

Here is the exact template I use for my all-access pass sales page. It follows the Detailed Template for this section, but has more specifics filled in for you to take inspiration from.

The top 3 sections are the first pieces of copy to appear on the full price, early bird, and fast-action pages, respectively. In the FAQ section, there is a question addressing the price changes that will need to be changed on each page. Beyond that, the rest of the copy is the same.

***countdown timers for price increases or cart close on all pages*

FULL PRICE:

If you're enjoying Sell with a Summit: Course Creator Edition, you will love The Summit to Course Launch Success Kit!

[\$####] worth of resources, live sessions, courses, and toolkits to help you scale your signature course sales and hit your next-level launch goal with a virtual summit.

[ALL-ACCESS PASS MOCKUP]

[Get the Summit to Course Launch Success Kit for just \\$\[##\]](#)

Only available through [CART CLOSE DATE]

EARLY BIRD

If you're excited about Sell with a Summit: Course Creator Edition, you will love The Summit to Course Launch Success Kit!

[\$####] worth of resources, live sessions, courses, and toolkits to help you scale your signature course sales and hit your next-level launch goal with a virtual summit.

Just \$[##] through [DATE]!

[ALL-ACCESS PASS MOCKUP]

[Get the Summit to Course Launch Success Kit for just ~~\[\\$Full Price\]~~ \\$\[##\]](#)

FAST ACTION

Woohoo! Your free ticket is on its way to your inbox! But Wait...

If you're excited about Sell with a Summit: Course Creator Edition, you will love The Summit to Course Launch Success Kit!

\$[####] worth of resources, live sessions, courses, and toolkits to help you scale your signature course sales and hit your next-level launch goal with a virtual summit.

Just \$[##] through for the next 20 minutes!

[ALL-ACCESS PASS MOCKUP]

[Get the Summit to Course Launch Success Kit for just ~~\[\\$Full Price\]~~ \\$\[##\]](#)

Watch this video to learn more!

[VIDEO]

[Get the Summit to Course Launch Success Kit for just ~~\[\\$Full Price\]~~ \\$\[##\]](#)

[SCREENSHOTS OR WRITTEN TESTIMONIALS FROM PREVIOUS AAPs, (OR ADD THEM IN WHEN YOU HAVE THEM FOR THIS EVENT)]

HIT YOUR GOALS AND SCALE YOUR COURSE SALES EVEN FASTER WHEN YOU UPGRADE YOUR TICKET.

[DATE RANGE] is going to be jam packed with practical and actionable trainings to help you tune up your launch strategies and scale your course sales with a virtual summit.

With the Summit to Course Launch Success Kit, it gets even better!

Upgrade your ticket for exclusive access to live sessions during the week of the summit, opportunities to get direct feedback during Q&A and hot seat coaching sessions, and over \$[####] worth of courses and resources to help you sell your signature course with a summit!

Not to mention ongoing access to the summit presentations so you can revisit them whenever you need to and implement the strategies on your time!

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HERE'S WHAT YOU GET WHEN YOU UPGRADE YOUR TICKET:

Early and Ongoing Presentation Access

Instead of waiting for the daily presentations to be released each day of the summit, get access to all [##] presentations on [DATE]. You'll also have ongoing access to the content to watch at your own pace and revisit whenever you want!

Private Podcast Feed of all Presentations

Don't have time to sit and watch the presentations? Listen to it podcast-style instead! When you upgrade your ticket, you'll get access to a private podcast feed that you can easily upload to your favorite podcast player and listen to audio versions of the presentations on the go.

Presentation Notes + Action Steps

Listening to a presentation and learning new information is one thing, but taking action is where results come from! These presentation notes will give you easy access to the main takeaways from each presentation for a quick refresher anytime you need it and action steps to help you implement what you learned.

Priority Access to Live Events During the Summit

During the summit, we'll have live Q&A sessions where you'll have a chance to ask questions and get feedback on your summit and course launch strategies. And as a Summit to Course Launch Success Kit holder, you'll get a front row seat! When you upgrade your ticket, you'll have the chance to submit your course sales

page for feedback, get coached on your summit positioning and get answers to all your burning summit questions!

Plus \$[####] Worth of Premium Bonuses - *details below!*
Only available in the Summit to Course Launch Success Kit

[Get the Summit to Course Launch Success Kit now](#)

PREMIUM BONUSES INCLUDE...

Jump to:

[Course Launch](#) | [Virtual Summits](#) | [Marketing](#)

[LIST OF ALL BONUSES DIVIDED INTO 2-4 CATEGORIES - skip the categories if you have a smaller lineup of bonuses. Put two of the most attention-grabbing bonuses at the top of each list.]

For each bonus:

- Mockup
- Offer Name
- Contributor Name + Business
- Offer Description
- Regular Price

[CALL TO ACTION BUTTONS AT THE BOTTOM OF EACH CATEGORY]

You'd pay over \$[####] if you bought each of these bonuses individually.

But you can get it for just a fraction of that.

Get the Summit to Course Launch Success Kit, including \$[####] worth of premium bonuses from our expert speakers for just \$[##]!

[Get it all for just ~~\\$\[Full Price\]~~ \\$\[##\]](#)

What past attendees had to say:

[ADDITIONAL TESTIMONIALS AND/OR SCREENSHOTS]

IT'S YOUR CHOICE BETWEEN:

Extended Access Pass	Summit to Course Launch Success Kit
• Early access to all the presentations on [DATE] - <i>no waiting for you!</i> • Ongoing access to all [##] presentations to revisit whenever you want. (\$[###] Value) • Private podcast feed to listen to presentations on the go. (\$[###] Value) • Presentations Notes + Action Steps to help you make the most of what you learn. (\$[###] Value)	• Early access to all the presentations on [DATE] - <i>no waiting for you!</i> • Ongoing access to all [##] presentations to revisit whenever you want. (\$[###] Value) • Private podcast feed to listen to presentations on the go. (\$[###] Value) • Presentations Notes + Action Steps to help you make the most of what you learn. (\$[###] Value) • Sales Page Copy Critiques - Opportunity to submit your course sales page for feedback from a launch and conversion copywriter. (\$[###] Value) • Summit Positioning Hot Seats - Opportunity to receive live hot seat coaching to nail down your profitable summit positioning. (\$[###] Value) • Q+A Priority Access - Be the first in line to get your summit hosting and course launching questions answered during our live Q+As (\$[###] Value) • \$[#####] in premium bonus content from our speakers including workbooks, courses, free memberships, and more (details below)! (\$[#####] + value)

Get Extended-Access - \$[###]	Get the Success Kit - \$[###]
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FREQUENTLY ASKED QUESTIONS:

When will I get access to everything?

The bonuses listed on this page are ready and waiting for you! As soon as you purchase, you'll get instant access to your course login where you'll find coupon codes for each of the individual speaker bonuses. You'll have until [DATE] to use the coupon codes to claim the bonuses you want!

All presentation videos, notes, and podcast audio will be added to your course portal on [DATE] at [TIME].

How do I access the bonuses?

For each of the bonuses, you'll get a link and coupon code to use on the speaker's website. This will allow them to send you the info you'll need for accessing and making the most out of their contribution.

After logging in to the Summit to Course Launch Success Kit, you'll need to take a few minutes to go through and claim each of the bonuses you want - totally worth it for the \$[####] worth of resources!

Be sure to claim all the bonuses you want by [DATE]. After that, the coupon codes will expire, and we are not able to give extensions.

How do the live Q&A sessions work?

The Summit to Course Launch Success Kit gives you priority access to the live sessions during the summit, meaning we will prioritize making sure your questions get answered first. The Q+A sessions will be happening at [DATES/TIMES], and you'll be able to submit questions in advance and watch the replays even if you aren't able to attend live.

I saw this listed at a different price. Is this the same thing?

It sure is! We are not able to offer price adjustments after the price has increased. [FAST-ACTION version of the page:] The special pricing you see on this page is only available until the countdown hits zero and will not be offered again, so [click here to upgrade your ticket at the lowest price possible!](#)

[EARLY BIRD page:] The Early Bird pricing you see on this page is only available until [DATE], and after that the price will go up to \$[###]. [Click here to upgrade your ticket before the price increases!](#)

[FULL PRICE PAGE:] The Summit to Course Launch Success Kit is only available through [DATE], and after that it will not be offered again. [Click here to upgrade your ticket before it goes away for good!](#)

I already have one or more of the speaker resources. Can I get a discount?

We are not able to offer discounts, but know that you are getting an incredible value, even if you have several of the speaker bonuses already.

The value of the Summit to Course Launch Success Kit is over \$[####] and even if you only signed up for 2-3 of the speaker bonuses, you'd still be saving compared to buying them at regular price!

Do you offer refunds?

Due to the digital nature of the product and the fact that it contains instant downloads and material from multiple businesses, we are not able to offer refunds for any reason. Please look through all the details before you purchase and email hello@summitinabox.co with any questions you have!

I have other questions!

No problem! Send an email over to hello@summitinabox.co and we'll get back to you within 1-2 business days.

Upgrade your ticket for a VIP experience worth over \$[####], including bonus resources, live sessions, courses, and toolkits to help you scale your signature course sales and hit your next-level launch goal with a virtual summit.

[Get the Summit to Course Launch Success Kit now](#)