

Soul Design Strategy

Conscious F.U.T.U.R.E. Mastery

CONVERTING SALES PAGE COPY

LONG-STYLE OPTION

TITLE OF YOUR OFFER: _____

SUB-LINE EXPLAINING THE KEY BENEFITS: For ____ [your ideal client], to unlock ____ [why they need your offer] so you can ____ [what they will achieve]

IS THIS YOU? *(Be VERY careful to speak only to the premium version of your client)*

- Are you tired of [struggle 1]?
- Frustrated by [struggle 2]?
- Secretly unsure of [struggle 3]?
- Desiring to [desire] but don't know how?

If this is you, then it's time to stop [negative] and step into [positive].

RESULTS... *(This is a version of "IMAGINE" section using Reach Result Method, don't list the actual steps here, this is a conversational condensed version of each step to show them how their life changes)*

This is what your _____ [health/body/wellbeing/life/career/business] looks like when we work together:

- _____ [based on Step 1] _____ so that [benefit].
- _____ [based on Step 2] _____ in order to [benefit].
- _____ [based on Step 3] _____ to help you [benefit].
- _____ [based on Step 4] _____ so you never again [benefit].
- _____ [based on Step 5] _____ to finally [benefit].

IF YOU'RE READY...

If you are ready to _____ [main direction of your offer], and experience/achieve _____ [positive benefit 1], _____ [positive benefit 2], and _____ [positive benefit 3], then let my _____ [name of method] support you.

If you are ready to turn up the lights on your life

– wake up feeling juicy, move that body with ease, stay in control of your emotions –

then let my Inner Light Method support you like you deserve!

[APPLY BUTTON] goes here

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TESTIMONIALS... *(Use 1 video or 3 small text ones.)*

[Insert testimonials here]

EXPERTISE ... *(You can put your personal transformation Story here - you have a separate workbook for how to write it).*

[Share your story briefly (1-2 short paragraphs), driving towards the Offer, explaining your expertise and qualifications, why you care, and end with the Offer statement.

[APPLY BUTTON] goes here

WHAT'S INSIDE... *(Your method steps - titles and sub-bullets; just copy/paste them here).*

Ready to _____ [the KEY point - the OUTCOME of your whole program summed up into 2-3 words]]?

Here is what's inside this [exclusive/private/custom] [name of your Offer] program:

1. _____ [Step 1]:

- [Benefit 1]
- [Benefit 2]
- [Benefit 3]

2. _____ [Step 2]:

- [Benefit 1]
- [Benefit 2]
- [Benefit 3]

3. _____ [Step 3]:

- [Benefit 1]
- [Benefit 2]
- [Benefit 3]

LOGISTICS:

The program also includes: *(list type of interaction, how many, what do they get, supplementary materials – provide short and clear and SHORT description of each item in the Reach Result format).*

- _____:
- _____:
- _____:
- _____:
- _____:

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BONUSES: List each Bonus – the *SHORT* version/a mini-title (NOT in the Reach Result long version). Be very creative with the short title to make it desirable and attractive, or clear and descriptive. Next to it put its \$\$ value. Under that list 1-3 bullets, explaining what you will cover (for the bullets use the Reach Result Method to showcase the benefits).

1. [Bonus 1: Title] >> Value: [\$Value]
 - [Benefit 1]
 - [Benefit 2]
 - [Benefit 3]
2. [Bonus 2: Title] >> Value: [\$Value]
 - [Benefit 1]
 - [Benefit 2]
 - [Benefit 3]

Example:

BONUS #1: Health Overhaul Assessment > Valued at \$2000

- "Discover which type _____ you are so that you can _____"
- "Get clarity on what you should avoid _____ to never again feel _____"
- "Create a simple to follow plan for _____ to _____ with ease".

BONUS #2: Stay Connected & Supported > Valued at \$500

- "24 weeks of emails support so you don't have to wait to have your question answered"
- "24 weeks of implementation assignments to keep you accountable and on track"

LIMITER:

Only a few spots available! Sign up before ____ [date] and get ____ [bonus]!

[APPLY BUTTON] goes here

TESTIMONIALS: [Insert more testimonials here]

MESSAGE AMPLIFIER:

As a _____ [aspirational identity/niche], it's time for you to _____ [what they don't want, like "let go of", "stop", "end"] and _____ [what they do want, like "start", "step into"] by _____ [what you are offering/do].

THIS IS FOR YOU IF....

- [Reason 1]
- [Reason 2]

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- [Reason 3]
- [Reason 4]

THIS IS NOT FOR SOMEONE WHO...

- [Reason 1]
- [Reason 2]
- [Reason 3]
- [Reason 4]

[APPLY BUTTON] goes here

PROMISE...

I am a _____ [title] with _____ [years of experience, other credentials], and I am so looking forward to _____ [what you will do for them] like I've done with countless women before. My promise to you is _____ so that you can [outcome].

CTA:

Click that big ____ [color] button below right now, and let's set up a FREE call to talk about _____[problem you solve] and what we can do to help you finally _____ [result of your Offer]. When you click the button, you'll be able to pick the time that works for you, and fill out an application so that I get to know you and see which offer you qualify for to best help in your situation. When we get on the call, I'll answer all the questions you might have about the ____ [title of the program] program and what are your next steps.

[APPLY BUTTON] goes here

IF YOU DON'T...

If you don't decide to change this now, then _____ [consequence] OR "If you don't choose to address this right away, you will find yourself tomorrow, and in a month from now, still _____" etc.

WHAT IS POSSIBLE...

But when you choose to step up, you will feel _____ [positive outcome] because you're finally _____ [let go of something negative] and can _____ [desired possibility] because _____ [problem] is no longer an issue.

[APPLY BUTTON] goes here