢ Address people's concerns in your copy so you deal with their objections in advance.

- ➢ Add a FAQs section at the end of the page to address other common concerns that typically come up, even if they don't apply to all your target customers.

Brainstorming Activity:

1. **Quick Win:** What questions surface in *your* mind when you read a sales page? Which of these will your own sales page visitors have?

Question 1:
Question 2:
Question 3:
Question 4:
Question 5:
Question 6:

Brainstorming Activity (cont):

2. Using the examples given in the module, write copy to eliminate or alleviate the common concerns someone in your target market may have. Use this copy throughout your sales page.

Concern 1:

Concern 2:

Concern 3:

Concern 4:

Concern 5:

Concern 6:

Brainstorming Activity (cont):

3. Create a list of all the possible hesitations and objections someone in your target market might have. Find your customer's words and turn them into questions for your FAQs section.

Objection #1:
Objection #2:
Objection #3:
Objection #4:
Objection #5:
Objection #6:
Objection #7:
Objection #8:

Module 9 – Use Urgency and Scarcity in Your Sales Copy

The psychology of selling has been a hot topic for researchers and marketers alike for years. There are countless books, articles, and studies dissecting why and how people buy. This is useful information to look at when you're creating a sales page.

In this module you'll learn how to use two key strategies – urgency and scarcity - to your advantage to leverage buyer behaviour and increase sales.

Use Psychology

A common psychological principle that affects buyer behavior is called FoMO (Fear of Missing Out). It's the feeling we get when we decide to work late and not go to a party with our friends but we wonder… What's going on? Who's saying what? What are they all doing?

A recent study in the psychology journal Motivation and Emotion highlighted the resultant negative outcomes of FoMO, which include fatigue, stress, sleep problems, and psychosomatic symptoms. As human beings we really don't like missing out.

We can employ this common emotion in our sales pages by urging people to buy before 'they miss out' or pointing out that if they don't buy today they 'will miss out.' It's been proven that using the strategies of urgency and scarcity trigger FoMO and increase sales conversions.

Urgency is used when you give people a time limit to buy at a certain price.

Scarcity is used when you limit the number of products or programs available.

We'll look in more detail at this later in the module but if after that you don't feel comfortable with these tactics, don't use them. You need to stay true to yourself. But it would be interesting to think about why you feel uncomfortable about using

urgency or scarcity, or both, in your sales page.

Ways to Introduce Urgency

Urgency is used to encourage people to take quick action and make a purchase.

You use it on your sales page by limiting the time available to take advantage of the offer by setting a deadline. For example, "Buy today at this special price," or "If you don't want to miss out, you need to make your decision by 12pm PDT Friday." Be specific about the deadline but leave enough time for potential customers to make a decision.

Don't pretend there's a time limit if there isn't. People will find out and your credibility will be ruined.

Tips for using urgency on your sales page:

Countdown Timer

Special Discounts For Quick Action

Use Time Related Text – Hurry!

Bonuses For First To Sign Up
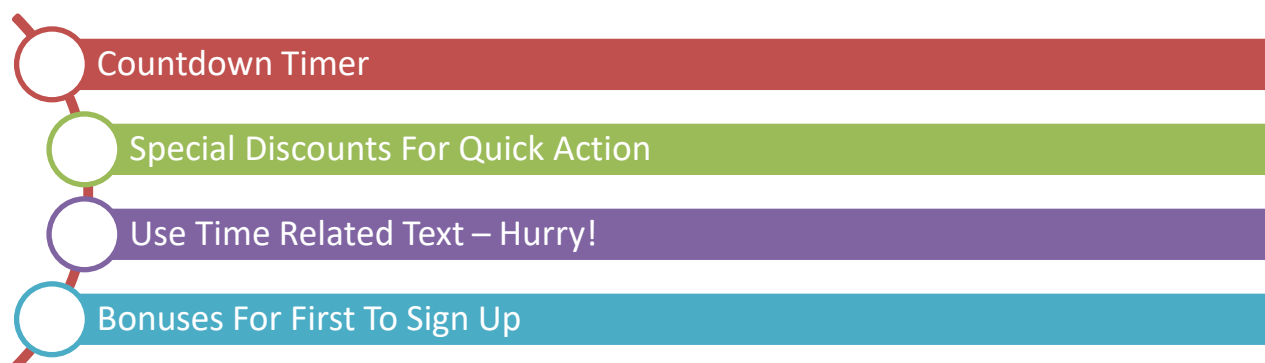
- ➢ Put a countdown timer on your sales page. There are many plugins available that are easy to install.
- ➢ Offer a special discount for quick action, e.g. "I like to reward people who take fast action so I offer a discounted price for people who sign up from this call."
- ➢ Use time related text like "Hurry," "Don't miss out," or "This week only."
- ➢ Offer a bonus for the first 10 who sign up: "If you sign up before midnight, you'll get this bonus worth 997."
- ➢ Don't overdo it and use all the tactics at once.

Ways to Introduce Scarcity

Scarcity works in a similar way to urgency. People take action if they think they are going to lose an opportunity and by limiting the number who can take advantage of the offer, you encourage purchasing. Your sales page visitor makes the judgement call of whether to buy now or risk losing out completely.

Examples of ways to introduce this on your sales page is with text like, "Only while supplies last," and "When it's gone, it's gone." More specifically, "We only have 5 left at this price," or "Given the nature of the program, I can only take 15 people."

Be honest. Don't pretend you only have 10 products available if you have 100. There will be no trust left when your target market finds out...and it will.

Tips for using scarcity on your sales page:

Last One Available!

Other People Are Looking now!

Offer a Limited Number

➢ Limit the number in your shopping cart so that it counts down to the last one available. Companies like Amazon use this all the time.

➢ Mention that other people are looking at your page now. This works well for hotel rooms for companies like Bookings.com.

➢ Offer a limited number from the start and update people when there are only a few left to encourage sales.

Include a P.S.

Add a P.S. or post-script at the end of your sales page to reinforce an important part of your offer. This can be an effective last-minute way to close the sale. This could be related to urgency or scarcity, or to one of the key benefits of your offer.

The P.S. comes after your signature so it's carefully placed for last minute impact. You can have more than one P.S. but no more than three or you'll dilute the effect.

Here are some examples you could use:

➢ "P.S. Don't forget that you have to sign up by midnight if you want to take advantage of the special price of XX"

➢ "P.S. Remember that there are only 15 places available on the XX Program so if you want to [key benefit] sign up now."

➢ "P.S. Try it for yourself. With the 100% money-back guarantee you have nothing to lose."

Key Takeaways:

➢ Introducing urgency and scarcity into your sales page increases conversions.

➢ Stay true to yourself and only use tactics you are comfortable with.

Brainstorming Activity:

1. **Quick Win:** How do you feel about introducing urgency or scarcity into your page? Are you OK with it? Spend a few minutes writing down your objections if you have any.

Brainstorming Activity (cont):

2. How will you introduce urgency and/or scarcity into your sales page?

1.

2.

3.

3. Write the P.S. for your page.

P.S.

Module 10 – Make Your Page Flow Towards a Sale

You should be feeling excited now as you're very close to having your sales page ready. Making sales from this page will drive your business forward and will help you achieve your life dreams. Never forget the reason you're doing this.

Later in this module It'll be time to pull all your hard work together and complete the text, but only after you've made important decisions about your calls to action.

CTAs – Calls to Action

A crucial element of your sales page is the call to action button (or buttons, as you'll have several placed down your page). It is the most important part of your page. Your CTA is where you tell your customers exactly what it is you want them to do… buy a product, sign up for a program, subscribe to service contract, and so on.

It is critical that your CTA is clear and to the point. There can be no ambiguity about what it is you want your customers to do. Don't suggest, tell.

Your button text needs to say more than "Buy now" or "Sign up today" if you want the page to convert. One high-converting tactic is to make the CTA personal. Use the first person with a statement that relates to your customer's key pain point:

> "Yes, I want to find more time to spend with my kids"

> "Yes, I want to save time in my business"

> "Yes, I want to get healthy"

> "Yes, I want to double my income in the next month"

Look at the flow chart below to see where it's best to position your CTAs. The text on each can vary as long as it's clear and should relate to the copy in the section just prior to the button.

Footers

There are two documents you need to plan beforehand which will appear as links in the footer of your page. These are your Privacy Policy and your Terms and Conditions or Terms of Service.

Privacy Policy

Customers are increasingly concerned about what happens to their data when they sign up for something online. A privacy policy is a statement or a legal document that discloses the ways you gather, use, and manage a customer's data. This is not something to take lightly. Your business needs to follow the policy by implementing necessary security measures to protect your customers' data. Failure to follow your business's privacy policy can result in lawsuits, legal fees, and/or fines. The introduction of the General Data Protection Regulation (GDPR) has imposed stricter regulations globally.

You'll need a link to your privacy policy in the footer of your sales page. Even if customers don't read it, it will reassure them that you are trustworthy and so it can help conversion.

Terms and Conditions or Terms of Service

These are guidelines stating how you conduct your business, the commitment you expect from the buyer, your refund and money-back guarantee conditions, etc.

You may already have these documents as links from your website as they need to be there too. If you don't have them written yet, you can find templates of both on the Internet which you can adapt to your particular business. If you write your own, get the legality checked out by a professional in your country.

How Your Sales Page Flows

It's not just what you write and the way that you write it which will make your page convert. How you order the sections on your page will have an impact on

conversions. For example, it's counterproductive to mention price at the beginning of a sales page especially if this is a high-ticket item. People could look at the price, decide it's too expensive and move on without first having read the benefits and the value that you demonstrate in your copy.

Keep in mind what's in it for your customer, and structure your page so that the focus is always on them and what they need.

On the next page you can see one of the most popular, proven layout sequences for high-converting sales pages:

This flow includes all the sections you've been working on in this course.

You'll notice there are several CTAs which we mentioned in the last module. Depending on the length of your sales page, you may want to cut down or even add more of these. There are also subheadings to introduce different sections. Use the guidelines on creating impactful headlines to help you write these.

Best Practice Tips

When structuring the flow of your page, remember:

- ➢ Your sales page copy is like a story.
- ➢ The flow leads people through the story and guides them to the buying decision.
- ➢ It should read naturally. Read your text out loud to check it's conversational in tone.
- ➢ Cut out any padding that still remains.
- ➢ Revise and tweak any text you feel isn't right.
- ➢ Complete any sections that are missing

Headline
Introductory Video
Call to Action
Introduction (the story you use which shows you have experience in this area)
Subheading (to emphasize their pain points)
Problem-Agitate-Solve (where you add emotion to deepen the pain and then provide the solution)
Sub Heading
Benefits of Your Offer
CTA
Sub Heading
Features of Your Offer
CTA
Price and Payment Plan (if you have one)
Subheading ("Don't miss out")
Urgency or Scarcity Elements
CTA
Testimonials and Social Proof
CTA
Closing Message
P.S.
FAQS
CTA

Key Takeaways:

➢ Carefully word your calls to action so they give clear instructions.

➢ Organize the flow of the page so it leads your prospective customer through. This will help you convert sales.

➢ Make sure you have your privacy policy and terms & conditions written so you can link them to your sales page.

Brainstorming Activity:

1. **Quick Win:** Write down the text you will use for your call to action buttons. Come up with a list of at least 3 different ones.

CTA #1
CTA #2
CTA #3
CTA #4
CTA #5
CTA #6

Brainstorming Activity (cont):

2. Find templates of privacy policies and terms & conditions or write your own, if you don't have them already.

Privacy Policy:

Terms & Conditions:

Brainstorming Activity (cont):

3. Bring together all the text in the Sales Page Flow Template below. Then check your copy against the Checklist for a High-Converting Sales Page to make sure everything has been covered.

Headline
Introductory Video
Call to Action
Introduction *(The story you use which shows you have experience in this area)*

Subheading
(Emphasize their pain points)

Problem-Agitate-Solve
(Add emotion to deepen the pain & then provide the solution)

Sub Heading

Benefits of Your Offer

CTA

Sub Heading

Features of Your Offer

CTA

Price and Payment Plan
(if you have one)

Subheading ("Don't miss out")

Urgency or Scarcity Elements

CTA

Testimonials & Social Proof

CTA

Closing Message

P.S.

FAQS

CTA

Brainstorming Activity (cont):

4. Check your copy against the checklist for a high-converting sales page below, to make sure you've covered everything.

Sales Page Element	✔
Headline	☐
Subheading(s)	☐
Video (if used)	☐
Introduction/ About You	☐
Use emotion to highlight their problem	☐
Benefits of your offer (How does it solve their problem?)	☐
Added Value	☐
Features /Product Details	☐
Handle Potential Objections	☐
Social Proof	☐
Testimonials	☐
Price	☐
Payment Plans (if offered)	☐
Guarantee	☐
Refund Policy	☐
Scarcity	☐
Urgency	☐
CTAs/Buy Now Button	☐
P.S.	☐
FAQs	☐
Final CTA button	☐
Privacy Policy Link (footer)	☐
Terms & Conditions (footer)	☐

Module 11 – Use Design to Increase Conversions

Now that you have the complete text for the sales page and the structure in place, you need to think about how it will engage your visitors visually. You'll have heard the old adage, "A picture is worth a thousand words." It's true that visuals can convey instantly something it would take you many lines of text to get across.

In this module you'll look at how to use images and other visual design elements to break up your text, along with the importance of visual impact on your sales success.
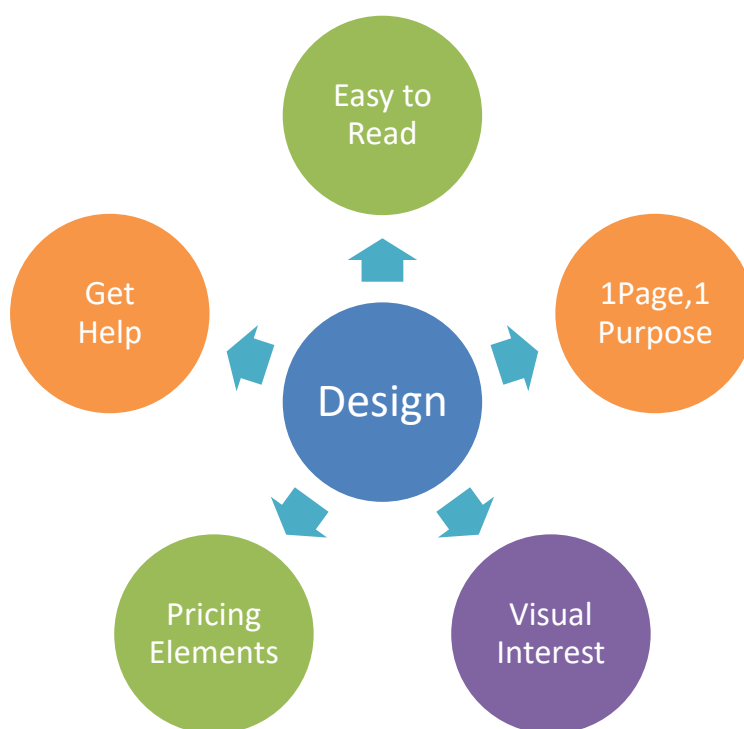
Make it Easy to Read

A good visual layout of your sales page will increase conversions, often dramatically. However convincing your text is, if the page looks messy, boring, and old-fashioned, people won't read it.

If the text and the subheadings aren't presented in an easy-to-read font, people

won't read beyond the headline. You need to make it easy for your visitors to enjoy reading through your page.

Whatever you decide on the design for your page, it needs to be consistent with your branding – colors, logo, font, and so on.

One Page for One Purpose

Your sales page is just that – a page for selling your offer. Don't add in any other CTAs or links that will distract or take the reader off to another page e.g. "Sign up for my newsletter," "Get yourself on our mailing list," etc. Once a visitor clicks off your page onto something else, they probably won't come back.

To keep people reading, follow these guidelines:

- ➢ The layout must be clear.
- ➢ Make sure the page is easy to scan. The work you did on short sentences earlier will help with this.
- ➢ Use headlines and subheadings that stand out.
- ➢ Use white space.
- ➢ Choose a large, legible font.

Create Visual Interest

The colors and images you use on your page can help conversions. Relevant images break up the text and create interest. They bring your page to life.

Use contrasting colors for your CTA buttons so that the color stands out. If a visitor is ready to buy, you don't want them searching around for the button to click on. It's said that red, yellow, or orange invite action and so are good colors for buttons, but you should test different colors to see what works best for you.

Where you place content on your page also affects conversions. Marketers talk about things being above or below the fold. 'Above the fold' is an old newspaper publishing term to indicate the top part of the page where the headline and photo were located. It's where you create your first impression.

Above the Fold

The most essential information visitors need to decide whether to buy should be 'above the fold.' For example, just give a few short bullet points and then a CTA button. Or place your introductory video first and a CTA button.

Below the Fold

All additional copy. It's where the body of your text will go.

Design of the Page for Pricing Elements

When it comes to stating the price, there are some important design guidelines that will help improve your conversion rate:

- ➢ Pricing tables, if you use them, should highlight the option that you suggest people buy. For example, make one box larger and a different colour.
- ➢ Try putting the highest price on the left and go in descending order from left to right.
- ➢ Don't use too many colours. Instead, use one colour to highlight the preferred option and another colour to show additional options.
- ➢ Make the call to action button very clear for each pricing option.

Get Help

If design or technology is not your thing, you can use templates that have been created for small businesses. Leadpages, Click Funnels, Thrive Themes, etc. have preset layouts that you can use as-is or adapt to suit your business. You can add in video and images easily. Their support videos will show you how to link up your sales page to your shopping cart and email system.

Alternatively, you can outsource the layout to a graphic designer. Try posting a job on Upwork, Hubstaff Talent, or Freelancer. Or take a look at Fiverr if your budget is limited.

If you really can't face writing your sales copy yourself, then only use an experienced copywriter with proven conversion rates.

Key Takeaways:

➢ The look of your sales page needs to be consistent with your branding.
➢ The visual elements of your page will add to your conversions if done using best practices and testing.

Brainstorming Activity:

1. Quick Win: How will your branding influence the look of the page?

2. Decide on the visual elements you want to use on your page
e.g. colours, images, graphs etc.

3. Complete the sales page design elements checklist below.

Sales Page Design Element	✔
Images	☐
Eye-Catching, Branded Colours	☐
Contrasting colours for buttons	☐
Large, legible font	☐
White space	☐
Short sentences	☐
Short paragraphs	☐
Easy to scan	☐
Layout	☐

Module 12 - Review and Refine

In this final module, you'll look at what else you can do to make your sales page high-converting and effective. You'll also have the opportunity to review the course and decide on your next steps.

Technical Connections

For your sales page to deliver, there will be other systems linked up to it so sales can actually take place.

If you don't have these, then you'll need to set them up and check they all work together before the page goes live. These include:

> ➢ Shopping cart
> ➢ Payment systems
> ➢ Email responder
> ➢ Delivery arrangements if you make sales offline

Tips for Moving Forward

Now you have your sales page up and running, you'll want to make sure it's converting. There might be some changes to make as you go along. You may want to amend the copy or add in a bonus.

You'll definitely want to track your conversions to see how your page is performing.

If you use a template from LeadPages, Click Funnels, Thrive Themes, or a similar company, you will be able to see some analytics as they have them built in to their systems.

Testing

It makes sense to split test sales pages so that you can compare versions to see which converts most effectively.

When you do this, change one element only (e.g. color of the buy button, headline, offer of payment plans, short or long copy, urgency, scarcity, the time frame you set for action, etc.).

Other things to add that help conversions when your price is high are:
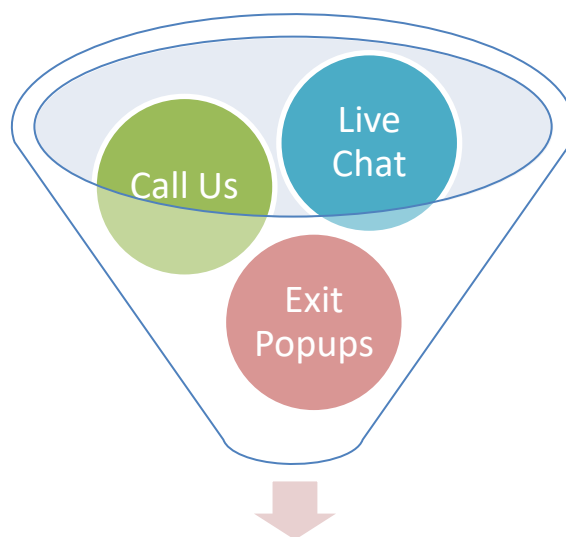
Help Conversions

- ➢ Live chat (you can use a simple plugin to add this, such as Zopim).
- ➢ An option to call you if you have questions.
- ➢ Exit pop-ups giving a lower price option (many sales page tools have an easy option to add this, where you add some text and then redirect people to another page).

Add elements to increase your revenue:

- ➢ Use your 'thank you for buying' page to upsell a related product or service.
- ➢ Add an exit redirect page to non-buyers which makes a lower priced offer relevant to your target audience.

Key Takeaways:

- ➢ Once your sales page is live, you need to measure its success in converting so you can tweak accordingly.
- ➢ Add in proven high converting elements like live chat and exit pop ups.

Brainstorming Activity:

1. **Optional**: Investigate suitable Live Chat plug ins and add one to your sales page, if you think it will help.

2. **Review the course and complete your action plan below.**

Module 1: 2 Things I Learned…

    1. _____

    2. _____

> **Action to Take:**
>
>
>
>
>
>   **By When : _ _ /_ _ /_ _ _ _**

Module 2: 2 Things I Learned…

    1. _____

    2. _____

> **Action to Take:**
>
>
>
>
>
>   **By When : _ _ /_ _ /_ _ _ _**

Module 3: 2 Things I Learned…

    1. _____

    2. _____

> **Action to Take:**
>
>
>
>
>
>   **By When : _ _ /_ _ /_ _ _ _**

Brainstorming Activity (cont):

2. **Continue reviewing the course and complete your action plan below.**

Module 4: 2 Things I Learned…

1.
_____

2.
_____

Action to Take:

By When : _ _ /_ _ /_ _ _ _

Module 5: 2 Things I Learned…

1.
_____

2.
_____

Action to Take:

By When : _ _ /_ _ /_ _ _ _

Module 6: 2 Things I Learned…

1.
_____

2.
_____

Action to Take:

By When : _ _ /_ _ /_ _ _ _

Brainstorming Activity (cont):

2. **Continue reviewing the course and complete your action plan below.**

Module 7: 2 Things I Learned…

    1. _____

    2. _____

> *Action to Take:*
>
>
>
>
>
>   *By When : _ _ /_ _ /_ _ _ _*

Module 8: 2 Things I Learned…

    1. _____

    2. _____

> *Action to Take:*
>
>
>
>
>
>   *By When : _ _ /_ _ /_ _ _ _*

Module 9: 2 Things I Learned…

    1. _____

    2. _____

> *Action to Take:*
>
>
>
>
>
>   *By When : _ _ /_ _ /_ _ _ _*

Brainstorming Activity (cont):

2. **Continue reviewing the course and complete your action plan below.**

Module 10: 2 Things I Learned…

    1. _____

    2. _____

Action to Take:

                                  By When : _ _ /_ _ /_ _ _ _

Module 11: 2 Things I Learned…

    1. _____

    2. _____

Action to Take:

                                  By When : _ _ /_ _ /_ _ _ _

Module 12: 2 Things I Learned…

    1. _____

    2. _____

Action to Take:

                                  By When : _ _ /_ _ /_ _ _ _

Appendix 1 - Sales Page Checklist

Sales Page Element ✔

Headline ☐

Subheading(s) ☐

Video (if used) ☐

Introduction/ About You ☐

Use emotion to highlight their problem ☐

Benefits of your offer (How does it solve their problem?) ☐

Added Value ☐

Features /Product Details ☐

Handle Potential Objections ☐

Social Proof ☐

Testimonials ☐

Price ☐

Payment Plans (if offered) ☐

Guarantee ☐

Refund Policy ☐

Scarcity ☐

Urgency ☐

CTAs/Buy Now Button ☐

P.S. ☐

FAQs ☐

Final CTA button ☐

Privacy Policy Link (footer) ☐

Terms & Conditions (footer) ☐

Optional items to consider: ☑

- ➢ Countdown timer   ☐
- ➢ Additional CTA buttons (for longer pages)   ☐
- ➢ Live chat   ☐
- ➢ Exit redirects   ☐
- ➢ Pop ups   ☐

Appendix 2 – Course Sales Page Template

IMPORTANT: Customize for Your Course & Copy into Your Own Sales Page Design Tool

---

Launch Your New Product with a Sales Page that Sells It for You

[Insert Intro Video]

Does any of this sound like you?

- You have an amazing new product you poured your heart into and you know will help people, but don't know how to sell it
- You know you need a sales page, but you don't know where to start or what to put on it
- You've tried setting up a sales page, but only one person bought

I've been in your shoes. When I created my first online course, I spent months creating an incredible program, but only had 5 students sign up.

I was ready to throw in the towel and go back to just doing consulting, but my husband convinced me to keep plugging away.

And, after studying the best practices of successful course creators and trying a million different formats and content, I finally figured out a sales page formula that works…

EVERY TIME!

In fact, with the simple structure and step-by-step process I created, anyone can put together a sales page that converts visitors to happy customers

With **Sales Pages that Sell**, I'm going to show you how to finally get the sales you deserve for your own product.

I'll take you by the hand and walk you through the steps,

….so you'll never be overwhelmed.

And you'll come away with your sales page content all written and ready to plug into any sales page builder you choose. (I'll even share my favorite tools that anyone can use, no matter what your tech skills are.)

You'll finally be ready to get your product out in front of the right people, who will be eager to buy it once they've read your sales page.

And you'll start seeing those sales flow in, even while you're busy with other things.

Here's what you're going to learn in Sales Pages that Sell:

In **Sales Pages that Sell**, you're going to take a fresh look at your product from the perspective of your ideal customer. Then you're going to plan out the exact content you'll put on your sales page, based on what's proven to persuade. You'll learn how to walk your visitors through a story that leads to them naturally saying 'yes' to buying your product.

By the end of the course, you'll be able to….

- Ensure your page contains everything to make the conversions you need.
- Write sales copy that speaks to your ideal customer and creates an immediate connection.
- Show you have the solution your prospective customers are searching for.
- Choose and clearly explain your pricing strategy, making it easy for people to say "Yes" while meeting your revenue goals

- Write sales copy that sells, throughout your sales page.

- Grab your visitor's attention right from the beginning and keep them reading.

- Reassure customers that they're making the right decision buying from you.

- Eliminate any barriers to purchase by addressing common objections.

- Motivate prospective buyers to take immediate action, rather than putting off their decision.

- Organize the flow of your page, so that it tells a story that leads to a purchase

- Design a page that applies proven best practices for the highest conversions from visitor to paying customer.

Here's What We'll Be Covering in Each Module…

Module 1: Get Inspired

In the first module, you'll learn the key elements of a high converting sales page, so you can ensure your page contains everything to help you make the conversions they need.

Module 2: Target Your Ideal Customer

Next, you'll learn how to go deeper into your ideal customer profile as it relates to your product and solution, so you can write sales copy that truly resonates with your prospective buyers from the start.

Module 3: Define the Unique Value of Your Offer

You'll then learn how the benefits of your product or service provide value by addressing the pain your customers are experiencing. You'll write (or revise) a UVP for your page and look for ways to add value to your offer, so you can show you have the solution your prospective customers are searching for.

Module 4: Choose Your Pricing Strategy

In Module 4, you'll explore pricing strategies and how to choose one to suit your business model. You'll weigh up value vs. price and decide on a suitable page length, so that you can offer pricing that demonstrates the value of your

offer and make it easy for customers to say "Yes" to buying.

Module 5: Draft Persuasive Sales Copy

Next, you'll learn some basic copywriting skills and how to your research on your ideal customers to communicate powerfully with them on your sales page. You will learn how to explain the promised outcomes of your offer and how to use copywriting formulas to attract and convert the right customers who will benefit most.

Module 6: Engage Your Visitors at a Glance

In Module 6, you'll learn how to create a headline that your ideal customer can't resist, and introductory copy that keeps them reading through the page. Then you'll learn how to write your own story and use video to increase your conversions.

Module 7: Inspire Trust

You'll continue by learning the different ways you can inspire trust - how to show you are knowledgeable in your field and can deliver results. You'll learn how to use testimonials and plan your guarantee and refund policies, so that sales page visitors will be reassured they're making the right decision when they buy.

Module 8: Anticipate Objections

In Module 8, you'll identify common objections and learn how to pre-empt them in your sales copy. By preparing for objections, you can create sales copy and an FAQ section that eliminates potential customers' barriers to purchase.

Module 9: Use Urgency and Scarcity in Your Sales Copy

You'll then learn how to use psychology in your sales copy, how to introduce urgency and scarcity, and how to remain true to yourself while motivating visitors to take immediate action.

Module 10: Make Your Sales Page Flow Towards a Sale

In Module 10, you'll learn how to write effective calls to action and how to put all their sales page elements together using a proven template, in an order that logically flows towards a sale.

Module 11: Use Design to Increase Conversions

Now that you've completed all the content for your sales page, you'll learn about the critical page design factors that influence engagement. You'll even get a checklist to make sure you've addressed the most important visual elements on your sales page, so that your visitors will read your copy and make the decision to buy.

Module 12: Review and Refine

In this last module, you'll do some final action planning. You'll also gain some valuable tips for how to measure the success of your sales page, a few technical aspects of the page, the importance of split testing, and options to add extra features such as live chats and exit redirects.

And, to make it as easy as possible for you to create your sales page, here's EXACTLY what you'll be getting when you register for Sales Pages that Sell:

- 12 step-by-step videos – showing you what you need to know to create your sales page
- Transcripts of each video
- Action Guide - Worksheets that go with each video, for creating your sales page content
- Sales Page Template – To fill in & reuse whenever you're planning a sales page
- Cheat Sheet – A high level summary of the course that you can reference at any time
- Private Mastermind Group – on Facebook, where you can ask questions, share tips, get advice, and even get feedback on your sales page
- Weekly Q&A calls – Every week, I run a live Q&A where you can ask your top questions about sales pages and see how your fellow students are doing

[Insert Case Study or Testimonial]

Enroll & Create Your Sales Page Today:

1-Time Payment: $497

Button: [BUY NOW – Save 16%]

3 Payments of $197

Button: [BUY NOW]

30-Day Money Back Guarantee

If, after completing all the modules in the course, you're not 100% happy, just let me know and I'll personally review your sales page to see where I think it can improve. If you're still not happy, I'll give you a full refund.

Meet Your Instructor:

[insert your bio and headshot]

[Insert another testimonial, case study, or other social proof or quotes]

CTA Button: [START CREATING YOUR SALES PAGE]

Frequently Asked Questions

How long will I have access to the course?

You'll get lifetime access to all the video training and downloads, so you can always come back when you need to create another sales page. Your access to the Private Mastermind and the Q&A Calls will be for 1 year.

What if I'm not happy?

Give yourself up to 30 days to go through the materials and create all the copy for your sales page. If you're not happy with what you created, contact me and I'll review your page personally and give you tips on where to improve. If you're still not happy with the results, I'll send you a full refund.

Where do I go for help?

You can always reach out to my support staff at [insert your support email].

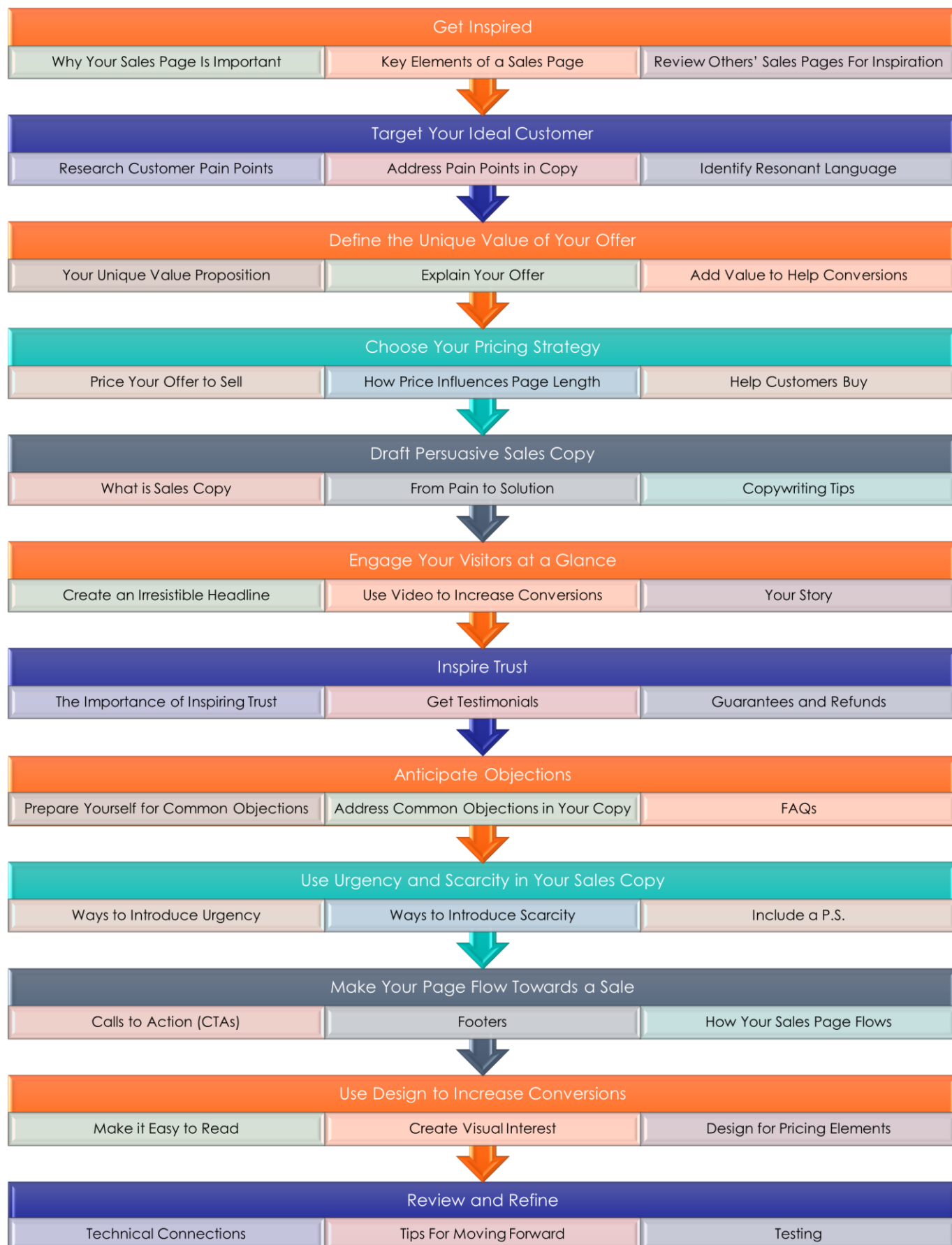We review any support requests Monday to Friday from 9 am (ET) to 6 pm (ET).

Don't Wait to Start Seeing the Sales Roll In!

[Button] Enroll and Build Your Sales Page TODAY

Privacy Policy (link)   Terms & Conditions (link)

How to Create Sales Pages That Convert

Get Inspired		
Why Your Sales Page Is Important	Key Elements of a Sales Page	Review Others' Sales Pages For Inspiration

Target Your Ideal Customer		
Research Customer Pain Points	Address Pain Points in Copy	Identify Resonant Language

Define the Unique Value of Your Offer		
Your Unique Value Proposition	Explain Your Offer	Add Value to Help Conversions

Choose Your Pricing Strategy		
Price Your Offer to Sell	How Price Influences Page Length	Help Customers Buy

Draft Persuasive Sales Copy		
What is Sales Copy	From Pain to Solution	Copywriting Tips

Engage Your Visitors at a Glance		
Create an Irresistible Headline	Use Video to Increase Conversions	Your Story

Inspire Trust		
The Importance of Inspiring Trust	Get Testimonials	Guarantees and Refunds

Anticipate Objections		
Prepare Yourself for Common Objections	Address Common Objections in Your Copy	FAQs

Use Urgency and Scarcity in Your Sales Copy		
Ways to Introduce Urgency	Ways to Introduce Scarcity	Include a P.S.

Make Your Page Flow Towards a Sale		
Calls to Action (CTAs)	Footers	How Your Sales Page Flows

Use Design to Increase Conversions		
Make it Easy to Read	Create Visual Interest	Design for Pricing Elements

Review and Refine		
Technical Connections	Tips For Moving Forward	Testing

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Magnify Your Mission : Multiply Your Reach

NOTES

NOTES

About The Author:

Do you ever wish there was an easier way to attract clients?

If you're thinking "Yes, I do!" you're certainly not alone. Many professional service providers feel exactly the same way as you because their expertise is in providing the service that they are qualified to provide, rather than in the selling of it.

And just imagine for a second how much easier it would be, how much happier you'd feel and how much more you could be earning if suddenly you discovered the secret to having a crowd of clients wanting to engage you, rather than you having to go out searching for them.

If our paths haven't crossed before, let me introduce myself. I'm Tim Dodd, a former chartered accountant and specialist business workflow consultant. In simple terms, I help clients put in place processes that attract potential new business automatically.

If you are an entrepreneurial business owner or professional service provider, who would like to automate their lead generation, prospect follow-up and business relationship building processes in order to spend more chargeable time working with your best clients, doing what you enjoy doing most, then I am certain that I can help you to achieve that goal.

If you like the idea but aren't convinced I'd be able to help your particular business, make an appointment to speak with me today and find out why I'm so confident that I can.

Just head over to www.3dconsultingservices.com/call and select the appointment time that is most convenient for you.
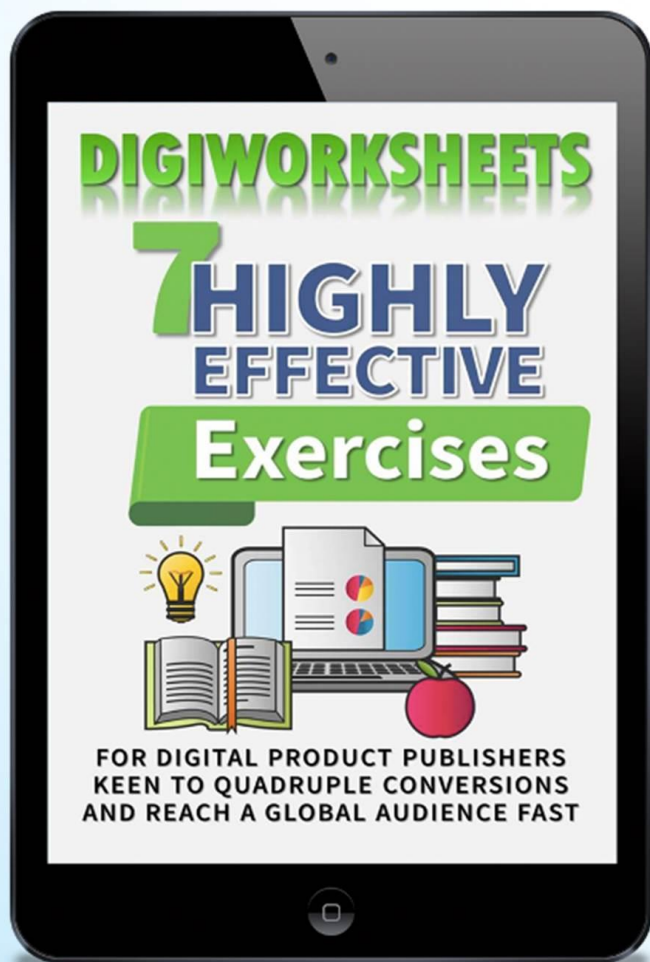
There is no charge, and when we talk, I promise to provide you with at least one strategy you could implement immediately, which will transform how you win new clients in the future!

And, whether you decide to get in touch or not, may your God always go with you and continue to guide you along the path you've chosen and were created to pursue in order to prosper and live a uniquely fulfilling life.

I truly look forward to speaking with you.

Tim

Discover 7 Highly Effective, Value-Adding Coaching Exercises Guaranteed To Boost Your Own Digital Product & Online Course Sales That You Can Start Using Today...

DIGIWORKSHEETS

7 HIGHLY EFFECTIVE Exercises

FOR DIGITAL PRODUCT PUBLISHERS KEEN TO QUADRUPLE CONVERSIONS AND REACH A GLOBAL AUDIENCE FAST

You'll Truly Appreciate How Well These Exercises Work Very Soon After You've Completed Them!

Whether you sell your own digital products or online courses on a third party platform like Amazon, Udemy or just your own local website, you're about to find out how you can quickly and easily make considerably more money from doing it...

So if you want to learn how you can easily set yourself apart from all the other suppliers in your market, take a quick look at this new course right away and then start by completing the first exercise, and you'll quickly see what excellent value it represents.

Get Access Now!

3d Consulting Services
Magnify Your Mission : Multiply Your Reach

3d Consulting Services