The Framework + Before/After Walkthrough

The 10-section structure your fixed pieces slot into, plus the full before-and-after example.

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This is the structure that ties your fixes together: the ten sections of a page that converts, in order, and a complete before/after example so you can see how it is meant to fit.

PART 2: The 10 Sections Of A Page That Actually Converts

This is the framework. Ten sections, in order, that turn a blank page, or a broken one, into something that actually makes sales. You don't need all ten for every product. A $17 easy yes can skip a few. A $297 package needs every single one. But the order stays the same regardless of price. Learn the full framework first, trim it later, Part 4 covers exactly which sections to cut for different price points.

2.1: The Outcome Headline (Page Section 1)

This is what your visitor sees first. It needs to pass the 5-second test from Part 1. No clever wordplay, no jargon, no product names. Just a specific result they want, in language they'd actually use. The formula that works:

[Specific Result] + [Timeframe] + [Without Common Obstacle]

Fill in those three blanks and you've got a headline that does more work than 90% of what's out there. Examples: "Create Your First Lead Magnet In 2 Hours, No Tech Skills Required" "The 12-Point Pre-Quote Checklist That Stops You Underquoting (No Guesswork)" "Sign Your First $297 Priority Package This Month, Even With A Small Customer List" "Turn Your Past Customers Into Repeat Bookings Without Chasing A Single Person" "The Year-Round Lawn Care Planner That Keeps You Ahead Of Every Season" See the pattern? Every one tells you what you'll get, how fast, and removes the excuse that would stop you.

Now look at what doesn't work.

"The Ultimate Home Care System." Ultimate what? For whom?

"Unlock Your Property's Potential." Meaningless.

"My Electrical Guide." Nobody searches for your guide by name.

"Welcome To The Priority Program." Tells them nothing except that you think highly of it.

Common mistake: trying to be clever. Puns and mysterious teasers don't work in headlines for products under $100. You're not writing a novel cover. You're answering a question: "What will this do for me?"

Write yours now. Pick one of these formulas and fill in the blanks.

[Result] in [Timeframe], [Obstacle Removed]

[Number] [Things] That [Outcome] Without [Pain Point]

[Action Verb] Your First [Milestone] This [Timeframe], Even With [Small Starting Point]

Write three versions. Pick the one that most clearly tells a stranger what they're getting. That's your headline.

2.2: The Problem Mirror (Page Section 2)

Right below your headline, you need 3-5 sentences that make the reader think "this person gets it." Not a description of their "pain points." Not a clinical rundown. A mirror. You're describing what their life actually looks like right now, in their words, not yours. **Bad problem mirror:** "Many homeowners struggle with property maintenance and find it challenging to know when professional help is required." Nobody talks like that. Nobody sits there thinking "I'm struggling with property maintenance." They think "why does something always go wrong the week I can't afford it." **Good problem mirror:** "You've rung around three times this month getting quotes that all sound different. Nobody's turned up when they said they would. You're starting to wonder if there's even one person you can just call and trust to sort it." That's a Tuesday afternoon. That's what they're actually experiencing. **How to find their exact words:** go where your customers actually talk. Local Facebook groups. Reviews other businesses have received, especially the negative ones. Comments on your own posts. Look for the phrases they repeat. The way they describe their frustration. If someone in a local group writes "I feel like I'm just rolling the dice every time I need someone out," that's your problem mirror language. Steal it. When they read those exact words on your page, something clicks. **The rule:** describe their Tuesday afternoon, not their "pain points." Pain points are abstract. Tuesday afternoons are real. Write 3-5 sentences describing what your ideal customer is experiencing right now, in the kind of language they'd use complaining to a friend. That's your problem mirror.

2.3: The Agitation (Page Section 3)

You've shown them you understand their problem. Now show them what happens if they don't fix it. This isn't fear-mongering. It's math. "You've been putting this off for six months. If nothing changes, you'll be in the same spot six months from now. Still ringing around. Still getting surprise bills. Still not sure who to trust." That's not manipulation. That's honest, and it works because it's true, they already know it's true. Keep this short. Two or three paragraphs, maximum. The easiest way to do this is with numbers. "Every emergency callout you pay for instead of catching the problem early, that's $150-300 you didn't need to spend. Over a year, that adds up to real money, not because you couldn't have avoided it, but because nothing was catching the small stuff before it became urgent." Opportunity cost hits harder than vague statements like "things will get worse." Give them a number. Make it realistic. Don't inflate it. Two paragraphs. Real numbers. Move on. If you're still writing agitation after three paragraphs, you've gone too far.

2.4: The Bridge, Your Solution (Page Section 4)

This is the transition. You've described their problem. You've shown the cost of ignoring it. Now tell them what the product is, in one sentence. One. "This is [product name]. It's a [format] that shows you exactly how to [specific outcome]." That's all. Don't explain your whole process. Don't describe how you developed it over years. One sentence. Done. Then pivot straight to outcomes. Not what's in the product, what they'll be able to DO after they use it.

"After going through this, you'll be able to:"

Then 3-5 outcome bullets. Not features. Outcomes.

"Know exactly which faults are urgent and which can wait" is an outcome.

"Never get caught out by an unexpected repair bill again" is an outcome.

Compare that to "Includes a checklist and a reference guide," that's a feature. Features come later.

Right now, sell the result.

Your first CTA goes here. Right after the outcome bullets.

Some people are already sold by this point. Don't make them scroll through 2,000 more words to find the button. **What the button says matters.** "Buy Now" is generic and it works, but you can do better. The best button text completes the sentence "I want to..." "Get The Guide" "Grab The Checklist" "Start My Plan" "Get Instant Access" Pick one that matches your product and use the same copy on every button throughout the page. Consistency matters, if the button says something different every time it feels disjointed. **Put the price on the button.** Remember Sin 2, burying the price kills trust. Include it right where the action happens. "Get The Guide, $17" or "Grab The Checklist, $27." The visitor never has to hunt for the price.

2.5: What's Inside (Page Section 5)

Now you can list what's included. But every item needs to answer one question. "So what?" Not "Section 3: Seasonal Maintenance." "A season-by-season plan so you're never wondering what needs doing and when." Not "Bonus: printable calendar." "A one-page fridge calendar so you never have to remember what's due." The format that works best is a checkbox list. Each item, one line, benefit-first, specific. **The pattern:** [The specific thing] + [what it does for them] + [timeframe or result].

Go through every item in your product and rewrite it using that pattern. If you can't explain what an item does for them, either it doesn't belong on the page, or it's not a strong enough inclusion in the product.

The value breakdown goes here too. Show the math, not inflated "this is worth $10,000" nonsense, but a realistic time-saved calculation.

> *"Working this out yourself would take a couple of hours of research and trial and error. At even $30 an hour of your own time, that's $60 or more. This is $17."*

Keep the numbers honest. If your calculation needs someone to value their own time at an unrealistic rate to look impressive, it's garbage.

Second CTA goes right after this section.

2.6: Social Proof And Credibility (Page Section 6)

If you've got testimonials, use them here. If you haven't, don't panic. There are other ways to build credibility.

If you have testimonials: use the specific ones. "Great guide!" is worthless. "Followed the checklist and caught a fault before it became a $400 job" is gold. The more specific, the more believable.

If your testimonials are vague, ask for better ones. Here's exactly what to send your existing customers.

> *"Hey, quick one, would you mind sharing a specific result you got from [product name]? Something like 'I checked X and found Y.' Even a small win helps. Happy to feature it if you're comfortable with that."*

Most people are happy to help. They just don't know what you're after unless you tell them.

If you have zero testimonials: use what you've got.

Your own results. "I use this exact process on every job I do." That's not a testimonial, it's credibility. It shows the method works.

Numbers that demonstrate experience. "Based on over a decade of jobs across this suburb" or "used on 200+ properties." Specific numbers build trust even without named testimonials.

Reviews from your one-off work. Even if they're not about this specific product, reviews about your reliability and quality carry weight.

Start with whatever you have. As sales come in, actively collect testimonials. Within a few months, you'll have enough real social proof to replace the borrowed credibility.

Third CTA goes here.

2.7: Objection Handling (Page Section 7)

By this point, the visitor's interested. They understand the problem, they see the solution, they know what's inside. But they haven't bought yet because something's holding them back.

Your job is to say that thing out loud before they do. When you name their objection, it stops being a silent reason to leave and becomes a conversation you're handling for them.

Use quote format. It feels more personal, like you're reading their mind.

“I can't afford it.”

Be honest about what the product costs relative to what they're already spending. "You've paid for two emergency callouts this year already. This is $17 and it means you catch the next one before it becomes an emergency." Don't dismiss the concern. Reframe the comparison.

“I don't have time.”

Address the real fear, that this is another thing that'll sit unread. "This isn't a long manual. It takes fifteen minutes to read and you can use it straight away."

“Will this actually apply to my property?”

Show range. "This works whether you're in a house, unit, or townhouse, the principles are the same, you just adjust to what's actually there." Give an example or two if you can.

“I've been let down before.”

Acknowledge it. "So have plenty of my own customers, before they found me. That's exactly why I made this, so you've got a straight, honest reference instead of guessing who to trust."

“I'm not ready yet.”

This is the hardest one because it feels rational. "There's no perfect time for this. The earlier you know what to check, the less it costs you down the track."

Don't bulldoze. Don't pressure. Just name the objection and give an honest response. If your answer's good enough, they'll buy. If it's not, they weren't the right customer anyway.

2.8: The Guarantee (Page Section 8)

Guarantees don't lose you money. They make you money.

The guarantee isn't for people who want a refund. It's for people on the fence. The ones 80% convinced who need that last nudge. A guarantee removes the risk of a bad decision, and removing risk is one of the most powerful things you can do on a sales page.

"But won't people just buy it and refund?"

Some will. Refund rates on low-cost products are typically small, most people keep it. And a chunk of those only bought because the guarantee was there. Without it, they'd have left.

You're not losing money on refunds. You're losing money every day you don't have a guarantee, because people who would have bought are leaving instead.

For products under $50: a simple 30-day money-back guarantee works. "If you don't find this useful, email me within 30 days for a full refund. No questions asked."

For products over $50: consider a conditional guarantee. "Go through it and try at least one thing. If it doesn't help, show me what you tried and I'll refund you in full." This protects you from people who buy with no intention of using it, while still feeling generous.

Keep the wording simple. Don't bury it in legal language. A guarantee should build confidence, not require reading twice to understand.

Fourth CTA goes right after the guarantee. Often the highest-converting CTA on the page, because you've just removed their last reason to hesitate.

2.9: The Final Push (Page Section 9)

This is the "if you're still reading" section. Not everyone buys after the guarantee. Some need one more reason. Don't guilt-trip them. Don't use countdown timers or fake urgency. Just be honest. Restate the transformation. Where they are now versus where they'll be after. "Right now, you're guessing who to call and hoping for the best. By tonight, you could have a clear plan and know exactly what to check and when." "You can keep doing what you've been doing and hope something changes. Or you can grab this and know exactly where you stand." Keep it to 3-4 sentences. Short. Direct. One final reminder of what they're getting. **Fifth CTA. Last one.**

2.10: The Footer (Page Section 10)

This isn't a selling section. It's a trust section. Skipping it makes your page look amateur. What goes here. A link to your privacy policy. You need one if you're collecting emails or payment details. You can generate a basic one free using tools like Termly. A contact link. An email address or simple contact form. People rarely use it, but seeing it there tells them a real person is behind this page. A results disclaimer, if relevant. Something like "Results vary based on property and individual circumstances. No specific outcome is guaranteed." Your business name and year. Simple. Professional. Nobody reads the footer. Everyone notices when it's missing. A page with no footer feels like it could disappear tomorrow. A page with one feels like a real business. Don't spend more than 5 minutes on this. Just make sure it's there.

PART 2B: See It In Action, Before/After Walkthrough

The framework makes sense in theory. But theory isn't what sells products. Seeing the whole thing assembled is what makes it click. Here's a fictional $17 product, The Year-Round Lawn Care Planner, shown as a beginner would build the page, then rewritten using the 10-section framework. Same product. Same price. Completely different page.

2B.1: The Before, A Typical Beginner Sales Page

This is what most first-time sales pages look like. Read it and see how many sins you recognize. Hi! I'm Alex, I run a lawn care business with over 8 years of experience helping properties in the area look their best. After years of working with customers, I decided to create this product to help others succeed with their lawns too! Introducing: The Year-Round Lawn Care Planner This is the ultimate resource for anyone who wants to improve their lawn. I've put together everything I know about lawn care into one comprehensive package. What's Included:

- 12-month planner template
- Feeding schedule guide
- Watering reference document
- Bonus: seasonal problem-spotting PDF
- Bonus: fridge calendar I've spent months putting this together and I really believe it can help your lawn look its best all year!

If you have any questions, feel free to reach out. Always happy to help!

Price: $17

[Buy Now]

Count the sins.

Sin 1, leads with Alex's credentials, not the reader's problem. Sin 2, price buried at the very bottom.

Sin 3, "The Ultimate Resource" says nothing specific. Sin 4, one CTA at the bottom and nowhere else. Sin 5, pure feature dump with no benefits. Sin 6, zero social proof, zero credibility markers.

Sin 7, no subheadings, no bold text, no structure for skimmers.

Seven out of seven. Every single one.

And here's the worst part. Alex's planner might actually be good. It might be exactly what someone needs. But nobody will ever find out because the page loses them in the first five seconds.

2B.2: The After, Same Product, Actually Converting

Same product. Same price. Different page. **Stop Guessing What Your Lawn Needs Every Season, A Full Year Planned Out For You** You mow it, it looks fine for a week, then it doesn't. You're not sure if it needs feeding, watering more, watering less, or if that patch of yellow is just going to fix itself. So you do nothing. Then spring comes around and half the lawn's patchy and you've got no idea when it went wrong. Meanwhile, the lawns that always look good? They're not being looked after by someone with a secret. They're just on a plan, doing the right small thing at the right time of year, every year. If nothing changes, you'll spend the next

12 months reacting to problems instead of preventing them. That's the difference between a lawn that always looks after itself and one that's constantly playing catch-up. **This is The Year-Round Lawn Care Planner.** It's a complete plan that tells you exactly what to do to your lawn, and when, for the whole year.

After going through this, you'll be able to:

Know exactly what your lawn needs this month, without guessing.

Catch problems early, before they turn into bare, patchy sections.

Stop wasting money on feeds and treatments applied at the wrong time of year.

Get The Planner, $17

Here's what's inside:

The complete 12-month plan with what to do each month, so you're never caught out by a season change again.

A feeding and watering schedule matched to your actual climate, not generic advice that assumes you live somewhere else.

A seasonal problem-spotting guide so you catch bare patches, weeds and drainage issues while they're still small and cheap to fix.

A one-page fridge calendar so the whole plan is at a glance, no digging through a PDF to remember what's due.

Working this out yourself would take hours of research and a fair bit of trial and error, plus a season or two of mistakes along the way. This is $17.

Get The Planner, $17

"Followed the feeding schedule for one season and the difference was obvious by the next mow. Wish I'd had this years ago." - Rob T.

"Finally know what I'm supposed to be doing each month instead of just guessing and hoping." - Karen M.

Get The Planner, $17

"I don't have time to fuss over my lawn."

That's exactly the point. You're not fussing more, you're doing less overall, because you're doing the right small thing at the right time instead of scrambling to fix a bigger problem later.

"Will this work for my type of grass?"

The plan is built around the seasons, not one specific grass type, so it applies whether you've got couch, buffalo or something else. You just apply the timing to what's actually growing in your yard. "I've tried lawn guides before and never stuck with it."

This isn't a manual you need to figure out. Every month has one clear thing to do. If you can follow a fridge calendar, you can use this.

30-day guarantee. If you don't find the planner useful, email me within 30 days for a full refund. No questions, no hassle.

Get The Planner, $17

You can keep guessing what your lawn needs, or you can have the whole year planned out by tonight.

Get The Planner, $17

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2B.3: What Changed And Why

Same product. Same $17 price. Two completely different pages.

The first 5 seconds changed completely. The Before page opens with Alex's bio. The After page opens with the reader's frustration, guessing what the lawn needs every season. A visitor knows within seconds whether this page is for them.

The CTA moved from the bottom to everywhere it needed to be. The Before page had one button at the very end. The After page has five, placed after the solution, after the value breakdown, after social proof, after the guarantee, and at the close.

Features became benefits. "12-month planner template" became "the complete 12-month plan with what to do each month, so you're never caught out by a season change again." Same item. Completely different impact.

The price went from hidden to proud. The Before page buries $17 at the bottom like it's something to be ashamed of. The After page puts it right on the button and in the value comparison.

Objections got handled instead of ignored. The Before page doesn't acknowledge a single doubt. The After page names three common hesitations and answers each one honestly.

You don't need a better product than Alex's. You need a better page. The framework in Part 2 is exactly how you build one.