Sales Page Magic

## Convert Visitors into Customers with a magical Landing Page

– Cheat Sheet

Introduction

- ✓ To make sales online you need a high-converting sales page
- ✓ What you say and how you say it will influence your reader's buying decision
- ✓ If you've not written a sales page before then you'll learn the 'how-to' detail in this course
- ✓ If you've tried selling online before but have not had many sales, you need to add in the high-converting strategies we'll be covering

Learning Objectives:

- ✓ Recognize the key elements needed in a high-converting sales page
- ✓ Drill down into your ideal customer profile
- ✓ Clarify your offer and its benefits
- ✓ Choose a pricing strategy to make it easy for people to say "Yes"
- ✓ Write sales copy that sells
- ✓ Write introductory copy, a video script, and an enticing headline
- ✓ Inspire trust on the sales page
- ✓ Identify common objections and preempt them
- ✓ Use the principles of urgency and scarcity
- ✓ Organize the flow and put together the complete sales page
- ✓ Design the look of your sales page
- ✓ Review course and plan next steps
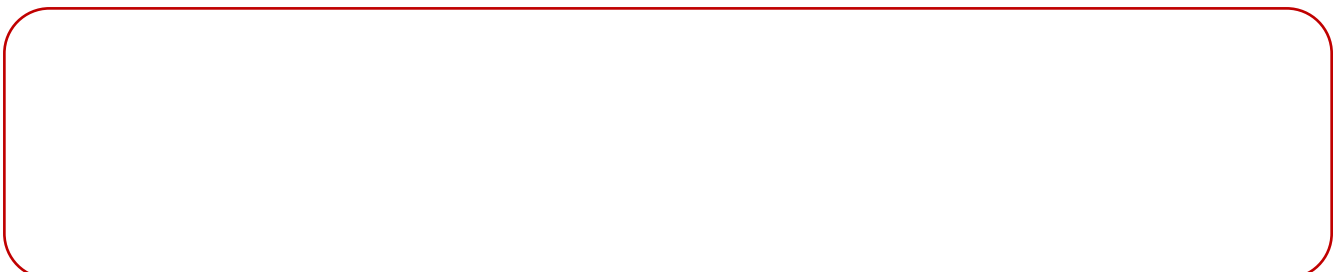
Expectations

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

In the Action Guide, write down three skills you expect to gain

Module 1 - Get Inspired

Key Takeaways:

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

➢ There are two 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.

Learning Objective:

✓ Recognize the key elements needed in a high-converting sales page

Why Your Sales Page Is Important

✓ It's the place where money changes hands and you actually make the sale

✓ People searching for the solution you're offering can find you easily

✓ It's often the first connection you make with a prospective buyer

✓ It's how people can learn all the details about your offer

✓ Even if you don't make a sale this time, the connection you've made and knowledge you've displayed will encourage people to follow you and they could become a customer down the line

Key Elements of a Sales Page

✓ There's no one-size-fits-all when it comes to sales pages

✓ But there are formats that can be tailored to your specific proposition

✓ There are two major elements that affect conversions

✓ Content
   o Headline
   o Subheadings

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

✓ Design
- Font
- Layout
- Colors
- Branding
- Images

✓ There are checklists in the Action Guide to help you remember everything to put in

Review Sales Pages

✓ You may not have written a sales page yet but you've probably seen one (and probably bought from one)

✓ You may have purchased this course through a sales page

✓ The more you can get familiar with other people's pages, the more you can learn and adapt to your own use

✓ Researching sales pages online will give you answers to questions that will help you create your own, such as:
- What would entice you to buy?
- What types of headlines catch your attention?
- What would visually attract you to stay on the page?
- What would motivate you to keep reading down the page?

✓ Your own experience with sales pages is valuable too:
- What have you bought from a sales page?
- How did the page handle any concerns you had?

- What made you buy?

Action Steps:
- **Quick Win:** Set up a swipe file on your computer or smartphone and keep examples of persuasive copy there.
- Complete the sales page review exercise in the Action Guide which will indicate the data you need to collect as you do research.

Module 2 – Target Your Ideal Customer

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.

Learning Objective:

✓ Drill down into your ideal customer profile so you can write sales copy that resonates and creates an immediate connection

Address Customer Pain Points with Your Offer

✓ Your offer needs to provide a solution to the challenges and problems your ideal customers have

✓ You need to know what these ideal customers want

✓ What are the major challenges your ideal customers face?

✓ Four main types of pain points:

  o Financial – they want to save money

  o Time/productivity – they want to save time

  o Process/systems – they want to be more organized

  o Support – they want help with something

✓ Prospective customers' pain points are often complex and can combine several of these

  o You need to address at least one in your copy

  o If you can address more, that's better

✓ It's a challenge to identify your customer's main pain point and it's different for each business

✓ Talk to your target customers if you are still uncertain or use social media to find out

✓ The 5 "Why?"s exercise will help you drill down to the root cause of their key challenge

Identify Resonant Language to Use in Your Sales Copy

- ✓ Different target markets speak in different ways
- ✓ Use the same type of language to build rapport and make a connection with prospective customers
- ✓ Research the language your customers use so that you can use it directly in your sales copy
- ✓ Talk to past and potential customers
- ✓ Use your research into pain points and write down what you hear verbatim
- ✓ Build these words into your copy to draw readers in to read more

Action Steps:

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

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.

3. 5 "Why?"s exercise. Follow the steps in the Action Guide 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.

Module 3 – Define the Unique Value of Your Offer

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.

Learning Objective:

- ✓ Clarify your offer and its benefits

Your Unique Value Proposition

- ✓ Get clear on your UVP before you start writing your sales page
- ✓ It expresses what you do and how what you do will solve the key problem your target market is facing
- ✓ Your UVP is best written as a short, succinct sentence

Explain Your Current Offer

- ✓ Every offer has both benefits and features that you need to explain
- ✓ The benefits of your offer are the outcomes your customer gets that help resolve their challenge
- ✓ The features of your offer are the characteristics or specs of your offering
- ✓ Always describe benefits first, since the emphasis of your page is on the solution you can offer
- ✓ Follow with a list of features lower down the page so your customers can see exactly what they'll get
- ✓ If you are unclear on the benefits, go back to your customer's pain points and identify how your offer addresses those
- ✓ To define a benefit, ask "So what?"

Add Value to Help Conversions

- ✓ How you add value to your basic offer can make the difference between a sale and a lost customer
- ✓ Demonstrate that you offer more than your competitors and you'll increase conversions
- ✓ You can add value quite easily without adding huge costs
- ✓ Make sure you work out the cost of added value
- ✓ Examples of ways to add value:
    - o Bonuses
    - o Personal Interaction
    - o Personal Service
    - o Fast Delivery
    - o Free upgrades
    - o Provide guidance to get the best out of the product or service

Action Steps:

1. **Quick Win:** List the problems that your offer solves.
2. Write a UVP for the sales page and list the benefits & features of your offer in the Action Guide.
3. Decide how you will add value to your offer.

Module 4 – Choose Your Pricing Strategy

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.

Learning Objective:

➢ Choose a pricing strategy and make it easy for people to say "yes"

Price Your Offer to Sell

✓ Deciding on pricing is one of the most challenging things entrepreneurs have to do

✓ The value and service you provide play just as important a part in the buyer decision as the price

✓ If you've offered the product or service before and it didn't sell, don't assume that lowering the price will help sales

✓ Choose a price that truly reflects the value your customers receive

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

✓ Test your prices

Choose Your Price

✓ You need to cover your costs and make a profit

✓ Choose a price that will give you the revenue returns you expect

✓ Look at your competitors' prices, but focus on the value your customers will receive from your offer

✓ Be confident in your pricing

✓ If you're a service-based business, the price might stretch you a little outside your comfort zone

- ✓ 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
    - o Cost out the value in monetary terms of the features of your offer
    - o Compare the total cost with the price of the offer
    - o This demonstrates that your offering is priced way below the 'actual cost'
    - o This helps boost your confidence level

How Price Influences Page Length

- ✓ Commonly held beliefs are that long sales pages are for higher priced offers and short-form pages are for lower priced items
- ✓ There's no black and white strategy for the length or details you include on your page
- ✓ If you feel something is essential for the visitor to know, then include it
- ✓ Long-Form Sales Pages
    - o Pro: More room for trust, questions, objections
    - o Con: Too much detail can confuse, especially for those who already know they need it
- ✓ Short-Form Sales Pages
    - o Pro: Too much copy can distract from taking action
    - o Con: Not as much room to explain and persuade for those unfamiliar with you

Help Customers Buy

- ✓ Make it as easy as possible for people to say "Yes"
- ✓ Propose payment plans and pricing plans for higher priced products and services
- ✓ Offer payment plans at a monthly figure that is achievable for most of your target customers
- ✓ You may then want to restrict access to some of the features of your offering depending on what you're selling
- ✓ Make sure you add on a percentage
- ✓ Offer pricing plans for different levels of service

✓ Make it very clear what the differences are between each level

✓ Show the price clearly towards the bottom of the page

✓ Only offer plans that makes sense to your revenue model

Action Steps:

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

2. Complete the worksheet in the Action Guide to check the cost for yourself of features vs. price of offer to boost your confidence.

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

Key Takeaways:

➢ You need to be aware of 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 promised transformation. Few will buy if it's too good to be true.

Learning Objective:

✓ Use your own copywriting skills to write sales copy that sells

What is Sales Copy?

✓ Writing for a sales page isn't like writing for other purposes as you need to keep in mind that the purpose of the page is for someone to buy

✓ WIIFM? – make sure you address "What's in it for me?" by describing benefits

✓ Don't overhype your offer – this destroys trust

✓ Learning and using basic copywriting skills will make your sales copy more powerful than if you outsource it

From Pain to Solution

✓ Understanding the problems your audience face is critical to writing copy that evokes a response

✓ You've identified your customers' pain points

✓ How can you use sales copy techniques to show that you have the solution to these problems?

✓ **Problem-Agitate-Solve** (PAS) is a 3-step copywriting formula that's proven to increase conversions

- o **STEP 1 PROBLEM** – use resonant language to pinpoint the pain
- o **STEP 2 AGITATE** – use emotion to stir things up
- o **STEP 3 SOLVE** – present your solution to alleviate the pain
- ✓ This type of copy isn't manipulative - the person's pain is real and you want to help them

Copywriting Tips

- ✓ Read your copy out loud to check that it's conversational
- ✓ Once you've written your copy go back over it and cut 20% of what you've written to make it more concise.
- ✓ Use the Hemingway writing app to check your copy
- ✓ Keep learning about copywriting so you will sound authentic
- ✓ Get practice by rewriting ads you see in magazines, on billboards
  - o How could I make this ad more enticing so that people would want to buy?

Sales Copy Best Practices

- ✓ 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 number of bullets in a list to no more than 5 or 7
- ✓ 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

Action Steps:

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?"

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

Module 6 – Engage Your Visitors at a Glance

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.

Learning Objective:
- ✓ Write introductory copy and an enticing headline

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 (and not just because it's in a big font)
- ✓ Your headline needs to engage the reader's emotions
- ✓ People respond to emotion before they respond to reason
    - o Focus on one key point that will resonate with your audience
    - o Identify the emotion
    - o Use the language customers use
    - o Choose benefit words and phrases like fast, proven, easy, increase, simple…
- ✓ Example headline recipes to use:
    - o [Take This Action] + [Specific Time Period] + [End Result]
    - o [End Result They Want] + [Time Period] + [Address Objection]
- ✓ Go back to your swipe file and look at headlines you captured. Use them for inspiration

Use Video to Increase Conversions

- ✓ Video can help increase conversions because you get your message across quickly and create immediate engagement
- ✓ 81% of people have been convinced to buy a product or service by watching a brand's video
- ✓ Pay attention to content, length, and placement
- ✓ Use video to tell your story or introductory message
- ✓ Video is great for demonstrating a product or system
  - o People want to see how it works
- ✓ Keep introductory video length to maximum 2 minutes
- ✓ Demo videos can be longer
- ✓ Video testimonials inspire trust
- ✓ Your video doesn't need to be technically perfect
- ✓ People respond to short, impromptu videos
- ✓ Tips for creating sales page videos:
  - o Write your script
  - o If you prefer an 'off the cuff' approach, you still need to plan what you want to say so make notes first
  - o Choose your recording method, e.g. smartphone or screen share
  - o Record your video
  - o Upload it to YouTube or Vimeo
  - o Insert embed code into your sales page
- ✓ Test content, length, and placement of your video to see what converts best

Your Story

- ✓ How you begin your sales page copy will be the trigger to keep people reading the rest
- ✓ Stories are powerful and can add impact to a sales page
- ✓ If you've struggled with a similar challenge to your customers and overcome it, use this story
- ✓ If you've worked with a customer who has overcome the challenge, use this

- ✓ If you don't have either, use your track record to build trust and demonstrate your expertise
- ✓ Keep the focus on the reader and solving their problem - not on you and how great you are

Action Steps:

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

Module 7 – Inspire Trust

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.

Learning Objective:

✓ Inspire trust on your sales page by including the most important elements that reassure visitors that they're making the right decision

Importance of Inspiring Trust

✓ People coming to your sales page may know nothing about you and your work

✓ If you can't communicate that you're knowledgeable and get results for people on your sales page, then you won't sell

✓ Your sales page copy needs to elicit trust

Get Testimonials

✓ Testimonials show that you've already helped similar people or done similar work

✓ Testimonials work best if you can mention the name of the person, their website URL if appropriate, and their photo – get their permission first

✓ Video testimonials are the most impactful

✓ Ask past customers for testimonials you can use on your sales page

✓ Try to get testimonials directly related to what you are selling

✓ If you haven't sold this offer before, use more general comments related to your work

✓ If you don't have any past customers:

    o Set up a free challenge for your Facebook group and collect feedback

- o Send out a free email training to your email list
- o Offer a beta test version of your product or service
- o Collect feedback

Guarantees and Refunds

- ✓ People are suspicious of sales promises and may have been let down in the past.
- ✓ This can make them reluctant to buy
- ✓ If you make the purchase a "no brainer" because they know they can get their money back, this will increase conversion
- ✓ Only promise what you can deliver on guarantees or refunds
- ✓ Guarantees:
  - o You might offer a 'no questions asked' money back guarantee
  - o Set a time limit and minimum commitment limit
  - o Some people don't offer money back, but a promise they will "work with you until you obtain the results you want"
  - o Decide which will work best for you
- ✓ Refunds:
  - o It's rare that people will want their money back if you're delivering on your promise
  - o Decide on your refund policy before you sell
  - o It usually isn't worth arguing with the customer about whether they're entitled to a refund or not
  - o Give the refund (if they meet the minimum requirement) even if you don't entirely agree – it's better for good customer relations in the long run

Action Steps:

1. **Quick Win**: Brainstorm the ways you create trust with your customers currently and write these in your Action Guide. Which would be appropriate to use on a sales page?
2. Collect relevant testimonials to use on your sales page
3. Decide on your money-back guarantee and refund policy and their wording.

Module 8 – Anticipate Objections

Key Takeaways:

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

➢ Add an 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.

Learning Objective:

✓ Identify common objections and preempt them in your sales copy to eliminate potential customers' barriers to purchase

Common Objections

✓ As someone reads your page, they will have questions forming in their minds as to whether they really want to buy

✓ Common concerns include:

  o Is this for me?

  o Is this worth the price?

  o Can't I do this on my own?

  o I don't know you

  o This never worked for me before

  o What if it doesn't work?

✓ Use your sales copy to anticipate and alleviate concerns so it's an easy decision to buy

Prepare Yourself for Objections

✓ Your research should have shown you common objections from your target customers

✓ Look at data from any product trials you've done

✓ Examine feedback from past launches

✓ Review common concerns that your current customers have expressed

- ✓ Research your competitors' offers and see what their customers are saying about the opportunity

How to Address Objections in Your Copy

- ✓ It's normal for people to question what you say, especially if this is a high-priced offer and requires a substantial investment on their behalf
- ✓ Ways to address the most common objections:
    - o It's not for me – explain the problems your product solves and use language your customer uses
    - o It's not worth the money – explain the value your product offers and use customer case studies to prove it
    - o I can do this on my own – explain the benefits of working with you vs. doing it themselves, such as avoiding common mistakes or saving time
    - o I can get cheaper somewhere else – compare your value to that of your competition
    - o Why should I believe you? – show off your credentials, experience, awards, social proof, etc.
    - o I've tried before and failed – show how you can bring your unique expertise to bear and use relevant testimonials
    - o What if it doesn't work for me? – highlight your refund policy and guarantees

FAQs

- ✓ Many sales pages have an FAQs section towards the bottom of the page
- ✓ You can use this to recap on the value of your offer and alleviate concerns people still might have
- ✓ Use the questions people might have and give your reassuring answer

Action Steps:

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?

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.

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.

Module 9 – Use Urgency and Scarcity in Your Sales Copy

Key Takeaways:
- ➤ Introducing urgency and scarcity into your sales page increases conversions.
- ➤ Stay true to yourself and only use tactics you are comfortable with.

Learning Objective:
- ✓ Use strategies of urgency and scarcity in your sales page to increase conversions

Use Psychology
- ✓ A common psychological principle that affects buyer behavior is FoMO (Fear of Missing Out)
- ✓ Marketers use the strategies of urgency and scarcity to leverage this buyer behavior and increase sales
- ✓ Remember to stay true to yourself
    - o Only use the tactics that you are comfortable with
    - o Think about why you feel uncomfortable about using urgency or scarcity, or both, in your sales page

Ways to Introduce Urgency
- ✓ If people think they may miss out, they'll be more likely to take quick action and make a purchase
- ✓ Limit the time available to take advantage of the offer by setting a deadline
    - o But leave enough time 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:
    - o Put a count down on your sales page

- o Offer a special discount for quick action
- o Use time related text like 'Hurry' 'Don't miss out' 'This week only'
- o Offer a bonus for the first 10 who sign up
- o Don't overdo it and use all the tactics

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
- ✓ 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
- ✓ Tips:
  - o Show only x left in your shopping cart, e.g. Amazon
  - o Mention others are looking at your page now, e.g. Bookings.com
  - o Offer a limited number from the start and update people when there are only a few left

Include a P.S.

- ✓ Add a P.S. at the end of your sales page to reinforce an important part of your offer. This could be related to urgency or scarcity
- ✓ The P.S. comes after your signature so is carefully placed for impact
- ✓ Examples:
  - o "P.S. Don't forget to sign up by midnight to get the special price"
  - o "P.S. Remember there are only 15 places available, so sign up now"
  - o "P.S. Try it yourself. With the 100% guarantee, you have nothing to lose!"

Action Steps:

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.

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

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

Module 10 – Make Your Page Flow Towards a Sale

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.

Learning Objectives:

✓ Plan the flow of your page and add in the final elements to come up with your complete high-converting sales page

CTAs – Calls to Action

✓ Your CTA 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

✓ It should be clear and to the point

✓ Use text that goes beyond "Buy now" or "Sign up today" if you want the page to convert well

✓ Make The CTA personal; use first person

  o "Yes, I want to find more time to spend with my kids", "Yes, I want to save time in my business"

Footers

✓ There are two documents you need to plan beforehand which will appear as links in the footer of your page

  o **Privacy policy.** Especially important after GDPR saying how you'll use their data

  o **Terms and conditions.** The way you conduct your business and the guarantees you offer

- ✓ You can find templates of both on internet
- ✓ If you write your own, get the legality checked out by a professional

How Your Sales Page Flows

- ✓ How you order the sections on your page will have an influence on conversion
- ✓ Here's one of the most popular, proven orders for high-converting sales pages:

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-Solution   (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

Best Practice Tips

- ✓ Your sales page copy is like a story
- ✓ The flow leads people through it and guides them to the buying decision
- ✓ It should read naturally. Remember to 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

Action Steps:

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.

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

3. Bring together all the text in the Sales Page Flow Template in your Action Guide. Check the copy against the Checklist for a High-Converting Sales Page to make sure you've covered everything.

Module 11 – Use Design to Increase Conversions

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.

Learning Objective:

✓ Design the look of your sales page

Make it Easy to Read

✓ Now you have the text for the page, you need to think about how it will engage your visitors visually

✓ A good visual layout will increase conversions, often dramatically

✓ If the page looks messy and old-fashioned, people won't read it

✓ If text and subheadings aren't clear, people won't read beyond the headline

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

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 to another page

✓ To keep people reading, the layout must be clear

- o Make sure it's easy to scan. The work you did on short sentences and short paragraphs earlier will help with this
- o Use white space
- o Choose a large, legible font

Create Visual Interest

- ✓ The colors and images you use on your page can help conversion
- ✓ Use images to break up the text and create interest
- ✓ Use contrasting colors for your CTA buttons
  - o Make them different from the rest of the page's colors
  - o Red, yellow or orange invite action
  - o Test different colors to see what works best
- ✓ Place content for conversions
- ✓ Above the fold: the most essential information for making a buying decision
  - o Your video
  - o A few short bullet points on benefits
  - o A CTA button
- ✓ Below the fold: where the body of your text will go

Design of the Page for Pricing Elements

- ✓ Highlight your recommended option in pricing tables. For example, make one box larger and a different color
- ✓ Put the highest price on the left and go in descending order from left to right
- ✓ Use one color to highlight the preferred option and another color to show additional options
- ✓ Make the call to action button clear for each pricing option

Get Help

- ✓ If design or technology isn't your thing, you can use templates that have been created for small businesses
  - o Leadpages, Clickfunnels, Thrive Themes, etc.
- ✓ You can outsource the layout to someone on places like Upwork, Hubstaff Talent, Freelancer, Fiverr.
- ✓ If outsourcing the sales copy, only used an experienced copywriter with proven conversion rates

Action Steps:

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 in the Action Guide.

Module 12 – Review and Refine

Key Takeaway:

➢ 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.

Learning Objective:

✓ Consolidate and implement your learning and plan future action steps so that you can achieve the goals you set for this course and know how to develop further

Technical Connections

✓ There will be other systems to link up to your sales page so that sales can take place

✓ Check these all work together before your page goes live

- o Shopping cart
- o Payment systems
- o Email responder
- o Delivery arrangement for offline sales

Tips for Moving Forward

✓ Now you have your sales page up and running, you'll want to make sure it's converting

✓ There may be some changes to make as you go along

✓ Measure the performance of your sales page to see how it's converting

✓ If you use a template for this e.g. with LeadPages, Clickfunnels, Thrive Themes, you'll be able to see some analytics

- o Split test pages by changing one element only (e.g. color of buy button, headline, offer of payment plans, short or long copy, the time frame you set for action)

- o Use Live Chat (plugin) as this can increase conversions
- o Add an option to call you with questions if you have a high priced offer
- o Use exit pop-ups giving a lower price option
- ✓ Add elements to increase your revenue
  - o Use your 'thank you for buying' page to upsell a related product or service
  - o Add an exit redirect page to non-buyers which makes a lower priced offer relevant to your target audience

Action Steps:

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