

# Simple Sales Page Overview

The most important thing about sales pages is that you don't get too caught up in trying to "sell." You're simply sharing from the heart about your offering, why you're super excited about it, who it can help, and what it can help your ideal client achieve.

Always get really clear on the result, why it matters and why the person should take action now. Share your story. Get excited about your offer and the person reading it will get excited about your offer!

Quick note about sales: You usually have to ask A LOT to make a sale, especially at the beginning. Be patient and just keep asking!

Make sure to use different sized text on your sales page to break up the copy. Most people just skim and read headlines, so write for skimmers! Also include pictures of you. That's important!

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## Part 1: What you're offering

- Program name
- Tagline: (What's the result in how long?)

## Part 2: Depict the present and the possible future, with your offer as the path to get from here to there.

- Where is the person now? What are they struggling with?
- Where do they want to be? What do they desire to have / do / be/ feel?
- How has what you're about to teach changed your life?
- Introduce your offer — the bridge between these two worlds

### Part 3: Share all the exciting details about your life-changing offer.

— What it is, who it's for and why it's cool. (This is a 6-week mentoring session for people ready to transform doubt, fear and limiting beliefs into unstoppable confidence, backed by a crystal-clear game plan to achieve your wildest dreams.... Yes you have to be confident about your offer! Otherwise it won't sell. If you don't feel confident, do mindset work until you do.)

— Outline the things people will learn in the program. Pique curiosity! For example, you might say, "The exact way I return to self-compassion, even on the toughest days."

— List the program details. What they'll receive. For example, a 45-minute guided meditation, 3 phone calls, etc.

### Part 4: Ask for the sale!

Introduce the investment.

Call to action to sign up/buy now/ email you.

### Part 5: Who you are you? Why you? Why does this matter?

Tell your story, who you are, what you do, and what you've overcome in the context of what you're offering.

### Part 6: Ask for the sale again!

Introduce the investment again.

Call to action to sign up/buy now/ email you.

### Part 7: Address doubts, fears, and hesitations.

Tune into the person you want to serve and write to them exactly what you'd want to say if you were sitting face to face. "I know you're scared, but this matters."