



Elements of a Good Sales Page

- ☐ 1. Make headlines bold - catchy and aggressive
- ☐ 2. Social Currency
 - ☐ make people feel special
 - ☐ like an insider
 - ☐ like they are cool
- ☐ 3. Common Trigger association
- ☐ 4. Evoke an Emotion
- ☐ 5. Strong value proposition - Painkiller vs. Vitamin
- ☐ 6. Include a 3 min video
- ☐ 7. Opening paragraphs that promise and persuade
- ☐ 8. Stories (Personal ones sometimes are best) that reveal the reasons behind the offer
- ☐ 9. Subheads that stop scrollers and make reading easy
- ☐ 10. Anxiety-reducing testimonials
- ☐ 11. Proof that your product or service actually works
- ☐ 12. An offer they can't refuse
- ☐ 13. A solid close that gets your "buy" button clicked
- ☐ 14. Can purchase be made public?
- ☐ 15. Tracking Pixel, Analytics, Split testing