

HOW TO STRUCTURE YOUR SALES PAGE

01

HEADLINE

The main struggle your clients have. OR how they want their life to change.

02

PAINS

What your clients struggle with (be detailed).

03

DESIRES

What they most want (with details).

04

MINDSET LIMITS

Why they haven't achieved what they want. And how it's not their fault.

05

COURSE ANNOUNCEMENT

Short section: "Introducing...
COURSE NAME"

HOW TO STRUCTURE YOUR SALES PAGE

10

ABOUT ME

Credentials, experience, why you do this, fun facts

11

FAQS

Questions and concerns to help make people feel comfortable buying.

12

COMPARISON TABLE

Side by side, compare your offer with other options (even like free videos)

13

URGENCY

Doors close in 2 weeks?
1:1 access goes away?

14

POSITIVE CLOSE

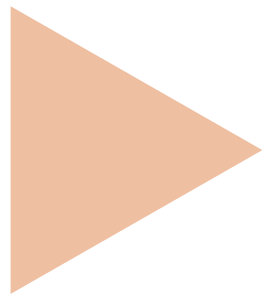
Like, "Now's the time to [get what they want.]"
Not, "If you don't buy now, you'll always struggle with XYZ."

HOW TO STRUCTURE YOUR SALES PAGE

15

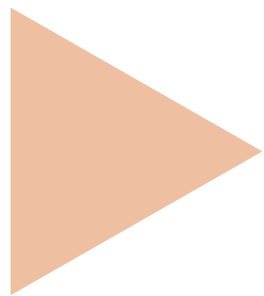
OFFER SUMMARY

Summarize your offer



TESTIMONIALS

Sprinkle in testimonials from top to bottom.



CTA BUTTONS

Place a CTA button in almost every section.

Now that you know how to order your sales page, you can also find out:

- How to know what to say on your sales page
- Why a quick call with clients is crucial BEFORE you start writing
- What questions to ask your clients before you start writing
- And more!

[Click this link to sign up for emails](#) that show you all things sales pages and launches.