

The 7-Step structure for Sales Pages that Sell

This document will show you exactly how to structure your sales page so that you can write effective copy and launch your product as fast as possible.

Start of the Page:

1. The Headline

Objective: to find a hook so powerful that it is impossible not to read the rest. It must promise the main benefit of the product.

- How to (ACHIEVE DESIRABLE GOAL) in (PERIOD OF TIME)\
- How to (ACHIEVE DESIRABLE GOAL) without (PROBLEM)
- Are you tired of (PROBLEM THAT KEEPS THEM AWAKE AT NIGHT)?

2. Yes Questions

Objective: To make people think that you're talking to them and that you understand their problems.

These questions must trigger an **immediate YES** in the mind of your readers

The Page Body:

3. Sub Headings

Objective: To grab the attention of those who are simply scanning the page

- The proven formula to grab attention: BENEFIT + MYSTERY (don't say everything)
 - Example: "Make more sales with this one simple tactic"

4. Paragraphs

- Vary the size of sentences and paragraphs
- Aerate the text (white space increases readability)
- Use bulleted lists
- Present only one idea per paragraph
- Bold important words and ideas (for those who scan pages)
- Use simple wording and avoid industry jargon
- Speak in a friendly tone, not a corporate one

5. A List of Bullet Points

- Talk about the benefits of your offer while remaining mysterious about what it's really about
- Reinforce your bullet list by providing the benefit followed by the positive consequences on the reader's life
- If you sell a course, then order the bullet list items by module
 - The perceived value will be so much higher if you structure the course so that people will go from point A (where they are at now) to point B (where they want to go)

Important: Add a paragraph or a bullet list that explains what exactly people will receive, for example:

- Access to a private site
- X videos for a total watch time of Y

6. The Call to Action:

Important: Do not announce the price plan before having built up value

Build the value of your product by explaining:

- How much they would have to **spend elsewhere** to get the same result
- How much did it **cost you to develop** this method
- How much money they can **save** by using your product
- How much money they can **earn** by using your product

To make an **irresistible offer**, you want to propose a product that is worth 4 to 10 times the price you are asking for it!

Recap the main benefits before announcing the price THEN insert a call to action that translates into a benefit.

Example: *Yes, I want to launch my blog and earn my first euros in the next 31 days!*

Important: Always offer a money-back guarantee

7. Nice-to-haves:

Testimonials:

- Not mandatory but it will improve conversions if you have some
- Ideally, in a testimonial you want your customers to say what results they got in what timeframe

Bonuses:

- Again it will improve conversions but it's not mandatory (better to launch without bonuses than not launch)
- Examples:
 - A bonus that will solve a problem they will have after they got the result from your product
 - A bonus that will help them get the results offered by your product faster or more easily