

A Sales Page For Home Interior Design and Decor

This sales page will target people who want to complete their home designs and make the most out of whatever they have in their homes. It is based on making the most out of our homes and making them livable. It should make the reader trust that my client is the best solution for their problem and book a call with them and plan on their house makeover.

Who Am I Talking To?

I am speaking to Synthia a 35-year-old woman who works as an Agronomist. She has been doing this for the past 10 years and she is a very wealthy woman. She lives with her husband and has 5 children. Her husband bought a house and they moved into it two years ago. She spends most of her time at home consulting with clients and on her farm. She earns 500k-1m USD every year.

What are their Pain Points?

Synthia has been trying to fit all that she has in her house and make it look lively. She has tried designers who have claimed to be experts with the work, but have only added more things to her house and made it like a storage.

She is frustrated that these people were only interested in taking money from her and not providing any value. She is also angry at herself for not being good at choosing great designs for her house that would make it look elegant but homely.

If she were speaking to a friend over dinner, she would say, "I hate the designers who promise to do an exemplary job and ask for a lot of money only to underdeliver. If I could only find someone who would do a great job and give me value for my money."

What are their Desires?

She wishes for a day when she will enter her house and be proud of what it looks like. Everything in place and looking like they were meant to be there and not an inch further. She wants to be confident when guests come home and also impress her husband and children with a new look in their house.

If she was speaking to a friend over dinner, she would say, "I wish that one day I would enter my house and be all smiles because everything is in place and I have more space to enjoy and do more. I want to make my house lively and full of love with the design that I use. I hope to find a designer that has been proven and will do the job according to my expectations."

What are her beliefs?

She believes that homes should be places full of comfort and peace.

They should be welcoming and abound with love.

Homes should make the owners always want to come back every single day.

She believes that homes should reflect the personality of the owners and preach it to everyone who enters through their doors.

Where are they now and Where do I want them to go?

They are at home in the living room resting after a day of work with clients and on the farm. She is on Google search and has landed on my client's book and community page. When she opens the link she will find the sales page and I will use it to convince her that my client is the best pick to solve her problem and make her book a call with the intent of starting to work with them instantly.

The greatest roadblock is that she has tried designers before and they have failed her. This means that she is solution-aware but not aware of our product. I aim to make sure she trusts my client and makes the purchase without hesitation.

THE SALES PAGE

IT IS TIME TO FINALLY FINISH YOUR HOME!

Do you...

Feel like your home has the potential to be beautiful but don't know where to start?

You buy pretty pillows or vases but still feel disappointed with the way your room looks?

You can create a beautiful home starting with the stuff you have right now!



Hello, I am {designer name} and I know that my job as a designer is being able to tell people's stories through the things they choose for their homes.

I started my design company at 24 and I have been doing this for 30 years. I have worked with thousands of clients over the years around the globe.

<photo of the designer>

When I started out, I thought that design was coming up with out-of-the-world ideas that would leave clients and people who see my designs in awe. All my designs did was shock clients and leave them wishing they had stayed with the designs they had before I came, some even said they could do a better job than me.

So, I set out on a journey to rediscover design and get better at giving my clients houses that they will love to live in.

I learned of my mistakes and changed the way I approached designing and client's home ideas. I now:

- Sit with clients and listen to what they want.
- Get to know what they have in their house and we use that to create.
- Walk with them through every step of their house design till it is completed.

- Chip in expert ideas and only implement them when they agree with them.

I have learned that everyone has a unique way they want their home to look and my take is that design is what brings out the artistic part of our lives and it should be reflected in our homes.

This is what my clients have to say now about their house makeovers:

<Testimonial Dump>

Homes are the places where we come back every day after long days of work to rest and catch up with family in the most comfortable and lovely of places.

It is where we welcome our guests and want them to be awed by the beauty of our houses and talk about it when they go back to their homes.

Homes are where we feel safe and loved. It is where we are free to be ourselves without the interruption of the world. Homes are places that help us grow and give us the chance to experiment with what we love.

Today I have opened time in my calendar and I want to talk to people who:

- Believe that their houses have the potential of becoming beautiful.
- Want to use the available material in their houses to make them stand out.
- Want to make a statement to guests and family members when they come back to the house.
- Want to create spaces where joy blossoms and love is felt.

I will talk directly to you and start the journey of completing your house today. Make that move and get back the confidence and joy in your home.

[Let us make your home](#)