

Sales Page Quick Start

A Quiet Power Strategy™ Tool

Use Your Sales Message or Key Insight to Craft a Killer Headline

It might affirm or deny a deeply held belief of your Most Valued Customer

The lead is your opportunity to empathize directly with your Most Valued Customer. Tell their story (either literally or figuratively).

Before I buy:

- Use bullet points to name feelings, frustrations, desires, or problems your customer faces before she uses your product.
- Empathize with her pain.
- Use language that sounds familiar to her.

Use your Key Insight here to demonstrate why the reader is having a difficult time unlocking the door to her desired outcomes.

After I buy:

- Transition into the results or outcomes your customer can expect.
- Make them as tangible or “real” as possible.
- Again, use language that sounds familiar.

This is a great place for a testimonial since you can use one to reinforce the outcomes you just listed in the After I buy section.

State your hypothesis to bring the Key Insight and the desired results together. This section demonstrates both your “expert” perspective and emphasizes your understanding of the customer’s perspective.

This is a perfect place for another testimonial.

Once you've laid out the customer's story and how your Key Insight unlocks the door to her desired outcomes, it's time to explain why you created the product and why you're the best person to have done so. Utilize a personal story, your Onlyness, or anything else that's unique about your position in the market.

This is a great place for a testimonial that relates back to your or your business.

Finally, lay out the format or features of the product. If it's a program, lay out the modules. If it's a book, consider laying out the chapters. Give your prospects the details they need to feel comfortable buying.

Frequently Asked Questions

What are common questions people ask about your product?

Put your answers here to reduce email communication during the launch.

What are common objections people have to your product?

You can also use FAQs to combat objections that you couldn't get to in the main body of your copy.

Finally, can this section evolve during your sales period?

Absolutely! You'll learn what questions your prospects have as time goes on. Don't be afraid to add more here as you learn what concerns there are.

Remind your customers what they'll get, in terms of outcome, from the details of the product. Tie the features into the benefits.

Follow up with any final testimonials.

Then make your pitch. List the investment on the product. If you can compare it to working with your privately or other products, do so.

Make a strong call to action. Give any deadlines, limits, or other features that make the call more urgent.

BUY NOW BUTTON