

Sales Page Magic

Convert Visitors into Customers with a magical
Landing Page



YOUR TRUE POTENTIAL

IGNITE YOUR POWER WITHIN

Action Guide

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How to Use Your Action Guide

You'll get the best results from any course you participate in by completing the Action Steps at the end of each module. They will help you apply what you learn directly to your business and your life, maximizing the investment you're making.

Use the following Action Guide to record your answers, insights, and other notes for the Action Steps, which are outlined in your Course Book. You'll want to refer to each module's content as you complete the related steps.

While we have left space in the guide for each action step, you may feel more comfortable using a separate notebook or digital application for your work. Use whatever method you feel most comfortable with and don't feel constrained to using the space in the Action Guide alone.

In addition, your course may have other Action Sheets, such as spreadsheets or planning templates, which are separate from the guide. Look out for those with your other course materials.

Finally, you don't have to complete all the steps at once. Instead, try setting a specific time on your calendar to work on them. And don't feel that you have to get it right the first time. Learning is a process that happens as you apply your new skills and knowledge. You'll want to return periodically to your Action Guide and both remind yourself of the work you've achieved and edit your answers as you see their impact.

Have fun with it and enjoy the progress and successes that will happen as a result of your work!

Introduction

Expectations

Before we start the course, take a minute to think about what you want to get out of it.

Write down three skills you expect to gain.

1	
2	
3	

Module 1 – Get Inspired

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 and Payment		Images	
Refund Policy and Guarantees			
Call to Action Buttons			
Testimonials			
FAQs			
Privacy Policy			
Terms and Conditions			

Module 2 – Target Your Ideal Customer

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 So, What Is it?	

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Where Do They Live?	
Where Do They Work?	
Marital Status	
Children If So, How Old Are They?	
Films and Books They Like	
Leisure Activities	
What Dreams Do They Have?	
What Else Do You Know?	

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.

Language	
What They Want	
Ideal Resolution	

3. 5 “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	

Module 3 – Define the Unique Value of Your Offer

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

Problem	Solution

2. Write a UVP for your sales page.

Identify your benefits by listing the features and asking yourself “So what?”

Features	“So What?”/ Your Benefit

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

Ways to add value – e.g., bonuses, support, free upgrades etc.

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Module 4 – Choose Your Pricing Strategy

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?

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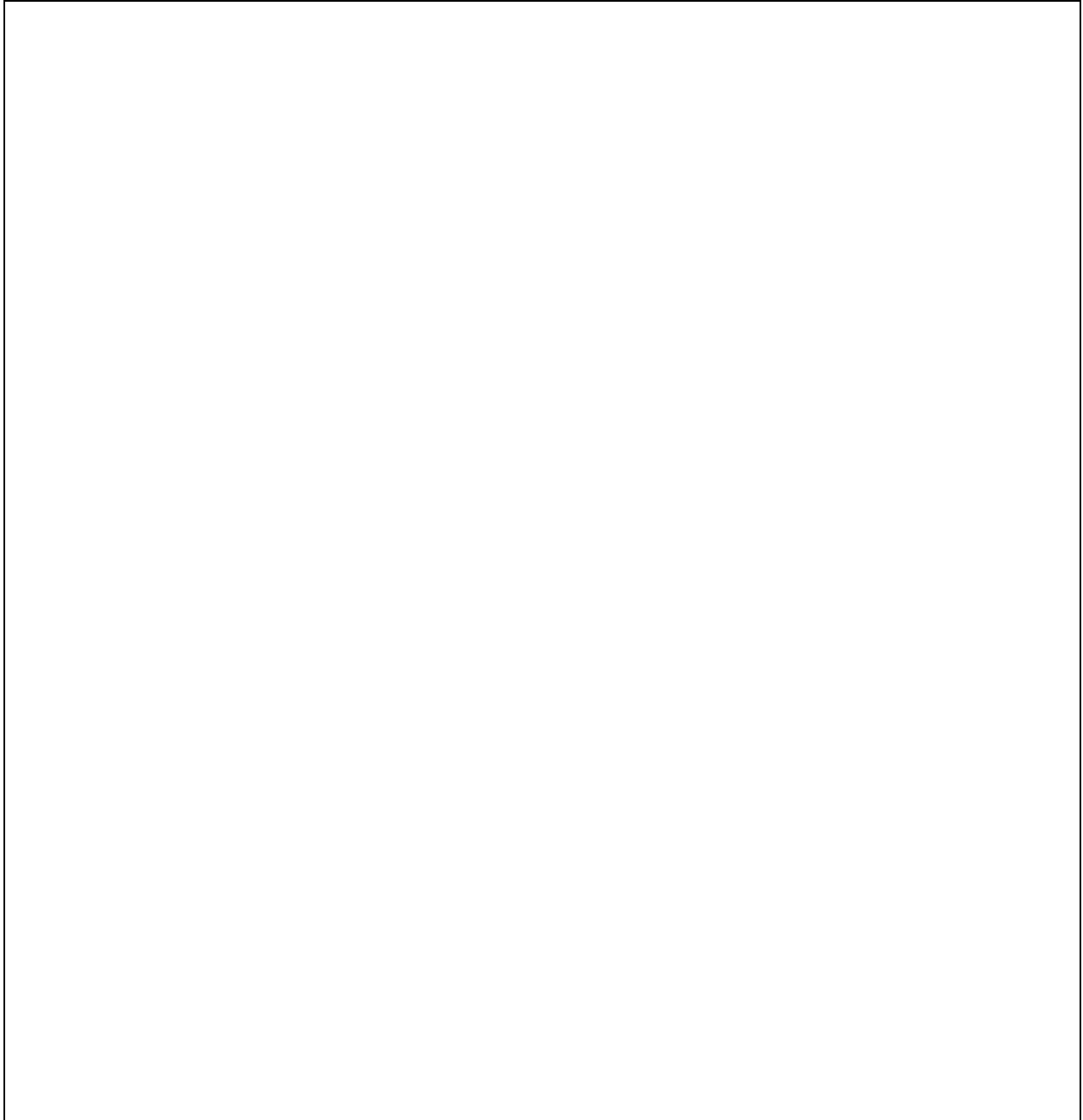
2. Complete the worksheet below to check the cost for yourself of all the features vs the price of the offer to boost your confidence about pricing.

Features of Your Product/Service:	Cost:
<i>Feature 1:</i>	<i>Value</i>
	<i>Total</i>

Your Selling Price	
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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.

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Module 5 – Draft Persuasive Sales Copy

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?

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	“What’s In It For Me (WIIFM)?”

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

<p>Step 1 Problem</p>	
<p>Step 2 Agitate</p>	
<p>Step 3 Solve</p>	

Module 6 – Engage Your Visitors at a Glance

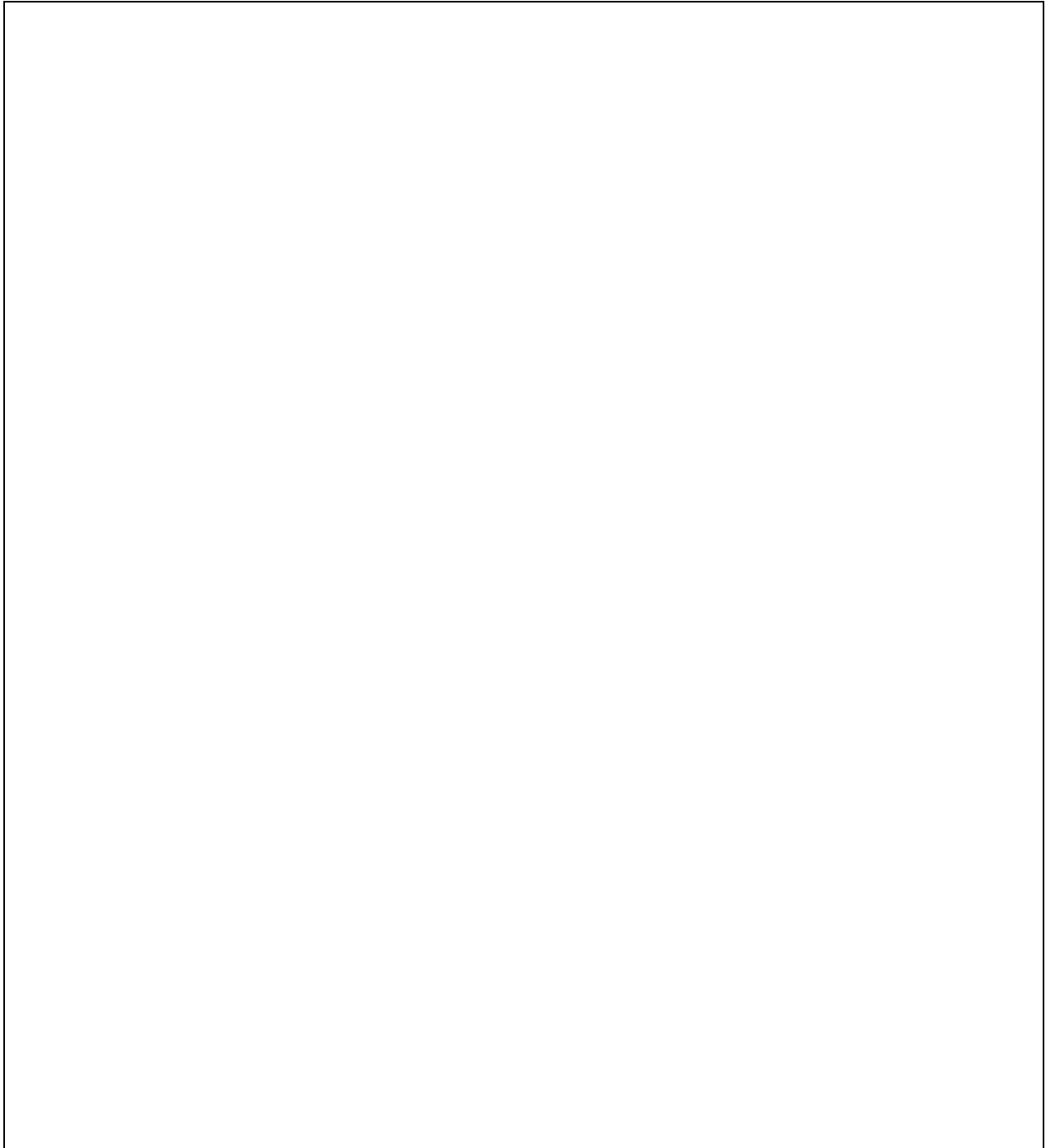
1. **Quick Win:** Go back to the exercise you did in Module 1 and review the headlines section. What inspiration can you draw from this?

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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]	[Specific Time Period]	[End Result] or [Address the Objections]

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

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Module 7 – Inspire Trust

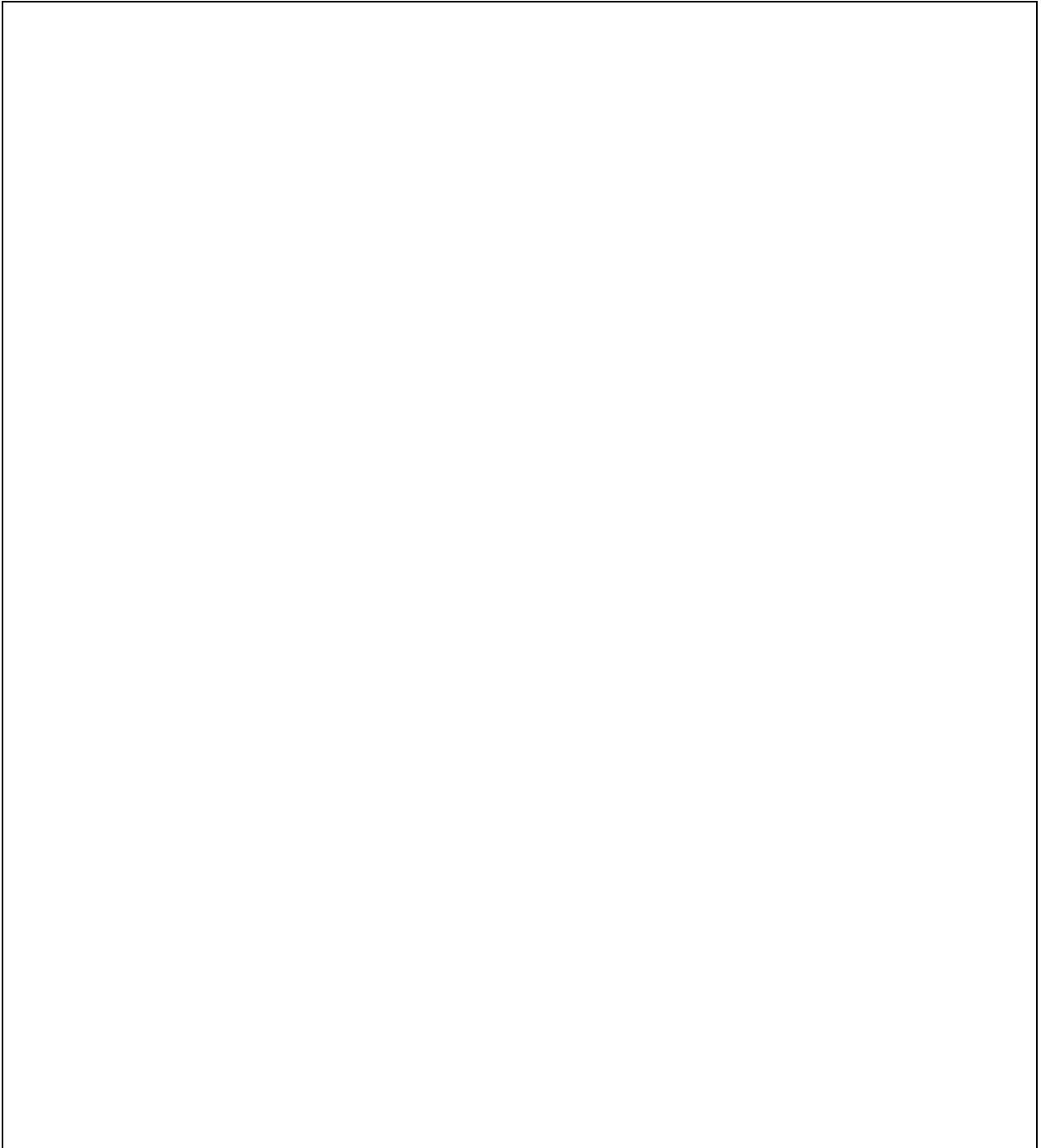
1. **Quick Win:** Brainstorm the ways you create trust with your customers currently. Which would be appropriate to use on a sales page?

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

Name	Text	URL	Photo	Video
<i>e.g. John Smith</i>	<i>'This course helped me write a great sales page. Thank You!'</i>	✓	✓	✗

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

wording.



Module 8 – Anticipate Objections

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	

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	

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.

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1.	
2.	
3.	
4..	
5.	
6.	
7.	
8.	

Module 9 – Use Urgency and Scarcity in Your Sales Copy

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.

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

1	
2	
3	

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

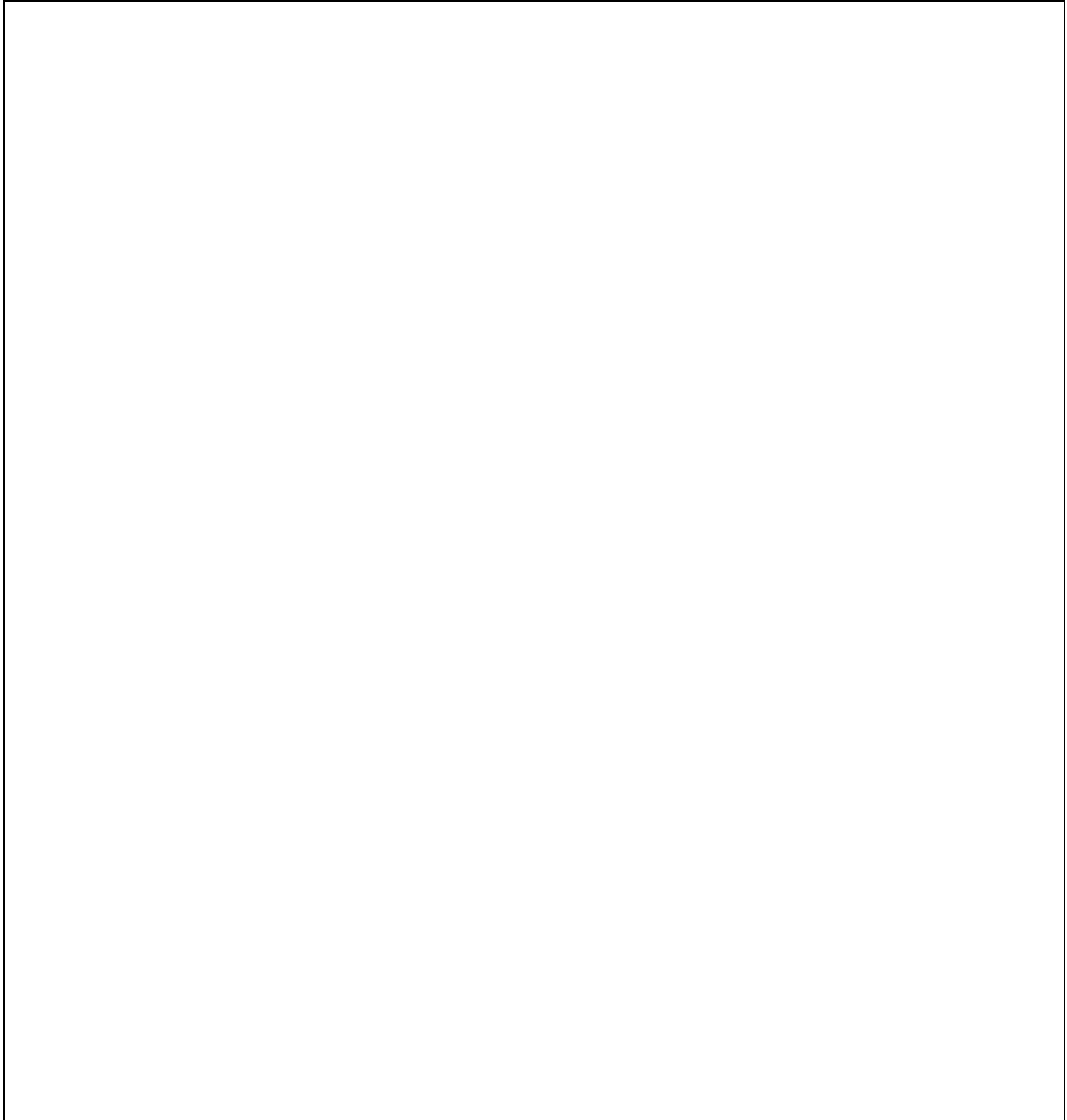


Module 10 – Make Your Page Flow Towards a Sale

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.

1	
2	
3	
4	
5	

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

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3. Bring together all the text you have written, including headings and

subheadings and put it into the Sales Page Flow Template below.

<p style="text-align: center;">Headline</p>
<p style="text-align: center;">Introductory Video</p>
<p style="text-align: center;">Call to Action</p>
<p style="text-align: center;">Introduction (The story you use which shows you have experience in this area)</p>
<p style="text-align: center;">Subheading (Emphasize their pain points)</p>
<p style="text-align: center;">Problem-Agitate-Solve (Add emotion to deepen the pain and then provide the solution)</p>

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

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

Sales Page Element	Check
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 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

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. colors, images, graphs etc.

3. Complete the sales page design elements checklist below.

Sales Page Design Element:	✓
Images	
Eye-Catching, Branded Colors	
Contrasting colors for buttons	
Large, legible font	
White space	
Short sentences	
Short paragraphs	
Easy to scan	
Layout	

Module 12 - Review and Refine

1. **Optional:** Find a suitable Live Chat plug in and add it to your sales page.
2. Review the course thoroughly and use the action plan on the next page to record your goals and what needs to happen next.

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	Action to Take	Action Deadline
1		
2		
3		
4		
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10		