Soul Design Strategy

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

CONVERTING SALES PAGE COPY

Story-Style Option

TITLE OF YOUR OFFER: _____

SUB-LINE EXPLAINING THE KEY BENEFITS: 6 months to _____, _____, and _____, without _____.

IS THIS YOU?

1. You are _____ (aspirational identity)

2. As _____ (define the niche self-identification, like "conscious entrepreneur", "highly self-aware woman", "successful career professional" etc.) , you want to _____ ("selfish" goal, something ***they*** think will fix everything)

3. You want to _____ without _____ (linked to what you offer)

4. But you've realized that to do/achieve/experience/feel that, you need to _____ (something that is offered in your program, like "let go of the karmic baggage", or "handle emotions better", or "have a clear strategy to ___" etc.)

THE PROBLEM… (or HOWEVER)

3 bullets – first acknowledge something positive about them, then state the shortcoming in the Reach Result Method style.

1- _____;
2- _____;
3- _____.

Examples (each for a different coach to make the format clear):

- *"You care so deeply about your child and always try to improve your parenting, but sometimes you're just flat embarrassed about how your mother comes through your words!"*
- *"You are so good with boundaries at work which only helps your career success shine, but at home - oh, here people-pleasing reigns supreme - with your family your boundaries buckle and you find yourself over-giving again and again, am I right?"*

- *"You know you're worth it - the powerful, beautiful, and kind woman you are - yet secretly you worry that you're not worthy of the man you dream of."*
- *"You are an amazing healer and you have the client's results to prove it - man, you create miracles! - yet you still doubt your abilities, and over-give to compensate."*

End with a "completing bullet" like "worst of all" or "by the end of the day", or "and yet again". It has to be a moment from their life - so think of making a movie of them and describing the scene.

> *For example: "At the end of the day, you go to bed feeling frustrated and secretly insecure, wondering if you'll ever be able to get past 6-figures without killing yourself in the process!"*

YOUR VALUES…

2 bullets for your value statements, like "I believe you shouldn't have to toughen up just so you can have boundaries!" or "It's not right that a successful career woman like you cries herself to sleep because of confusing boundaries at home!"

1- _____;
2- _____.

EMPATHY…

2 bullets when you are empathizing with them, like "I totally get how hard this is when you ____" or "I get the frustration of ____ when you are trying to ____". Make sure these are VERY relatable and super-practical, real life moments that you are empathizing about (from your Client X-Ray)

1- _____;
2- _____.

EXPERTISE …

One expert statement linking everything together in a logical progression, like "I have helped many _____ *(define your ideal client)* just like you to _____ and _____ *(overcome or learn something),* so that you _____ *(result they want)*. This is meant to reassure them that you know what you are doing and understand how to help them.

OFFER REVEAL…

This is why I created my _____ (name of your offer)

Then list the steps of your system below (you don't have to number them, but keep these sentences short, precise, and use the Reach Result Method style with "so that"):

1- _____;
2- _____;
3- _____;
4- _____;
5- _____;
6- _____.

[APPLY BUTTON] goes here

IMAGINE…

This is the section for an experiential way to deliver the message. Depending on your niche, this will look different. The 3-4 bullets of your offer's benefits/results, presented as something that they are experiencing.

- *"Imagine that you no longer feel _____ and instead every moment is _____"*
- *"How amazing it will feel when you _____ without _____"*
- *"Envision yourself speaking _____ and you are getting _____ response"*

1- _____;
2- _____;
3- _____;
4- _____.

End with ONE short sentence about the future, like "This will be your reality when you go through my program" or "This is how you will feel after working with me for 6 months", etc.

[APPLY BUTTON] goes here

YOUR EXPERTISE…

Your title and subline in a paragraph:

I am a _____, and this means I _____. I specialize in helping _____ (niche) to _____ (go from here to there).

Why you do what you do in a sentence or two (something you feel, or overcame, or discovered, or advocate for passionately):

I feel that _____ because so many [your target audience] are _____, and I know its possible because I myself _____[overcame/discovered] and I know its possible for you too!

What differentiates you from others doing similar work:_____

What do you stand for (this is similar to the value statements above but this should be ONE main one, like "I believe that _____" or "I stand for women who _____") - get them with the BOOM!

What you noticed in people/clients – empathize and explain (a sentence or two, or a couple of bullets) – must be leading into what you do in the program: _____

ONE statement to bring it all together (like "and this is what I help you clean up/transmute/eliminate, so that you can _____[result they want]."

HOW YOUR OFFER IS DIFFERENT…

2-4 bullets about what makes your offer unique. It can be how you designed it (structure, delivery), it can be customizing/specifics, or you yourself being not a typical coach for your industry, etc.

ACTION STATEMENT: (one very short sentence)

"It's time to _____" linked directly to your offer.

IF YOU DON'T….

What will happen to their problem if they don't sign up to get your help? Summarize it in ONE sentence here. _____

[APPLY BUTTON] goes here

WHAT THEY WILL LEARN/EXPERIENCE…

Bullets/sentences that describe the STEPS i inside your offer (NOT logistics!) Here you say things like "Learn to _____", "Discover _____", "Optimize _____" – always start with a power-verb!

1- _____;
2- _____;
3- _____;
4- _____;

5- _____;
6- _____.

LIMITER:

This can be “only a few spots available” or “sign up before ____ and get the bonus____” etc.

[APPLY BUTTON] goes here

MESSAGE AMPLIFIER:

(one long sentence distributed over 4 lines, think of precise words so each line is short enough 😉)

As a _____ (aspirational identity/niche),

It’s time for you to _____ (what they don’t want, like “let go of”, “stop”, “end”, etc.)

And _____ (what they do want, like “start”, “step into”, etc.)

By _____ (what you are offering/do)

TESTIMONIALS…

Use one 1-3 minute video (or 3), or 3-10 small text testimonials. You want the social proof here. feel free to screenshot comments from FB or IG, or copy small pieces of client’s emails, or direct testimonials - you MUST have this section! It can look messy, or polished, but “real” is always better than “very professional”.

OFFER OVERVIEW…

Logistics presented in the benefit-rich way “What you get is_____ so that you can _____”

1- _____;
2- _____;
3- _____;
4- _____;
5- _____;
6- _____.

Plus these Bonuses:

1- _____;
2- _____.

LIMITER:

This can be: “only a few spots available” or “sign up before ____ and get bonus____” etc.

This can be the same limiter as you have above copied here, or a different way of saying it.

[APPLY BUTTON] goes here

THIS IS FOR YOU IF…

(use client psychographics here to describe who is your ideal client):

- _____;
- _____;
- _____;
- _____;
- _____;
- _____.

THIS IS NOT FOR SOMEONE WHO…

- _____;
- _____;
- _____;
- _____;
- _____;
- _____.

[APPLY BUTTON] goes here

TESTIMONIALS: (more of these goes here)

ACTION STATEMENT:

like “It’s time to _____” linked directly to your offer. Can be the same as the one you did earlier, or a new way of saying it.

LIMITER:

This can be “only a few spots available” or “sign up before ____ and get bonus____” etc.

This can be the same limiter as you have above copied here, or a different way of saying it.

[APPLY BUTTON] goes here

IF YOU DON'T...

This is a section when you put some pressure on the pain points (it is short, don't worry 😉)

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

Be creative. This can be a paragraph or 3-4 bullets.

WHAT IS POSSIBLE...

Here we want to bring it back to possibility (after the deep dark dive!) like "When you choose to step up, you will feel _____" or "You'll be able to _____ when this _____ (problem) is no longer an issue". Be creative 😊

[APPLY BUTTON] goes here