

Anatomy of a Sales Page

Action Plan & Get it Done Guide

Step 2: Create Your Outline

Get it Done Step #1: Brain Dump

First up, you want to start brainstorming all of the main points you want to cover in your sales page. The questionnaire below will help you do that.

Sales Page Copywriting questionnaire

1. What's the name of your product/service/program (hereafter referred to as product)?
2. What is the purpose of your product? What problems does it solve for your clients?
3. Whom do you serve? (I.e. Who is your target market? Women, men, entrepreneurs, etc.) Please be as specific as possible. Include any information you've collected, such as age range, income level, profession, etc.
4. What are the benefits of your products/services? In other words, how do/will your products and services make your customers' lives better? For example, if you sell organic face creams, your benefits might be to make their skin soft and give them a more youthful appearance (or make it feel better and look better). A business coach might proclaim to help his clients grow their business and increase their monthly revenues. Specifics are good, so if you have any, please share! Please list all that apply.

Benefit #1:

Benefit #2:

Benefit #3:

5. What are the features of your product (ie. 192 pages of solid information, 6 months of group coaching, live Q&A calls, recorded calls, transcripts, group networking forum, etc.)? Below, please list each feature on the left and then complete the sentence, "which means that..." to draw out the benefit. For example, *You'll get 6 months of group coaching, which means that you're never alone to "figure things out" on your own. Registrants get exclusive access to member networking forums, which means that you'll have the chance to connect with like-minded individuals, meet potential JV partners, and rub elbows with prospective clients.*

6. Why should potential clients buy from you instead of your competition? Do you have a story, background, or angle that makes your product stand out from the crowd?

7. What all does the client get when they purchase this service/program (ie. recorded calls, transcripts, group networking forum)? Why are these things important to clients?

8. Are you giving any bonus gifts to registrants of the program?

9. What is the cost of the product/service/program? Are there installment payment options available?

10. What else does a prospective client need to know, or what other information do you want to provide about this product?

Get it Done Step #2: Discover the problem(s)

Answer the question: What is the problem? What are the pains/challenges your prospects are experiencing? (These statements will be used where it says [*Irritations/Problems*] in the Sales Page Template.)

Write 2-3 concise sentences about the pains and problems your prospects are experiencing because they don't have your solution. This will allow readers to think "Hey, this company really understands my problem." Here's an example for a shopping cart service that helps business owners quickly add e-commerce capability to their websites: "Coaches who sell only their one-on-one time to local clients reach a 'cap' to their income and ability to serve more people. They feel trapped in a rigid schedule and lack the freedom to work when and where it serves them best. They want to increase their revenues by selling their information and expertise 24/7." Write yours here:

Get it Done Step #3: Engage Reader Interest

Answer the question: What is possible? (These will serve as your *Desired Outcome/Benefit* statements in the Sales Page Template.)

Set the stage for what life could be like when the pain is eliminated. Go beyond obvious (ie. "the pain in your lower back will disappear") to draw a picture of what life will look like (ie. "You will now be free to pursue [activities] that you thought were impossible...")

(ie. sell products online while you sleep, serve 100s or 1000s more people than your one-on-one time allows, etc.).

Make a list of potential outcomes/benefits of your solutions:

Get it Done Step #4: Build Desire for the Solution (a.k.a. your product)

Answer the question: Why hasn't the problem been solved? (These will serve as the *Roadblock* statements in the Sales Page Template.)

List all the reasons you can think of that are keeping your clients from solving the problem. (ie. they lack the technical know-how to get started, they're afraid of the complexity of an e-commerce store, they are worried about the expense, they are worried about the time in getting it set up, etc.). Note: If the reason why they haven't gotten results is because of something beyond their control, saying so will not only pique their interest but endear you to them as someone who "gets" it and is on their side. For example: *The reason why you can't drop those last 5 pounds is because of a myth major weight loss companies are feeding you to keep you on longer as a customer. I'm here to dispel that myth, once and for all...so you can finally shed those stubborn pounds for good!*

Get it Done Step #5: Reveal the Solution

Answer the question: What is different now (that your product/service is available to them)? (These will serve as the *Desirable Features* statements in the Sales Page Template.)

In other words, what makes your product/service unique from all the other options out there? Ie. "ABC E-Commerce allows anyone with internet access to launch a 24/7 online store in 5 minutes or less - and for under \$1/day." Write down all the features that make your product/service desirable (ie. more user-friendly, hands-on attention, etc.):

Get it Done Step #6: Call Them to Action

Answer the question: What should readers do now? This is the call-to-action, ie. start your free trial, set-up your store now, buy this product, etc. What's your call-to-action?

Step 3: Flesh Out Your Outline

Get it Done Step #1: Brainstorm eye-grabbing headlines

Review the 11 headline formulas below and choose one to use as the foundation for your headline.

#1 Begin with the word "Introducing..."

Introducing a Little-Known Shortcut to Landing Your Next Promotion

#2 Begin with word "Announcing"

An important announcement for website owners

Announcing a new way to lose those last 10 pounds of belly fat...

#3 Use other words with announcement quality

Finally...a free report that is chock full of content!

Just published...an email marketing guide just for solo entrepreneurs

Presenting a new way to sell your house, fast

At last, conquer the fear that is holding you back from landing your dream job...

#4 Begin with the word "New"

New method of managing your personal finances (instead of THEM managing YOU!)

#5 Write your headline in news style

Better website conversions are suddenly here...

Just released: a new series of business mastery courses

#6 Feature the price in your headline

Would you spend \$24 to gain an extra \$24,000 in revenues this year?

#7 Tell a story

Famous examples:

How I improved my memory in one evening

How I became popular overnight

#8 Begin with "How to"

How to gain a steady stream of high-paying clients

How to end your money worries...for good

(the copy must then give how to info, which readers love)

Magazines have been doing this for years

#9 Begin with "Why"

Why some people are more successful in business (it's not what you think...)

#10 Begin with "Who else"

Who else wants to find the love of their life in 60 days or less?

#11 Use a testimonial-style headline

He was going broke – until he discovered the secret to success

Which formula(s) makes sense for your Sales page headline?

Now that you know which formula you'll choose, time to begin brainstorming the specific headline for your Home page. I typically write anywhere from 3-5 headlines for any given page, and from there narrow it down to the best choice. Here's a sample of headline options I've written (as you can see, some headlines are similar; sometimes it comes down to the *choice* of words for optimum effect):

For a success/life coach:

Is This the Year You'll Love Your Life AND Your Work?

When is it a Good Time to Start Living the Life You've Been Dreaming of?

When is it a Good Time to Start Living the Life You've Been Longing for?

For a nutritionist/health & wellness coach:

Are You Losing Money on Health & Fitness “Quick Fixes” that Don’t Really Fix Anything?

Introducing a Better Alternative for Ineffective “Fad Diets” and Rigid Workout Routines, Exclusively for Baby Boomers

Finally, a Simple Substitute for Ineffective “Fad Diets” and Time-Consuming Workout Regimes

For a hypnotherapist/healer:

Find the Answer to Conquering Years of Suffering and Angst...in 20 Minutes or Less?

How to Identify the Roadblock that's Keeping You Stuck in Sadness, Frustration and Misery...in 20 Minutes or Less

Discover the Key to Loving Yourself, Finding Peace, and Releasing Pains from Your Life

Write your top 3 options below:

- 1) _____

- 2) _____

- 3) _____

Get it Done Step #2: Add Bullet Points to Ease Readability

Turn your statements into easy-to-read bullet points. Not all of them, of course; you want a mixture of bullet lists and short paragraphs. Here's an idea of what you can turn into bullet lists:

- The 2-3 statements from step 2 in the outline
- Your list of outcomes from step 3 in the outline
- The reasons your prospects aren't getting help, as laid out in step 4 in the outline
- The aspects from step 5 in the outline that make your solution unique

Choose one or two of the above to turn into bullet lists, and leave the rest as concise sentences combined into short paragraphs. Which will you choose for your bullet lists?

Now, write out your lists below.

Bullet list #1:

- _____

- _____

- _____

Bullet list #2:

- _____

- _____

- _____

Get it Done Step #3: Consider Adding Involvement Devices to Engage Readers

1) Ask a question that gets their wheels turning.

"What if there was a way you could convert 5 percent, 15 percent - even 25 percent or more - of your website visitors into customers, how much more money would you earn as a result?" (Contrast with a statement, which makes a claim the reader may or may not believe. A question introduces the possibility of an ideal scenario and allows the brain to draw its own conclusions and paint its own pictures.)

"Why do some online businesses make money so easily on the web - while you try everything possible and get barely enough customers, sales, and profits?"

Use "what if...?" questions or "Imagine what would happen if..." or "Think back..." Let readers envision the scene for themselves. Jot down your notes here:

2) Make a promise to engage their cognitive dissonance.

According to Stanford University psychologist Leon Festinger, cognitive dissonance is the mental state people find themselves in when they do things that don't fit with what they know, or if they have a thought that conflicts with other opinions they hold. So if you help them form a belief early on in your web page, by the time they get to the call-to-action it will seem like a natural next step. For example, if you're a sales coach, and you're talking to people who are intimidated by sales, maybe who think of sales as a difficult process, you might say: "By the time you finish reading this page, you will know how to increase your ability to ethically influence others, naturally, without sounding like you're making a sales pitch." Jot down your notes here:

3) Get readers to take ownership of that promise and cling to it tenaciously.

You could add on to the above by continuing with, "How much more money and success could you create if you could convert 15 percent, 25 percent - even up to 50 percent of your website visitors into paying clients?" Jot down your notes here:

4) Turn your suggestions into known facts in their minds

"What will you do with your extra \$2,000 in revenues next month?"

The question, "What will you do..." spawns a reaction in your brain to want to answer that question. You feel subconsciously compelled to answer that question. You've probably experienced this before, when the answer to a question you were thinking about earlier, even hours earlier, springs into your mind, seemingly out of the blue. See, your brain was working behind the scenes all that time to answer that question.

You see it in action on crime and mystery shows. A lawyer trips up a suspect by saying maybe asking a bunch of rapid-fire questions, one of which is, "Why did you rip off that convenience store?" It's assuming that the suspect did, in fact, commit the crime, and oftentimes it can work to get the suspect to admit to something. Because the brain is not answering the question, "DID you rip off that convenience store?", a yes or no answer, but rather "WHY did you rip off that convenience store?"

When you ask what someone will do with the money they earn, as in our previous question, there is an assumption made that earning the extra money is a given. To answer the question, "What will you do with your extra \$2000 in revenues next month?" your reader's brain has to assume that the part about "\$2,000 in extra revenues" is a given. And your reader then assumes that they will, in fact, earn an extra \$2000, and begins to think about how they'll spend it.

You can make it all the more powerful when you give it meaning, namely by beginning with something like:

"By re-routing the time they used to spend on administrative tasks to pursue more billable client work, clients of my VA services tend to earn an extra \$2,000 per month."

And then asking what THEY, the reader, will do with their extra \$2000 in revenues. Jot down your notes here:

5) Use "linguistic binds" to help eliminate doubts and reinforce beliefs that what you're saying is true

Linguistic binds are essentially combining logical statements that the brain can't refute with statements that you are introducing to readers. The combination helps them to believe the entire statement is true. So if you're a relationship coach who has a proven technique for finding love, you might say something like, "As you're reading this page, you start to see why you can't afford to waste any more time trying to find your true love using outdated tactics."

Part 1 states something obvious (you're reading this email), and part 2 states what you want readers to think or do (see why you can't afford to waste any more time trying to find your true love using outdated tactics). Leads reader to believe that what you're saying is logical because the statement begins with something that that is logical.

Jot down your notes here:

6) Take Advantage of the Power of Commitment

When you ask readers to write down the things they desire, they admit the need for your product/service. Plus, written commitment is more lasting than mental. Ask readers to close the sale themselves by making your packages part of their commitment statement. Here's an example from a recent report (which was essentially a long sales letter leading people into a training program), and it was important that they read the entire report from start to finish. So I began the report by saying:

"I know I've been guilty of requesting reports that ended up cluttering my inbox, unread and unused. Those I *have* read have given me at least 1 new idea to help me grow my business. This report is sure to do the same for you. But it all starts with YOU. No marketing technique, no matter how powerful, will work if it isn't put into place.

So to help ensure that you get the most out of this report, I ask you to make a commitment to yourself to *use the report you hold in your hands* (or see on your computer :)) to begin attracting more leads for your newsletter list, clients for your service practice, and profits for your business and yourself.

To get started, please **type your name, the amount of clients/money you want to gain, and the reason/s you want to gain more clients/money** in the blanks below (or on a separate piece of paper if you'd prefer :)), and read the completed statement out loud to reinforce the commitment that will lead to your ultimate success:"

<p>I, _____, have decided I want to gain _____ clients/cash, because _____, and I'm committed to following Tammi's proven suggestions until I reach my desired target.</p>
--

7) Ask a question they can't possibly answer "no" to: (commitment/consistency element)

There's an element of unstated commitment if people answer yes to a question that's a complete no-brainer. Then if they don't follow through, they feel uneasy, like there's unfinished business they need to attend to. Here's an example:

"If I could show you how to convert 5 percent, 15 percent, even up to 25 percent of your website visitors into interested leads and paying clients, would you be willing to spend 30 minutes a day putting top industry secrets into place on your website?"

Or, "What if I told you there was a way that you can achieve your top 3 goals -- *and anything else you desire* -- by using the power of your computer. Would you be willing to spend just **10 minutes** a day making those dreams come true?"

At the end of the page, close the loop by saying:

"Earlier on, I asked you the question, 'If I could show you how to convert 5 percent, 15 percent, even up to 25 percent of your website visitors into interested leads and paying clients, would you be willing to spend 30 minutes a day putting top industry secrets into place on your website?'"

Since you're still here, chances are good that you answered "Yes!" to that question. Now that I've shown you exactly how you can write a website – in 30 minutes or less per day – that will create a foundation for easier, more fun, more profitable marketing, and have seen some of the success stories from clients who've gotten quick results – I think you can agree that now's the time to take action and start getting more clients with *your* website! Register now and get instant access to your bonus goodies – and let's get you on the path to a more compelling, more client-attractive website!"

Jot down your notes here:

Step 4: Show Them What's Possible

Get it Done Step #1: Tell Your Story

Many service providers solved a problem in their own lives and now solve it for others. If that's the case with you, your story can go a long way toward adding credibility and trust in prospective clients. Do YOU have a story about how you went from point A (where your prospects likely are now) to point B (where your prospects want to be)? For example, one of my clients, a relationship coach, shared how she was so frustrated with "blind" dating that she almost gave up, until she discovered a proven technique for spotting her perfect mate in the crowd, and met her now-husband within 6 months. They've now been happily married for over 10 years. That's a powerful story that can get readers excited about the prospect of getting similar results in their own lives.

Jot down your thoughts here:

Get it Done Step #2: Add Credibility Elements

Have you worked with clients who've gotten great results? Do you have any testimonials from happy clients that can help to reassure prospective clients? Dig through your emails, think back to past clients, do whatever it takes to uncover those nuggets of gold that can build trust with your readers. Jot down your notes here:

Step 5: Wrap It Up

Get it Done Step #1: Reveal the Solution

By talking about the challenges your prospects are facing and discussing how things *could* look for your prospects, as you've done in the previous days' work, what you're really doing is helping readers to see the gap between where they are now and where they want to be. Once that work is done, you can introduce the solution that will bridge that gap and bring your readers the relief they seek. Go back to step 4 in the outline you created on day 2 and format your unique features into bullet points or a short paragraph about why they should consider your solution(s). Write them here:

Get it Done Step #2: Add your call-to-action

Last up, add the call-to-action that you created in step 5 of the outline. What is it you want readers to do? Call you for a consultation? Request a quote? Make a purchase right there from your services page? Get specific. And write your answer here:

Get it Done Step #3: Review your sales page

Does my Introduction clearly communicate the pains or challenges my prospects are experiencing? Yes No

Does the body of my sales page use my story and client testimonials to help readers see what's possible for them once they get the right solution? Yes No

Does my sales page clearly communicate to readers why their problem(s) hasn't been solved? Yes No

Does the reveal of my product not only show readers why they should choose this product but also get them excited to do so? Yes No

Does my sales page contain a clear call-to-action, with specific instructions (ie. "click here to order now" or "choose from one of the two flexible payment options below to get started now")? Yes No

Does my sales page contain a combination of short paragraphs and bullet lists to ease readability? Yes No

Notes

Please use this section to record any a-ha's or other notes for yourself.
