

Sales Pages: Chris La Porte Portfolio

Below are two of my sales pages that showcase different styles to match different clients. Both ended up being successful sales pages and are still in use by those clients. I've included full screenshots of both sales pages so you can see my tactics in action. And you can use the navigation bar on the left to skip down easily.

Your Novel Blueprint — Jerry Jenkins

I'll start with my most successful sales page. Jerry Jenkins's cornerstone writing product, *Your Novel Blueprint*, launches every year. Over the course of my time running those launches, the sales page has converted to sell well over \$700,000 in revenue.

Let me walk you through every step of the repeatable system I've used to write over 135 novels (with sales of more than 63 million copies) — so you can finally write the best fiction book you can imagine, one you'd be eager to share with the world.



↓

Remember that moment you first *knew* you wanted to write a novel?

I'm guessing a story *burned inside* that you longed to share with the world.

Maybe, like me, the joy of losing yourself in a favorite novel made you want to create your own world, characters, and story.

Maybe you even dreamed of a career as a novelist.

Whatever the spark, it ignited in your mind a vision: holding in your hands a published book that would reach droves of readers and put you on the map.

You may have even started writing your novel. But if you're like thousands of writers I've met over the decades, something discouraged you, stalled you, kept you from finishing:

- **Fear that you're not good enough**, so your story (and your message) remains only in your imagination — instead of getting to those who need it
- **The worry that no one would care**, even if you did finish
- **Your crowded calendar** kept you from writing
- **Procrastination became Writer's Block**, and your barely-started novel just languished

Or perhaps you actually finished a manuscript, but now **you worry it's nowhere near good enough to publish**.

Believe it or not, these roadblocks — varied as they seem — are rooted in the same problem. Let me show you what I believe that problem is and how you

Believe it or not, these roadblocks — varied as they seem — are rooted in the same problem. Let me show you what I believe that problem is and how you can solve it, reignite your passion, and actually finish your novel.

But first, let me introduce myself so you can decide whether I know what I'm talking about. 😊

I'm Jerry Jenkins, author of more than 200 books, two-thirds of those novels — including the bestselling *Left Behind* series. (*The Great American Read*, a PBS TV series, ranked it among America's 100 favorite novels of all time.)

But I was anything but an overnight success. The first of my 21 *New York Times* bestsellers was my 75th published book. And *Left Behind* was my 125th.

I began as almost every author does — unknown and unpublished. And I battled every obstacle I listed above and more.

All I had was a dream, but I would not be deterred. I had a wife, young kids, and a full-time job, so my only choice was to approach novel-writing **the hard way** — learning everything I could through voracious reading, trial and error, and heavy self-editing.

I couldn't *find* the time to write; I had to *make* the time. Though I'm a morning person, for years I wrote from 9 p.m. to midnight.

What would I have loved back then?

A mentor.

Knowing what I know now, I'm confident I could have **shaved years off my learning curve** had someone experienced in the craft shown me the way.

Imagine going from unpublished to successful author as a journey. Most of the trials you'll face could be eliminated if someone ahead of you simply pointed out the pitfalls to avoid and the shortcuts to take.

Mentors already far down the path could easily reveal to you in a matter of minutes the many obstacles they had to overcome when they started, even if that part of their journey took them five years. Imagine making massive progress like that, avoiding the pain and frustration of trying to navigate the writing journey while wondering whether you're still even on the right road.

Good mentors answer questions you don't even know to ask, so you don't have to struggle alone to come up with a novel idea or polish the one you have. They help you find your writing voice, create a gripping plot, come up with memorable characters, craft dialogue and description, inject conflict and tension, and do everything else necessary to finish a novel better than you ever imagined.

A mentor not only teaches you the skills, but also trains you in the

A mentor not only teaches you the skills, but also trains you in the *discipline* to become an effective novelist. **Staying motivated and confident** is as critical to your success as learning the secrets of the writing trade.

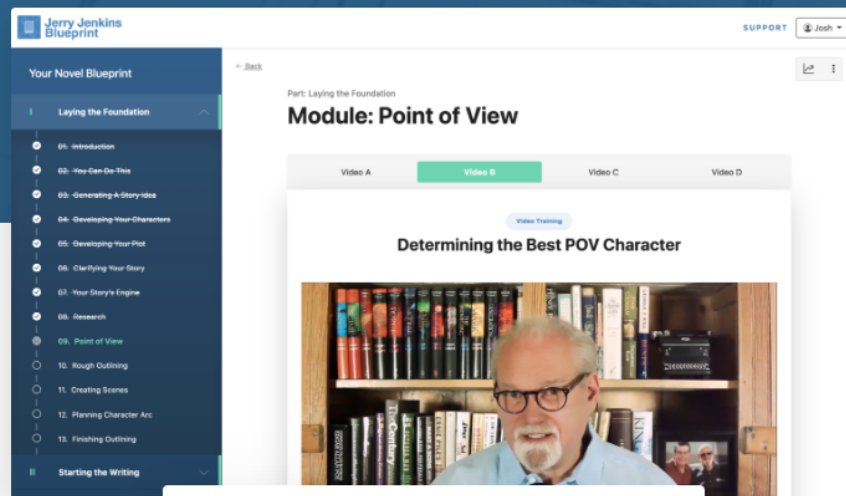
That's why I've created a hands-on novel-writing program — so I can be that mentor, walking you through every step and helping you finally get the results your story and message deserve.

INTRODUCING



Your Novel Blueprint

The Most Comprehensive Novel-Writing Course Ever From a *New York Times* Bestselling Author



Put simply, this is a proven, A-to-Z system for planning, writing, and finishing your novel — whether you're starting from scratch, have tried before, or have a work-in-progress.

Put simply, this is a proven, A-to-Z system for planning, writing, and finishing your novel — whether you're starting from scratch, have tried before, or have a work-in-progress.

The goal? To get agents, publishers, and ultimately readers to say those magic words: "I couldn't put it down."

Let me tell you — that doesn't just *happen*. No one can promise you'll produce an award-winning novel that sells tens of millions of copies, but I'll guarantee this: Apply my proven methods, and **you'll write the best novel you can imagine.**

Your Novel Blueprint reveals my repeatable novel-writing process in its entirety.

I lay out for you every writing session step by step, so you'll always know exactly what to do next — regardless of genre.

That's right, *Your Novel Blueprint* works for novels from Crime/Detective to Fantasy to Historical, Horror, Humor, Inspirational, Mystery, Science Fiction, Thriller, Western, you name it. You follow *my* process, but for *your* own novel.

How Does It Work?

The program consists of dozens of video lessons that walk you through every step of writing your novel. Each video includes everything I would tell you if I were sitting right next to you, mentoring you through the entire process.

We start with your story idea — help you come up with one, then help you create a structure and outline. We cover plotting, crafting an opener you'll love, maintaining tension that keeps readers with you through what I call the Marathon of the Middle, and how to construct a compelling ending that drops the curtain with a satisfying thud.

Your Novel Blueprint removes the fear factor and guesswork that may have demoralized you in the past.

Each time you settle in to work on your novel, you log into the website for a brief training video that walks you through your next step. That way you always know what to do.

Best of all? You advance at your own pace, fitting the curriculum to your own writing schedule — which I also help you design, based on *your* calendar and lifestyle.



Writers already using this program are making tremendous progress...

 **PJ Gover** ▶ Your Novel Blueprint 1h · 🌐

A big thank you to Jerry B. Jenkins and YNB! I just signed a two-book contract with the option for two more with a traditional publisher for my inspirational suspense series. I started with the first class of YNB in summer 2017 with a book idea and a few rough chapters. A year later, I pitched it at a writers' conference. No publisher picked it up, but an agent liked it and signed me. Using everything I learned from YNB, I wrote two more manuscripts and am crafting the fourth.

YNB is the real deal. It's a LOT of work but having no previous writing experience and no formal writing education, YNB guided me to where I am today. So, when can I call myself a novelist??? Hang in there and blessings on *your* writing journey.

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  You and 21 others 24 comments

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 **Stephanie Ohanesian**

Jerry's Your Novel Blueprint is the reason I will be completing my first novel by the end of this year. I've taken writing courses in the past and tried for years to complete a novel, but Your Novel Blueprint is the one where all of the instruction came together to help me complete my manuscript. From scheduling time to write, creating a powerful opener to not giving up, the course supports the writing journey along each step. My favorite part is learning to be a ferocious self-editor, which has greatly improved the quality of my writing. I wouldn't have completed my novel without this course.



I've recently had offers of representation from 2 agents, due in large part to the excellent tutoring of Jerry Jenkins. I didn't know what self-editing really meant until joining YNB and Jerry's Guild. Many thanks, Jerry."



"It feels like the book is **just writing itself!**"

- Karen Saari



"The assignments were incredibly useful. As a trying-to-reform non-outliner, I rolled my eyes at first, but once I got down to doing the work, it sparked so much information I needed! I am working on the second novel in a series, so I thought I had all the information I needed, but the characters have changed since the last time I did anything like this. New issues, new challenges, new desires. **And plot points kept falling out of my pen as I wrote!**"

- Julie Duffy



CherieandKeith Fresonke is with Ann McFarland.

May 22 at 9:47 PM

Super excited to share the news that our own Ann McFarland and I both won awards tonight. Ann won second place in her category (sorry I forgot what category she entered) and I won First Place in the BRMCWC Foundations Award for Contemporary Women's Fiction. Blessings to you Ann. Thanks Maco Stewart for the photo. And thank you Jerry B Jenkins for pouring your writing wisdom into us.



Lana Welcher Christian · Your Novel Blueprint
Yesterday at 9:24 AM · 🌐

Humbled and thrilled beyond words to have won two writing awards at this weekend's Northwestern Christian Writers Conference! Thanks to [Jerry B Jenkins](#) and his YNB program for teaching me how to write a novel. A very special thanks to friend and fellow YNB author [Ginny Graham](#) who picked up my awards and drove an extra hour on her way home from the conference to deliver the awards to me (because I had attended online)!



Sarah Rexford
📝 Conversation Starter · November 2, 2018

Just signed with an agent last night! Woohoo. Officially official. 😊

Thanks for all the encouragement to keep at it. Excited to be able to pitch to more houses now!

For a more detailed update on the agent/publisher thing there's a blog on my personal page, but didn't want to force it all on you here haha.

Happy writing!

👍👍👍 Callie Law Daruk and 66 others · 51 Comments



"I've published more than 75 books in the last 20 years and this is the best hands-on writing instruction I've ever seen. Whether you're new or have written for years, it will help."

- Chris Fabry

An Overview of the 4-Part Process to

An Overview of the 4-Part Process to Help You Write Your Novel

PART I:

Laying the Foundation

In this section, I help you avoid problems typical first-time novelists face: Fear of failure, not knowing where to start, hitting a brick wall after 30 pages or so, you name it. Imagine how much more confident and motivated you'll be after laying the proper groundwork for your story.

You'll learn:

- **How to finally create a writing schedule you can stick to** (and I walk you through creating yours)
- How to find your unique writing voice within just *5 minutes*
- **My favorite surefire exercise for generating story and character ideas** – or enhancing ones you already have
- How to create believable characters
- **The story structure that changed my career decades ago (and which I used to write *Left Behind*)**
- My outlining plan, which gives even non-outliners a ton of ideas
- **Secrets to finally mastering Point of View – and avoiding the cardinal sin of head-hopping (which I explain)**
- How to dovetail your Story Question (what happens) with your Deeper Question (theme) to really set apart your novel
- **How to distill your story idea to one or two sentences you can use to both help sell it and keep you on target as you write**
- Plus a lot more!

(And that's all in just Part I of four parts! See how much you need to know even before you start writing, so you don't end up feeling lost 30 pages in?)

PART II:

Beginning the Writing

Here we spend a few sessions on your first page alone — where many novelists get hung up. We'll get yours to where you're thrilled with it, so you'll be motivated to keep rolling.

You'll learn:

- **My secret to quickly knocking out your title page, dedication, acknowledgments, and other preliminary pages (known as Front Matter) during your first brief work session – giving you a powerful sense of accomplishment and momentum**
- Everything I know about writing an opener that hooks your reader (we

PART III:

Establishing a Writing Routine

Here, I bring you through your first 100 or so pages — and I share my best secrets to help you cement the habits that will carry you through the full novel-writing process.

You'll also learn:

- **5 powerful ways to raise the stakes and craft high-energy scenes — crucial to your entire novel**
- The little-known key to triggering the theater of your reader's mind — to so captivate him that he forgets he's reading
- **My keys to creating a powerful Inciting Incident — that pivotal early scene where everything changes for your main character (and why that's so important)**
- 15 traits of a great villain (and why your story must have one) — plus common mistakes amateurs make with bad guys
- **My failsafe technique for creating powerful cliffhangers...and why they work not only at the ends of chapters**
- The Author's Golden Rule — which I advise you post where you'll be reminded of it as you write
- **And a lot more**

PART IV:

Finishing Well

By the time we reach the last section of *Your Novel Blueprint*, you'll have confidently written roughly the first quarter of your manuscript and reached the Marathon of the Middle. To finish well, you have to do more than just endure the middle. **You must thrive there** and keep things moving for the reader's sake. I give you **everything** you need to complete the marathon and drive toward the finish.

So Part IV is designed to see you all the way to the end. That's why I've peppered it with a truckload of guidance and encouragement to help you through some of the toughest parts of your novel.

You'll learn:

- **The advantage of keeping your outline fluid to accommodate fresh ideas during the writing**
- How to intensify your main character's predicament to keep readers riveted
- **The power of a great plot twist and how to best make one work**
- How to create a climax that leads to the perfect ending

A high-quality manuscript could be your ticket...

How would it feel to have a **tribe of loyal readers** discussing your story online, eagerly awaiting your next book?

What would it be like to receive **emotional fan letters** telling how your novel changed people's lives?

Imagine being **interviewed**, **signing books**, and becoming a **favorite** of your audience — while spreading a powerful message that could even outlive you.

Every year, unknown and unpublished writers get their first publishing deals and become *authors*. I won't sugarcoat it — not many break through. Why? Because **most manuscripts submitted to publishers are awful**.

The good news is, agents and publishers are looking for quality novels. They *want* you to succeed.

I can't guarantee a bestseller or a lucrative contract, but I will tell you this:

Use my proven *Your Novel Blueprint* system, and you'll **write your best manuscript ever**. I'll show you exactly what it takes to make it all it can be. It's up to you to follow the steps and do the work.

Whether you land a traditional publishing contract — where they pay *you* rather than the other way around — or choose to self-publish, your novel will have the best chance to resonate with readers.

If that makes it worth hearing more about this program, read on...

What It's Like to Be a Member (From Current Students):



How Much Does *Your Novel Blueprint* Cost?

It's not easy to put a price on the most powerful start-to-finish resource I've ever put together. I believe it's on par with a Master's of Fine Arts Degree in fiction writing. A quick web search shows MFA degrees cost upwards of **\$30,000**.

And while those degrees come from impressive universities with celebrated faculties, I don't apologize for offering after half a century as a writer and more than 135 novels

MFA degrees aside, even short college creative writing courses are advertised online right now for as much as **\$3,531** (a 5-week writing workshop at Emerson), **\$3,556** at Northwestern for a course that counts toward an MFA, and **\$2,880** for a beginner-level course (Introduction to Creative Writing) from Boston University.

Now hear me, I'm not disparaging *any* of these courses. No doubt they're worth the investment.

But my *Your Novel Blueprint* is designed to result in a finished manuscript you'll want to **confidently pitch** to agents and publishers. More than theory, it's practical, hands-on training, based on a proven system.

So shouldn't I charge at *least* as much as those college courses?

I could, but I'm not so old that I can't remember what it was like **before** I was published. So I want you to be able to access this course for less than all those.

My team and I settled on a **one-time investment** of \$1,997 — and that gets you a **lifetime membership**, so you can use *Your Novel Blueprint* again and again to write as many novels as you choose.

But because I want to make this as accessible as possible, I'll let you start today for just **\$197**.

My team and I have opened a plan so you can join this start-to-finish program for 12 monthly payments of \$197. And if you want to save \$367, you can pay in full with a one-time payment of \$1997.

But because I want to make this as accessible as possible, I'll let you start today for just \$197.

→ **Click here to join *Your Novel Blueprint*!**



Don't worry — you're protected by my 100% money-back guarantee.

I know even that bargain price requires a serious commitment from you, so I want to reward your decision with **five amazing bonuses** that come with your membership. **But first**, a promise:



100% Risk-Free Satisfaction Guaranteed or Your Money Back

If you decide for ANY reason this isn't for you, even if you just don't like the sound of my voice or the colors on the website, simply email my team any time within the first 30 days to say you want out, and we will issue a prompt, full refund. No guilt trip, no pressure, no questions asked. That's my **personal** guarantee.

That gives you a risk-free way to discover whether *Your Novel Blueprint* is as good as I'm saying it is. So jump in, study the first few lessons, take a look at all the bonus material, and if for any reason you find it's less than what I promised, cancel within 30 days for a full refund — period.

I've removed all your risk from this decision because I'm confident that **you will make so much progress on your novel** in the first 30 days that you'll be happy to stick with us.

Now, your free bonuses:

Free Bonus #1

An Award-Winning Author (I have Hand-Selected) Will Critique the First 10 Pages of Your Manuscript

If you've ever wished for a thorough evaluation of your writing from someone *in the business* who knows what publishers want, this course makes that wish come true.

You get to submit your first 10 pages to one proven expert from my stable of handpicked veteran novelists I've worked with for years.

One such author already waiting in the wings is DiAnn Mills, an award-winning novelist and writing coach. So your thorough critique will come from a veteran in the business who knows **exactly** how to get where you want to go.

Your critique will show you:

Your critique will show you:

- What's working
- What needs improvement
- The specific changes you need to make
- How to keep readers turning the pages till the end
- And much, much more!

Free Bonus #2

Personal Feedback (Via Video) on Your Story Idea

Once you've settled on your book concept in an early lesson, you can submit it for a personal video evaluation from a published author, one of several I've worked with over the years and whom I handpick to give you this feedback.

They'll tell you how they believe agents and acquisition editors would respond — and suggest ways to make it the best it can be. Our goal is to give you **confidence that the foundation of your book is rock solid** before you spend months writing the rest of your manuscript.

Free Bonus #3

Access to the Members-Only *Your Novel Blueprint* Facebook Community

Here you can interact directly with me and ask questions about any aspect of the course or your novel. You'll also form bonds with fellow students, share your experience, and share tips with each other as you all work toward the same common goal.

Already, members have developed valuable friendships, formed small groups based on genre, traded reading and critiquing each other's work, and even found accountability partners.

I love dropping in at least once a day to interact or just see them encourage each other.

Examples:



Free Bonus #4

The Query Letter and Proposal Package

Once you finish your novel, I want you fully prepared to pitch it to publishers. So I've included this special package with your membership so you can see exactly what I'd do if I were pitching your book to agents or publishers.

What you get:

1. My tips sheet, *How to Impress Agents and Editors*

This short guide is designed to help you connect confidently with agents and publishers. It tells you what each decision maker is looking for and how to make your work stand out. I also show you 28 revealing tweets from industry insiders to give you a look at what they actually want — and what annoys them!

2. Access to two novel proposals you can use as templates

These proposals were prepared for manuscripts that went on to become *New York Times* bestselling novels. Feel free to appropriate their many great ideas and apply them to your own proposal.

3. My 90-minute seminar, *How to Write Winning Queries & Proposals*

Writing winning queries and proposals *before* you write your novel can save you hours of wasted effort.

This training is based on everything I've learned over several decades in the business — for which authors have paid thousands at writers conferences. If you're serious about getting published, you'll find this invaluable.

By the end of it you'll know:

- The difference between a query letter and a cover letter and when to send which
- How to write a captivating proposal
- The structure of my most effective book proposals
- How to create a pitch that'll have agents and editors asking to see your manuscript
- And more!

Free Bonus #5

An Exclusive Invitation to Join Me and Your Fellow Graduates for a Daylong *In-Person* Mastermind Session

When you've finished the program, you deserve something special.

So you'll be invited to a FREE day of group coaching and discussion about your writing — an entire daylong Mastermind session. I can hardly wait!

→ Click here to join *Your Novel Blueprint!*



Don't worry — you're protected by my 100% money-back guarantee.

More Praise from Current Students:

"My confidence is soaring. My idea was good, but now I feel this course will help my story be great."

—Jill Smith

"These modules have been fantastic. I can see now why my first novel didn't work. Every mistake Jerry Jenkins talks about in these lessons, I made it. Feeling grateful!"

—Ted Atchley



This program is for you if...

- ...you've **never been able to complete a novel**. Maybe you've even bought other courses or taken other classes, but nothing has worked. I believe my approach is different from anything you've tried. I offer a proven plan that helps you smash through procrastination, and finally finish your manuscript.
- ...you're thinking, "**Even if I DO finish my novel, it won't be any good.**" If you're one who believes a person is either born with writing talent or isn't, you'll be pleased to know how important learned skills can be to your success as a novelist. Be careful not to overrate natural talent and underestimate the writing craft. In this course, I teach you everything I know — and help you master skills that *will* improve your writing.
- ...you're **stuck part-way through your novel and feel lost**. The steps I walk you through at the start of this program will help you break free. You'll learn an outlining process proven to unlock a vault overflowing with new ideas for your story. I'm confident that by the end, you'll have all the **ideas and momentum** you



This program is NOT for you if...

- ...**you can't commit to at least 6 hours of writing time per week.** You won't *find* the time. You'll have to *make* it. But we all make time for what we really want to do. What are you willing to give up to make your dream a reality? An hour of TV here? A party or concert there? If you're not willing to sacrifice something to make time to pursue your writing dream, don't buy.
- ...**you expect this to be easy.** I owe it to you to be honest — your novel won't write itself, even with all I teach you. *You* have to do the writing. If you follow the process I lay out, you'll finish the best novel you can imagine. I make it simple, but not easy. If you want easy, don't take this course.

→ Click here to join *Your Novel Blueprint!*



Don't worry — you're protected by my 100% money-back guarantee.

FAQ

How is this different from the Jerry Jenkins Writers Guild?

This novel-writing blueprint is to the Guild as a microscope is to a wide-angle lens. The Guild is a community of nearly 2,000 writers of all genres who get live and recorded training every month. Many Guild members have taken advantage of this special offer, because *Your Novel Blueprint* is a laser-focused, deep dive into **fiction**, designed solely to help you write a novel from start to finish. It even has its own dedicated website and Facebook page.

Another difference is that the Guild carries a monthly or annual membership fee, while the **one-time tuition investment** gives you **lifetime access** to *Your Novel Blueprint*. Even when we update or enhance it, you never pay another dime.

How long will it take me to write my novel using this program?

How long will it take me to write my novel using this program?

My aim is **not** to have you knock out a novel as fast as humanly possible. While you should be able to do this in six to nine months, as long as you commit to at least 6 work hours each week, my aim is to help you write the *best* novel you can imagine. **Beware hucksters who emphasize speed above all else.** Speed is not the point. Quality is the point.

The more time you carve out to write each week, the sooner you'll finish — but the goal is a manuscript you'll be proud of and eager to shop to agents and publishers.

Is there a free trial?

We offer a 30-day money-back guarantee, which allows you plenty of time to try several lessons, interact with fellow writers in the private Facebook community, and make progress on your novel.

I know that means someone could go through a large chunk of the course, planning to get all their money back on Day 29. But I'm more interested in rewarding honest authors than in cracking down on those who would take advantage.

I've removed all your risk from this decision because I'm confident that if you engage with the lessons **you will make so much progress on your novel** in the first 30 days that you'll be happy to stick with us.

But if you find *Your Novel Blueprint* is not for you and let us know within the first 30 days, my team will immediately issue you a full refund — no pressure, no questions asked.

Does *Your Novel Blueprint* work for my genre?

We welcome writers of all types of fiction, except children's picture books. What I teach applies to the entire spectrum of fiction from Middle Grade to Adult.

I'm worried my writing isn't good enough. How talented do I need to be to join?

I'm here to make you better. Let me teach you the skills, and your talent will grow. As with any craft, your ability will increase in direct proportion to the amount of time you spend building your writing muscles and honing your skill.

You can always improve, regardless how talented (or not) you think you are now.

I believe you'll see a huge difference in just months — shaving years off even the trained writer's learning curve.

Registration for this elite program closes Friday,

August 22 at 11:59pm Central Standard Time

→ Click here to join *Your Novel Blueprint!*



Don't worry — you're protected by my 100% money-back guarantee.



Where Will You Be a Year from Now?

I know what it's like to be where you are right now.

You long to improve. Long to finish your book. Long to be published. Long to get your message out.

You don't lack desire or passion. You just want to know, *How do I actually do this?*

I've designed *Your Novel Blueprint* as the bridge from where you are now to where you want to be.

That's why I'll give you 30 days just to see if it feels right. Give it a shot and if you don't feel you're making progress, I'll give you a full refund.

Just think...

Where might you be a year from now with 24/7 access to this proven, step-by-step plan?

How confidently could you write with support and feedback from this type of community?

How would it feel to hold in your hands a finished manuscript, knowing it's the absolute best you've ever created?

Better yet, how will it feel to hold in your hands your published book, with your name on the cover?

Join *Your Novel Blueprint* before this short enrollment period ends on **Friday, August 26 at 11:59 p.m. Central**, and let me be your consultant on the greatest building you've ever constructed.

Sincerely,

Jerry B. Jenkins

Wholehearted Consent — Elizabeth Smart

I've also worked with Elizabeth Smarth who developed a curriculum for teenagers to teach them about the value of consent after her incredible story of escaping abduction.

I was brought in at zero hour of the launch to fix the sales page that needed some work. I realized it was missing the audience, speaking originally directly to the teenagers...but they were not the ones making a buying decision. Their parents were.

I totally rewrote the sales page and focused on parental pain points and I'm honored to have been a part of the success of the course. Elizabeth even [spoke about it on CBS](#).



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"I wish *somebody* would have talked to me earlier about consent."

Let me help take away the awkwardness of talking to your teen about consent so you can be that *somebody* for them.

I've heard that same phrase over and over from parents.

"I wish someone would have talked to me about consent."

They wish it was more present in the pop culture...

They wish they had educational programs...

They wish *their* parents had talked to them...

What if, one day, your teen grows up to say that same thing:

"I just wish somebody would have talked to me about it."

And why don't we talk about it more with our kids?

Because you feel that knot in your stomach already, don't you? Hey, I'm a parent too... I absolutely get those nerves.

Teens are super easy to talk to, right? 😊

As you already know, often, the hardest conversations are the most important ones. But you keep hearing that voice in your head when it comes time to have the difficult conversation with your teen about body autonomy, consent, and the power they have to say no.

You think...

You think...

- "What if they just roll their eyes, and it goes in one ear and out the other?"
- "What if I explain it wrong, and it goes over their heads?"
- "What if I scare them, and they're never able to trust anyone ever again?"

Or...and this only proves the importance of having this conversation...

- "What if I'm already too late?"

First, the good news. You aren't alone. I've talked to far more parents than I can count that share these *exact* fears.

Second, the better news:

I can have the hardest parts of that conversation with your teen for you--with exactly the right information, presented step-by-step, that'll be something they will listen to and are empowered by.

They will gain the knowledge and permission to practice *Wholehearted Consent* even if you have no idea how to start that conversation.

But first, a little about me...



I'm Elizabeth Smart—bestselling author, advocate, and victim no more — founder of the Elizabeth Smart Foundation. In 2002, I was kidnapped and held prisoner for 9 months. To say that my life changed forever is an understatement. I fight for change related to child abduction, recovery programs, and national legislation that includes promoting the National AMBER Alert, The Adam Walsh Child Protection & Safety Act, and other safety legislation.



I believe change starts at home between you and your teen.

But you don't have to do this alone.

You have enough going on, juggling the struggles of parenting a teen. That's why I wanted to develop a course that allowed me to tackle the tricky parts of talking about consent for you.

Not only do I want to make it easy on you (and your teen), but I also want to present it in a way that will allow them to take away important skills for their future.

So let's take a look at what might be holding you back one more time.

What if your teen won't listen or thinks this is "cringe?"

Laughing things off is an easy way to avoid thinking about tough realities.

We all do it, and your teen is no different.

It might be easy for them to brush aside something like this when a parent tells them. You've heard it before...they say, "I KNOW..." After all, it's just mom and dad worrying too much again, right?

They'll listen to me and my advice because my story isn't just some story. It's real.

And suddenly, that makes it real for them too.



What if you explain it all wrong and they don't understand?

Ok...a question in response:

What if a purposefully designed course, created by someone who has advocated for consent and change for over 20 years, presented that information **for you?**

If there were a roadmap to take your teen (and you) by the hand, you wouldn't

What if you scare them?

It's hard to let go and be OK with letting your teen face harsh realities about this world.

But like anything that requires a little bit of safety, the preparation outweighs any anxiety.

When you board a flight, you don't want to think about having an emergency water landing or what happens if all the pressure suddenly rushes out of the cabin.

But if something *does* happen, you'll be prepared with instructions *before* the take off.

The same applies here. Your teen will be better equipped to deal with turbulence in their relationships and social life if they have the proper warning, training, and instruction first.

And...what if it's too late? What if something has already happened?

I'm married, have three beautiful children, and live a life full of love, hope, and trust.

I lived through a hell no one deserves to experience for 9 months.

I am living proof that no matter what they've been through, there is always a way back.

Establishing consent and boundaries isn't a one-time skill. It's a practice to establish throughout life.

Here's the thing...



Teaching your teen about consent doesn't have to be awkward, painful, or overwhelming... because I can do it for you.

I'm here to help you!

You don't have to worry about getting it all right, perfectly covering each topic, or dealing with eye rolls and sassy remarks that can come from this conversation.

By using my story of being a survivor of abduction and sexual abuse as well as my experience being an advocate to end sexual victimization, I break down the importance of consent.

All you have to do is encourage your teen to watch it and participate in the easy activities (that aren't "cringey," but rather built off what I learned from my own experience.)

That's it.

Here's how...



Introducing Wholehearted Consent— an easy-to-understand, values-aligned course that equips your teen with the skills to practice consent.

Consent isn't black and white. It's more than just saying no emphatically or yes enthusiastically.

Trying to explain those ins and outs is so difficult. The *Wholehearted Consent Course* dives into this nuance in 6 modules that take your teen step-by-step.

Establishing consent isn't a one-time event. It's about building that skillset into their mentality so that they can be prepared to be authentically in charge of their bodily autonomy and be able to respect others' too.

Self-reflection helps your teen become more aware of how their thoughts and actions affect them and others. Self-awareness can help them become more confident and empathetic.



Thus most assignments are journaling exercises. Ensure your teen has a

Thus most assignments are journaling exercises. Ensure your teen has a notebook, a note app, or audio/video app so that they can record their responses privately. Encourage whichever method works best for them to process their thoughts.

When we work on building our teen's empathy, we help protect everyone in their circle. Being able to hold, understand, and share others' feelings is critical when practicing consent.



This course is hosted on Kajabi, a learning platform with a great app available on all operating systems. Your teen can complete this course anywhere. At home, in the bathroom, on the bus, while out and about, truly anywhere they take their phone with them.

Module 1

In this module, I'll tell my kidnapping story, one of the most followed child abduction cases ever.

They'll learn about the opportunity to keep themselves and others safe by practicing wholehearted consent and by being an active bystander.

Module 2

Did you know that no state in the USA has the same definition of consent as another? Some states don't even have a definition!

Your teen will learn how many consent definitions there are and why they must take the initiative and communicate their expectations with partners.

Module 3

Being a teenager is tough, even before you consider handling negative peer pressure.

By challenging students to work on their self-awareness via journaling, students will gain the self-insights and skills needed to make authentic life decisions, even when it's unpopular.



Boundaries are more than just preventing unwanted touches and premature experiences. Boundary-setting skills help foster healthy relationships.

In this module, your teen will define their boundaries, communicate them directly, and uphold them, even when it's tough.



Consent is a two-sided practice. Each person must learn to communicate their needs, boundaries, and expectations.

From boundary setting to handling rejection graciously, this module challenges your teen to become a stellar communicator



Why is consent so difficult to practice? Because humans are dynamic and situations are complex.

I end this course by talking about some grey areas regarding consent—Large age-gap relationships, sex while under the influence, and power dynamics, to name a few.



How much does Wholehearted Consent Cost?

Wholehearted Consent is more than a series of videos for your teen to blow through and go about their business.

I'm here to teach them about their personal boundaries and develop skills that will help them **every single day**.

It's about engaging their thought process in a way that makes what they learned second-nature to them.

And I want you to have the peace of mind that your teen is respecting themselves and others— without breaking the bank for that instruction.

That's why I've set the price of *Wholehearted Consent* to the low rate of \$99 for an entire year's worth of access.

[Click here to get the Wholehearted Consent Course today!](#)



Frequently Asked Questions

Here are a few questions I've gotten from other parents that might help you as you decide if this is right for your teen:

What makes this different from other courses on consent I've seen?

Consent seems straightforward, it's an ongoing agreement between two parties. On paper, it's really quite simple. What is complex is helping people understand they are worthy of being respected and gaining the self-confidence they need to stand up for themselves. This course focuses on the self-awareness, communication, and boundary-setting skills students need to practice wholehearted consent.

How will I know if the content is too "adult" for my teen?

You know, I will always defer to you as a parent on that. You know your kid best. If you are okay with your teen knowing my abduction story and how I was raped and abused daily, then know that the rest of the topics covered are not any more adult than that.

Will this course resonate for students who are LGBTQ or identify as non-binary?

Yes! Knowing how complex love and relationships are, I knew I could not spell out every sexual and dating scenario that even a cis-gendered straight person would face. Thus, I focused on helping students build socio-emotional skills like self-awareness, boundary setting, and communication which are critical in practicing consent. Everyone, no matter their gender or orientation, can benefit from growing in these areas.

[Click here to get the Wholehearted Consent Course today!](#)

Imagine...

...knowing your teen has the skills and confidence to navigate their lives respecting their own boundaries and those of others.

...your teen is building deeper trust with you and others they have relationships with because they respect themselves and can authentically navigate their social lives.

...the peace of mind you'll have knowing your teen has the proper preparation before those late nights out with friends.

Protect your teens and others from unwanted sexual advances and other boundary violations.

Wholehearted consent is now open—you'll have access to the entire course instantly!

You won't be able to constantly be with your teen and make every decision for them—but you can prepare them with the knowledge that lasts a lifetime.

Sign up for *Wholehearted Consent*, and let me do the heavy lifting of teaching your teen about consent today.

In Hope,

Elizabeth Smart



**Prepare and protect your
teen from unwanted
advances and boundary
violations.**

**Prepare and protect your
teen from unwanted
advances and boundary
violations.**

**Get Wholehearted Consent
today!**

[Click here to purchase the Wholehearted Consent Course today!](#)

What People Are Saying

Our students' success speaks volumes.



Honestly, it gave me a really great perspective. I haven't dated anyone yet, but when I do, I now know what I'm okay with and how to communicate it.

Female, 17



"I liked that this course was so thorough, there were many scenarios and concepts I had never considered before. Now I won't be surprised when I dating someone. I know my worth and my boundaries. I feel good about my ability to stick to them.

Female, 16



The value exercises definitely helped me understand where I want to set boundaries and what I don't want in a relationship. Actually, I think it will help me in a lot of areas in life.

Male, 16