

Sales Page Outline

Your sales page should have enough information to explain what's included in your program, answer any common questions, show the steps to get from Point A to Point B, and highlight testimonials or other success stories.

You may or may not include all the sections outlined below depending on your type of program, business personality, and what your unique clients expect.

See my example sales page here:

<https://sagegrayson.mykajabi.com/goodbye-9-to-5>

Attention-Grabbing Headline

- What's your big promise? What will make them say, "I want that!"?

Visual Representation of Your Program

- This could be a short video, longer workshop video, a collage of worksheets/laptop screens, a big logo, a stock photo, etc.
- If you do a video or workshop, include success stories from previous clients or your own story about how you overcame something to become successful.

Buttons That Link to Your Free Call or Application

- Put one near the top of the page so returning people don't need to scroll far.
- Use language that fits your business and personality. You may try "Get Started" "Let's Do This!" "Apply Here!" "Say Yes!" "I'm Ready!" etc.
- Include a button in every section to meet the client wherever they're at.

How It Works

- What specific steps will your client take through your program?
- What is the path you'll lead them through?
- Before, During, and After
- Use bullet points or blocks to make it easy to understand at a glance.

A Short Bio

- Most people who visit your sales page have never heard of you before. Share a headshot photo of yourself and a short bio.
- Why are you an expert? Why should they trust you?

Testimonials

- Share testimonials or success stories from previous clients.
- Keep them short and just highlight the best parts or "sound bites." No long back stories or explanations. What amazing results would your potential clients want to read?
- Don't have testimonials yet? Share the results they could expect from completing your program.

The Features (AKA, What's In the Box?)

- What's the "stuff" they get? For example, 12 week group mastermind, private community, private course portal, exclusive worksheets and videos, group calls, etc.
- You may also mention the features in your intro video/workshop.

The Benefits (AKA, What They REALLY Get)

- What's the real reason they should join? For example, to get financial freedom, more confidence, reach a goal, provide for their loved ones, etc.
- Use very descriptive language and paint a picture of their new life. Not "you'll be more confident" but instead "You'll feel so empowered that you'll have no problem asking your boss for a raise or disciplining your kids ever again."

What Would You Do (Imagine If . . .)

- Get the reader to imagine what they would do with the results they could get from your program.
- What would you do with an extra \$60,000? What would you do if you lost 30 pounds? What would you do if all your debt was paid off?

The Warning

- Remind them what's really expected of them if they want to join.
- Information vs implementation.
- This program's not for everyone.
- This program is expensive.
- No refunds.

Frequently Asked Questions

- Review the reasons why someone might not join your program. Answer those concerns here and reassure them that they're in the right place.
- You may also do this in your video/workshop.

Last Call

- Give them one final push to join.
- No pressure! I'll be with you the whole way! Let's do this! This is your sign!