

Sales Page Template

There are literally hundreds (maybe thousands) of ways to structure a sales page... but this outline covers the basics. You can follow it step-by-step to create a pretty good page, or reorder the steps as needed. This is based on an outline Clayton Makepeace shared with me.

GRAB ATTENTION with a headline (benefit driven, surprising, big idea).

SUPPORT YOUR HEADLINE with a subhead. (This can be bullets or an extra line or two) that moves your prospect to the next line of copy.

OPEN WITH A BANG. Continue the idea in the headline, with a story, facts and/or figures. Remember to put your prospect into the story. If you answer a question raised by the headline, open another loop to keep your prospect reading.

BRIBE YOUR READER. Let them know what's in it for them... what they will get for free if they continue to read. This isn't the whole offer just a tease so they want to keep going.

INTRODUCE THE EXPERT. If this is your product share your story, why you created this product, the problem it solved for you. If this is your client, tell their story.

GO BACK TO THE STORY. Go step by step, providing proof for the parts of your story.

RESOLVE OBJECTIONS. As you work through your product's story, be sure to anticipate the objections that prospects will have to each of your benefits. Set them up and knock them down.

ADD IT ALL UP. Based on what you've shared, draw a conclusion to matches the need of your prospect.

INTRODUCE YOUR SOLUTION. This is where you write about the product, report or the program you have created to fix the problem that you have been agitating up until now. Make it obvious how it works. Include bullets, testimonials, case studies and other information to support your claims.

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MAKE THE OFFER. Show the price. Add a discount. Compare to other solutions.

ESTABLISH THE VALUE. Show what the solution is worth. If there are bonuses or premiums show them. Practice value stacking... make it feel like the value is crazy compared to the price.

REMOVE THE RISK. Add a guarantee that removes all potential risk for your prospect.

ADD A BUMP OFFER. If you have a bump offer or an additional “final” bonus that pushes the value over the top, introduce it now.

SUM IT ALL UP and show how easy it is. Briefly tell them what you’ve told them and let them know how easy it is to take the next step: “just click here...”

REMIND THEM OF THE ORIGINAL IDEA. Go back to your headline and intro and remind them of the pain and what a bargain this offer is.

ADD URGENCY. In the P.S. add an element of urgency or exclusivity. Make sure the prospect knows what they’ll lose if they don’t say yes now.