

# Sales Page Flow Template

Bring together all the text you've written. Tweak as you go if necessary. Depending on the length, you can cut out one or two CTAs. Check the copy against the Checklist for a High-Converting Sales Page to make sure you've covered everything.

<b>Headline</b>
<b>Introductory Video</b>
<b>Call to Action</b>
<b>Introduction</b> (the story you use which shows you have experience in this area)
<b>Subheading</b> (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**