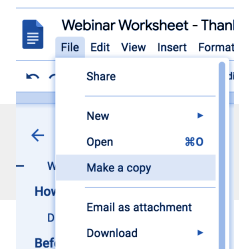


WEBINAR WORKSHEET

How to Create Thank-You-Page Offers That Convert Like Crazy

Ruth Soukup and Bob Sparkins

① **NOTE:** to edit this worksheet, go to **File > Make a Copy** and save to your Drive. Or **Download a Microsoft Word** version. Updated 8/18/20, 12PM.



Discover the simple tweaks you can make to your thank you page to immediately increase revenue.

As you [watch this training](#), focus on the key ideas you're learning and how you will take action on them in the next week. Remember: each small improvement you make can have big long-term impacts on your bottom line.

Before the webinar

Take a status check on your current thank you page setup.

Number of Thank You Pages I currently have:

Revenue generated from my thank you pages each month (current)

Revenue generated from my primary sales page each month (current)

Target monthly revenue from my thank you pages after learning Ruth and Bob's strategies

Additional goals and thoughts before the webinar

Take your notes here

Free Gifts from Ruth

Jot down the signup page address for Ruth's Sales Page Hacks attendance bonus.

Take your notes here

Foundations of Thank-You-Page Offers

What is a thank-you-page offer?

Take your notes here

What will make my offer effective?

Take your notes here

3 reasons why you need a thank-you-page offer

1. *Take your notes here*

2. *Take your notes here*

3. *Take your notes here*

Thank-you-page offer math

Take your notes here

Downsides of a bad thank-you-page offer

Take your notes here

Key Elements of a High-Converting Thank-You-Page Offer

Take your notes here

Key element #1:

Take your notes here

My observations from Ruth's Elite Blog Academy and Living Well Spending Less examples

Take your notes here

My initial thoughts on executing this part of the strategy

Take your notes here

Key element #2:

Take your notes here

My initial thoughts on executing this part of the strategy

Take your notes here

Key element #3:

Take your notes here

Section 1:

Take your notes here

Section 2:

Take your notes here

Section 3:

Take your notes here

Section 4:

Take your notes here

Section 5:

Take your notes here

Section 6:

Take your notes here

Section 7:

Take your notes here

Section 8:

Take your notes here

My initial thoughts on executing this part of the strategy

Take your notes here

Tips on Using Leadpages to Build This Faster

Observations on how to put this into action with Leadpages

Take your notes here

Final Thoughts

How will I take action on this?

Take your notes here

Special Offer from Leadpages

Link to signup before it expires:

Take your notes here

Be sure to watch to the end of the training for a special offer from Leadpages and Ruth Soukup