



Digital Traffic Institute

Sales Page Copywriting

A sales page is a web page designed to convert a lead into taking a bigger step with you. They can be used for event tickets, software, info products, service packages, memberships and more. It is where you would send traffic from social media, ads, emails and links throughout your website.

The key components of a winning sales page are:

- Headline
 - Benefits
 - Social Proof
 - Expected Results
 - Features
 - Create Urgency
 - Reduce Risk
 - Clear Call to Action
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HEADLINE

1) **Write a headline and sub headline**

This is your “emotional promise” and how it will be delivered. (*i.e. Headline: Work where you want earning what you want while showing people the path to health and happiness; Sub headline: Become a Yoga Instructor in only 3 Months!*)

2) **Prequalify**

Whenever possible prequalify by telling your prospect who this offer is for and who it's not for. In other words, the example used above is for people who want to choose where they work, earning what they want while helping people get healthy. This hopefully will get people not interested in that to leave the page and keep the ones who are to stay and therefore be more connected to what comes next.

BENEFITS

Use what you wrote in the Features and Benefits Handout.

3) **List the benefits**

This is how the prospect's life will change after they buy or sign up for what you have to offer.



SOCIAL PROOF

4) Include Testimonials

Include as many testimonials as possible. Whenever possible use video testimonials. If you don't have video use written and include the following:

- video or person's photo
- their name
- their job

3 Questions you can ask to get a great testimonial:

- 1) Why were you unsure or sceptical about working with me/buying my product/engaging my services?
- 2) What is the 1 thing you saw or heard that made you decide to take that next step with me?
- 3) What specific benefits have you received using my product/service?

5) Use Statistics

Do you have any proof that what you are offering works or solves a problem?

Include any stats or figures from studies or reports that backup what you offer.

When using stats make sure and reference the source. *(i.e. 1 out of 2 businesses fail in the first 2 years. They fail because they don't have a business plan. You will receive a business plan template in this program)*

EXPECTED RESULTS

6) Include a Case Study

Include any case studies you have where you can discuss a before and after scenario.

7) What are some typical results?

What outcomes should someone expect to get in their life if they buy and use your product or service as suggested? What exactly will they be able to do, have, experience or create? Remember to be specific and concrete in your language.



FEATURES

8) **What do they get?**

Describe the specific features of your product or service. (i.e. 8 x 1 hour videos that you can stream and download, a 350 page manual, a ticket that includes lunch, etc.). This is what they get when they sign up.

9) **Be specific**

If you are selling a program or course include the different modules or sections that will be taught. (i.e. Month 1 you learn xyz or day 1 in the morning you will learn abc). Think of this as listing your itinerary. Include relevant dates, product descriptions, photos or image examples so there is no question about what they are getting.

CREATE URGENCY

10) **Limit availability**

How can you limit time while selling your products or service? If this is an event you can offer an early bird discount for example. Or maybe you offer a discount that is specific for only a certain period of time.

11) **Add Value**

How can you add value to your products or services if they purchase within a set time frame? Is there a bonus you can give?

REDUCE RISK

12) **Offer a guarantee**

The best guarantee is the one that is best for your business. It needs to work within what you can comfortably offer based on the results you can give.

13) **Make it easy to seek help**

Is it clear how to get a hold of your company if the customer has problems making their purchase or after their purchase? Can you include your phone number on the page or a live chat box?

14) **Handle objections**

Write down your top objections you see from people and answer them on your page. This could be an FAQ section or just a section of content that addresses this.



CLEAR CALL TO ACTION

15) Tell them how to buy

Do you have a clear call to action? Tell them exactly how to buy now!

16) Tell them what happens next

Tell them exactly what will happen after they click the “buy now” or “register” button. Online customers want to feel safe and know what to expect.

VIDEO (OPTIONAL)

Here is the outline you can use to create an amazing sales video to be positioned at the top of your page. The video is optional, but if you are selling yourself (your consultancy, your training or your program) it is best to show the person you are so they can see you in action, start building rapport with you and see if they like you.

1) Start by explaining what's in it for them

For example...”I am so glad you are here because your life is about to change into, until now, something you could only dream of. You are about to join hundreds of other people who set their own work schedule and prices they charge and make a living doing what they love – helping and healing others...”

2) Introduce yourself

You say your name & role with the business and in 1-2 sentences say what you are known for (i.e. *"I have trained hundreds of people just like you to become a successful Yoga Instructor."*).

3) Answer these questions in this order:

1. Who is this product for? (i.e. *middle managers feeling unhappy about their jobs-get this.*)
2. What are 3-5 benefits they will get? The more specific you can be the better including exact numbers or timeframes. (i.e. *exact formula on how to lead a team, how to not make the 10 most common mistakes leaders make to alienate people, how to get the 3 traits the best leaders in the world share*)
3. What are 3 things that may stay the same if they do not sign up? (i.e. *staying unhappy in your job, feeling uninspired to go to work, not knowing if they are doing a good job*)
4. What do they need to do now to sign up? (i.e. *click on the button below*)
5. What will happen after they sign up? (i.e. *you will receive an email with your login details*)

Remember, to be natural and energetic! If you have testimonial videos you will also want to include them in this video.