

The Complete Sales Page Rebuild System

The full 10-section framework, the before/after walkthrough, the 3-hour sprint, the fixes for when it still is not working, and a bonus formula toolkit.

Ash Webb · ashwebb.com

You have the diagnosis and the words to fix each part. This is the structure they slot into, in the right order, so the pieces add up to a page that actually converts.

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 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.

PART 3: Rebuild Your Page Section By Section This Afternoon

You've got the diagnosis. You've got the framework. You've seen the before and after.

Now open your page builder and let's do this.

3.1: The 3-Hour Rewrite Sprint

Don't write your page in order. The headline is Page Section 1, but it's one of the hardest sections to write first because it needs to capture everything the page promises, and you haven't written the page yet.

Start with what's easiest. The Problem Mirror. You already know what your customers are struggling with. Writing their frustration down in 3-5 sentences takes ten minutes, and once it's on the page, everything else flows from it.

Here's the full order, with time targets.

1. Problem Mirror + Agitation (20 minutes). Describe their Tuesday afternoon. Show them the cost of not fixing it. You're warmed up now.
2. What's Inside with benefit framing (30 minutes). Go through every item in your product.

Rewrite each one as a benefit. This is the most time-consuming step because you're rethinking every line item. Don't rush it.

1. Objection handling (20 minutes). Write the five objections in quote format. Answer each one honestly. If you get stuck, think about what your most skeptical customer would say.
2. Headline (15 minutes). Now that you've written the body, you know exactly what this page promises. Use the formula from Section 2.1. Write three versions. Pick the clearest one.
3. Solution bridge + CTA button copy (15 minutes). One sentence describing the product. 3-5 outcome bullets. Write your CTA button text, the same copy you'll use on every button.
4. Guarantee (10 minutes). Pick the right guarantee for your price point. Write it in plain language.
5. Social proof (15 minutes). Use what you've got, testimonials, your own results, numbers. If you have nothing, write the "borrowed credibility" version and plan to collect real testimonials once sales start.
6. Final push + footer (10 minutes). Three sentences restating the transformation. Add your footer links, disclaimer, contact info.
7. Visuals (15 minutes). Select or create a product mockup. Decide on image placement. More on this next.
8. Skimmer test (10 minutes). Read only your subheadings and bold text. Do they tell the full story on their own? If not, rewrite them until they do.

9. CTA placement review (10 minutes). Make sure you have at least 4-5 CTAs spread through the page.
10. Mobile check + proofread (10 minutes). Preview your page on mobile. Read the whole thing out loud. Fix anything that sounds awkward or looks broken on a phone screen. **Total: roughly 3 hours. Not three days. One focused afternoon.** If you can't do it in one sitting, split it across two sessions. Steps 1-5 first, steps 6-12 second. Just don't let two sessions turn into two months.

3.2: Visuals, What Your Page Should (And Shouldn't) Include

Beginners do one of two things with images, skip them entirely (the page feels lifeless) or use irrelevant stock photos (the page screams amateur). Both cost you sales. **What actually helps conversions:** A product mockup. Even a simple one made in Canva. Show your digital guide as a booklet or tablet screen. A flat PDF file doesn't feel like something worth paying for. A mockup does. Photos of what's inside. A sample page, a checklist preview. People want proof there's real content behind the buy button. A photo of you, or your work. Real job photos, a genuine headshot. Doesn't need to be professional. Just needs to look like a real person and real work.

What doesn't help:

Generic stock photos that could belong to anyone's business.

Decorative graphics that don't communicate anything.

Oversized logos. Your logo at the top of the page is fine. Your logo taking up half the screen is not.

How many images? For a short page (\$10-27 product): 2-4 images. For a longer page (\$97+ product): 4-6. Every image should either build trust or show the product. **Where to place them:** after the headline (product mockup works well here). Within the What's Inside section (previews of the content). Near social proof, if you have photos of the reviewer or a completed job. Spread images through the page to break up text.

3.3: Writing For Skimmers, Because Nobody Reads Your Whole Page

Most visitors scroll fast. Their eyes catch on subheadings, bold text, and images. Everything else gets skipped unless something grabs them. That means your subheadings and bold text need to sell the product on their own, even if nobody reads a single paragraph.

The difference between a label and a selling subheading:

"What's Inside", label. Tells them nothing.

"Everything You Need To Get On Top Of This By Sunday", selling subheading. Creates a bit of urgency and paints an outcome. "Frequently Asked Questions", label. "Still Not Sure? Here's What Other Customers Asked Before They Grabbed It", selling subheading. Every subheading should do two jobs. Tell skimmers what this section is about AND give them a reason to care. If it only does the first job, rewrite it. **What to bold:** the key phrase in each paragraph, the one carrying the core message. If someone reads only the bold text, they should get the main point. **The test:** read only your subheadings and bold text from top to bottom. Does it tell a

complete, convincing story? If not, rewrite those elements until it does. Takes 10 minutes, one of the highest-leverage things you can do to your page.

3.4: What Happens After They Click The Button

Your page convinced them. They clicked the CTA. Don't lose them at checkout. Keep the checkout page to one screen. Name, email, payment, nothing else. Make sure the price on checkout matches what the sales page said, if your page says \$17 and checkout says \$19.99, that mismatch kills trust instantly. Show the product name and a one-line summary so they're reminded what they're buying. This takes five minutes to set up and closes the gap between "they clicked" and "they paid."

3.5: AI Prompts For Each Section

If you want a head start, or you're staring at a blank section and can't find the words, these prompts get you 80% of the way there. One prompt per section. Paste it into ChatGPT, Claude, or whatever you use. You'll still need to edit the output, AI doesn't know your customers the way you do, but it gives you raw material instead of a blank screen.

PROMPT — OUTCOME HEADLINE

I'm writing a sales page headline for a product I sell to my customers. Here are the details:

Product name: [your product name]

Product format: [guide/checklist/planner/etc.]

The main result it delivers: [specific outcome]

How quickly someone can get that result: [timeframe]

The biggest obstacle my customers face: [common excuse or blocker]

Write 5 headline options using this formula: [Specific Result] + [Timeframe] + [Without Common Obstacle]. Keep each headline under 20 words. No jargon, no puns, no clever wordplay. Each headline should make a stranger immediately understand what they're getting. Don't use the word "ultimate."

PROMPT — PROBLEM MIRROR

I'm writing the problem section of a sales page. My target customer is: [describe your ideal buyer, who they are, what they're struggling with, what they've already tried].

Write 3-5 sentences describing what their daily experience looks like right now. Don't use marketing language like "pain points." Write it the way they'd describe their frustration to a friend. Specific, real. Describe their Tuesday afternoon, not their problem in the abstract.

PROMPT — AGITATION

I've just described my target customer's problem on a sales page. Now I need 2-3 paragraphs showing them the cost of not fixing it.

My customer's current situation: [brief description]

How long they've likely put this off: [timeframe]

What they're losing by not acting: [money, time, hassle, be specific]

Write 2-3 short paragraphs showing the cost of inaction using real numbers. Not fear-mongering, mathematical honesty. Keep it factual and brief.

PROMPT — SOLUTION BRIDGE

I need the transition section of my sales page, from the problem to my product.

Product name: [your product name]

Product format: [guide/checklist/planner/etc.]

What it does in one sentence: [the core outcome]

Write: one sentence introducing the product ("This is [name]. It's a [format] that shows you exactly how to [outcome]."), then 3-5 outcome bullet points. Each bullet should describe what they'll be able to DO after using it, not what's included. Start each bullet with a verb. No features, only outcomes.

Conversational, direct, no hype.

PROMPT — WHAT'S INSIDE (BENEFIT-FRAMED)

I need to list what's included in my product, framed as benefits, not features.

Here's what's in my product: [list every item/section/bonus]

Rewrite each item using this pattern: [The specific thing] + [what it does for them] + [timeframe or result]. Every item should answer "so what, what does this do for me?" Use a checkmark at the start of each item. Conversational and specific, no vague claims.

PROMPT — SOCIAL PROOF

No prompt here. You can't use AI for social proof because social proof has to be real.

If a customer says "great guide!", that's what you put on your page. You don't change it, don't rewrite it. It has to be exactly what they said. The moment you edit someone's words, it's not a testimonial anymore, it's marketing copy you invented and attributed to a real person.

If you want better testimonials, go back to Section 2.6 and use the prompt to ask your customers for specific results. Get better raw material. Don't polish what you've got into something they didn't say.

PROMPT — OBJECTION HANDLING

I need to handle the 5 most common objections on my sales page for a product priced at \$[your price].

My product: [product name and one-line description]

My target customer: [brief description]

Write responses to these 5 objections in quote format:

1. "I can't afford it"
2. "I don't have time"
3. "Will this actually apply to my situation?"
4. "I've been let down before"
5. "I'm not ready yet"

Each response 2-4 sentences. Honest, not manipulative. Acknowledge the concern before reframing it. No pressure, no guilt trips.

PROMPT — GUARANTEE

I need a guarantee section for my sales page.

Product price: \$[your price]

Guarantee length: [30/60/90 days]

Conditional or unconditional: [choose one]

Write a guarantee in plain, conversational language. No legal jargon. 2-3 sentences max. If conditional, the condition should be simple and reasonable.

PROMPT — FINAL PUSH

I need the closing section of my sales page, the "if you're still on the fence" paragraph.

My product: [product name]

The core transformation: [where they are now vs where they'll be after]

Price: \$[your price]

Write 3-4 sentences. Restate the transformation as a contrast. End with a clear, direct statement that creates gentle urgency without fake countdown timers or "only 3 left" nonsense. These prompts give you a first draft for each section. Don't publish the AI output as-is. Read it, cut anything generic, replace robot-sounding phrases with your own words, make sure the numbers and specifics are accurate. AI gets you from blank page to rough draft in 20 minutes. You turn rough draft into your page in the other 2-3 hours.

3.6: The "Good Enough vs Actually Bad" Line

Beginners get stuck in an endless polishing loop. Rewriting the same headline 15 times. Spending an hour choosing between two shades of blue for the button.

None of that matters.

Here's the 80/20 of sales pages. If your headline is specific, your problem mirror is accurate, and your CTAs are placed where people can actually find them, the page will work. Not perfectly. But it'll convert. An ugly page with the right words outsells a beautiful page with the wrong ones, every time.

What's worth getting right before you publish: the headline, the problem mirror, the first CTA placement, and the benefit framing on your What's Inside section. Those four things do most of the heavy lifting.

What's not worth agonizing over: font choice, color scheme, button color, exact paragraph spacing, whether your photo should be round or square. Publish. See what happens. Fix it later with real data instead of guesses.

The line between "good enough to publish" and "actually bad" is simple. Can a stranger land on your page and within 5 seconds understand what you're selling, who it's for, and what it does for them? If yes, publish it. If no, your headline or above-the-fold content needs more work.

Everything else can be improved after you've got real traffic hitting the page.

PART 4: Advanced Moves, Once Your Page Is Converting

These sections are for after you've built your page and it's getting traffic. If you haven't published yet, skip ahead to Part 5 and come back here later.

4.1: The Only Testing That Matters At Your Traffic Level

With 10-20 visitors a day, formal split testing is a waste of your time.

Split testing works by dividing traffic between two versions of a page and measuring which converts better. For the results to mean anything, you need volume. At 20 visitors a day, one sale is a 5% conversion rate and zero sales is 0%. Both numbers are meaningless with a sample that small. You're reading noise, not data.

What to do instead: change one thing. Start with the headline, it has the biggest impact. Swap it out, leave everything else alone, wait two weeks. Compare your conversion rate before and after. If that didn't move the needle, change the next most impactful thing, your problem mirror or your first CTA placement. Same process, one change, two weeks, compare.

Don't test button colors. Don't test font sizes. Not until you're getting 50+ visitors a day. At low traffic, your time is better spent driving more people to the page than optimizing what's already there.

4.2: Sales Page Math, What Conversion Rates Actually Look Like

Here's what conversion rates mean in real terms at different traffic levels.

Cold traffic (ads, social posts, people who don't know you): 1-2% conversion is normal. For every 100 visitors, 1-2 buy. At \$17, that's \$17-34 per 100 visitors. Not exciting, but real revenue.

Warm traffic (your customer list, past job customers, people who've seen your posts before): 3-5% is solid. For every 100 visitors, 3-5 buy. At \$17, that's \$51-85 per 100 visitors.

Hot traffic (people clicking a CTA in a dedicated email, or a personal recommendation): 5-10%+ is possible. These are people who already trust you and were sent directly to buy.

If your customer list converts at 1% and cold social traffic converts at 0.5%, that's not necessarily a page problem, that's a traffic temperature problem. Warm traffic always converts higher than cold. **The sample size trap:** you need at least 200-300 visitors before your conversion rate means anything statistically. At 20 visitors with zero sales, your rate is 0%, but that doesn't tell you the page is broken, you just don't have enough data yet.

Don't panic about conversion rates until you've had at least 200 people land on the page. Before that, focus on the page structure and driving traffic.

4.3: Different Pages For Different Price Points

The How To Use section gave you word count targets by price. Here's what changes structurally.

\$10-17 products, the easy yes. Cut aggressively. Headline, short problem mirror (2-3 sentences), solution bridge, What's Inside, one CTA, and a guarantee. That's it. No elaborate objection handling, at this price, the price is the objection handler. Two CTAs maximum.

\$17-27 products, the considered easy yes. Use the full 10-section framework but keep each section tight. This is where the framework works almost exactly as written. Four to five CTAs.

\$97+ products, the considered purchase. Everything gets longer. The problem mirror needs more depth. Objection handling needs more objections. Social proof becomes critical, real testimonials, not just borrowed credibility. Add a FAQ section after objections. Consider a "Who this is for / who this isn't for" section to pre-qualify buyers. Five to six CTAs.

\$297+ priority packages, the significant investment. At this price, consider a short video alongside the written page. A 3-5 minute video where you talk through the package personally, followed by the full written page below for people who prefer to read. People want to see and hear the person they're paying, and dealing with, directly. Video builds trust faster than text at this price point.

Video doesn't make sense below \$97. Nobody's watching a 5-minute video before buying a \$17 checklist. Match the effort to the price point.

4.4: Mobile-First, Because That's Where Most Of Your Traffic Is

Most sales pages are built on desktop monitors and never checked on a phone. That's a problem when most of your traffic is scrolling on a 6-inch screen.

Here's what breaks on mobile.

Long paragraphs become walls. Three sentences that look reasonable on desktop become a screen-filling block on a phone. Keep paragraphs to 2-3 sentences max.

Small buttons are untappable. Make buttons full-width on mobile. Big, obvious, impossible to miss.

Images that don't scale. A mockup that looks great at 800px wide becomes either tiny or overflows on mobile.

CTAs below the fold. Mobile users need to see a CTA sooner than desktop users.

Quick mobile audit: open your page on your phone. Check these five things.

Can you read the headline without squinting?

Is the first CTA visible within two thumb-scrolls?

Are all buttons big enough to tap easily?

Do images display correctly without overflowing?

Is there enough white space between sections?

Fix anything that fails. Five minutes. The easiest conversion improvement you'll ever make.

PART 5: Troubleshooting, "I Rewrote My Page And Still Nobody's Buying"

5.1: It Might Not Be The Page

This entire guide's been about fixing your sales page. But sometimes the page isn't the problem.

Before you rewrite for the third time, run through this.

Is it a traffic problem? If fewer than 200 people have seen your page, you don't have a conversion problem, you have a traffic problem. No page converts zero visitors.

Is it a conversion problem? If 200+ people have visited and nobody's buying, now it's a page problem. Go back to the 7 Sins checklist. Run the 5-second test.

Is it a product problem? If people are reading the full page, clicking the CTA, reaching checkout, and then not buying, the page might be fine. Is the product solving a real problem? Is the price right for what's included?

Is it an audience problem? If you're sending people interested in one thing to a page selling something else entirely, no amount of copywriting will save you.

Most of the time it's the page. But not always. Be honest about which problem you actually have before spending another afternoon rewriting copy.

5.2: The 5 Most Common "Fixed Page, Still Broken" Scenarios

1. High traffic, zero sales.

Diagnosis: your page or offer doesn't match what your traffic expects. If someone clicks a post about switchboard safety and lands on a page selling a lawn planner, there's a disconnect. Fix: make sure the page headline matches the promise that brought them there. No bait and switch.

2. People clicking the CTA but not completing checkout.

Diagnosis: either checkout friction (see Section 3.4) or price shock. Price shock happens when the sales page sells the value well but never mentions the price until checkout. The visitor expects \$17 and sees \$47. Fix: make sure the price is visible on your CTA buttons and in your value breakdown before they reach checkout. No surprises.

3. High bounce rate, leaving in under 10 seconds.

Diagnosis: above-the-fold failure. Your headline isn't grabbing them. Fix: rewrite it using the formula from Section 2.1. Make sure the first screen communicates what you're selling, who it's for, and why they should care.

4. People scrolling the full page but not clicking any CTA.

Diagnosis: your copy is interesting but not compelling enough to act on, or your CTAs aren't visible enough.

Fix: check CTA placement, do you have at least four spread through the page? Check your button copy. Check your What's Inside section, are you selling benefits or listing features?

5. Sales from email but not from social.

Diagnosis: your page works for warm traffic but not cold. People who already know you don't need as much convincing. Cold visitors do. Fix: add more trust elements. Stronger social proof. More objection handling. A longer problem mirror that builds connection with people who've never heard of you.

5.3: When To Scrap And Start Fresh vs When To Fix

The "3 changes" rule.

If you've made three targeted changes, headline, problem mirror, CTA placement, and your conversion rate hasn't moved after 200+ visitors per change, the structure might be fundamentally wrong. Not a section here or there. The whole page.

Signs it's time to start fresh: the page was written without any framework, the product's changed significantly since the page was written, or you're trying to fix a page someone else wrote that doesn't match your voice at all.

Signs you should keep fixing: the page follows a clear structure but individual sections are weak. The headline is strong but the problem mirror is vague. These are section-level problems, not structural ones. Fix the sections, don't rebuild.

Starting fresh sounds scary, but it's often faster. You've now got the 10-section framework. You've got the 3-hour sprint order. You've got the AI prompts. A complete rebuild takes one afternoon. Spending two weeks tweaking a fundamentally broken page takes longer and delivers worse results.

If in doubt, rebuild. It's only 3 hours.

Final Word

You built something. A guide, a checklist, a package, whatever it is, you made it. That puts you ahead of most people who are still planning, researching, and buying courses about how to maybe start someday.

The thing that's been standing between your product and actual sales isn't your trade, your customer list size, your price, or your timing. It's words on a page. That's it. The wrong words in the wrong order on a page that doesn't give visitors a reason to stay.

You've now got the framework to fix that. Ten sections. A diagnostic checklist. A 3-hour sprint. AI prompts if you get stuck. A before and after so you can see the whole thing working together.

The only thing left is doing it.

Not tomorrow. Not next week. Not after you've "thought about it a bit more." This afternoon. Open your page builder, open this guide next to it, and start with the Problem Mirror. Twenty minutes from now, you'll have momentum. Three hours from now, you'll have a page that actually works.

Your product deserves a page that sells it properly. Go build one.

Bonus: The Copy Formula Toolkit

The main system teaches one framework, the 10-section page, so you always have a default that works. This is the next layer: twelve proven formulas for ordering persuasive copy, and when to reach for each. They are sequencing tools. Each one answers the same question in a different order: what does the reader need to feel or know first, second, and last before the ask makes sense.

You do not need all twelve. Learn the framework first. Come here when a piece needs a different shape, or when you want to sanity-check a draft against a proven pattern. At the end there is one prompt that lets you write any section using any of these formulas.

AIDA (Attention, Interest, Desire, Action)

The oldest formula there is, and the bones most of the others are built on.

- Attention. Stop the reader. A first line that makes them look up from the scroll.
- Interest. Hold them with something that matters to them, not to you.
- Desire. Build the want by tying your product to a result they already care about.
- Action. Ask for one clear next step.

Reach for it when the piece is short: an ad, a single landing section, a cold email. Also a fast sanity check, read any draft against A-I-D-A and see which step is missing.

Watch out: "Desire" is the soft step where weak copy waves its hands. Put your proof and specifics there, not adjectives.

How it fits your page: AIDA is your whole page in miniature. The Outcome Headline is Attention, the Problem Mirror and Bridge carry Interest and Desire, every CTA is the Action.

PAS (Problem, Agitate, Solution)

- Problem. Name a problem the reader actually feels.
- Agitate. Make the cost of leaving it unsolved concrete and present.
- Solution. Offer your product as the relief.

Reach for it when the audience is problem-aware and the pain is real enough to carry the piece. This is the backbone of your 10-section page.

Watch out: agitation is where drafts go soft or fake. Stay specific and honest. Never manufacture a pain the reader would not recognize.

How it fits your page: it is the spine of the framework. Problem Mirror, Agitation, then the Bridge.

PASTOR (Problem, Amplify, Story, Transformation, Offer, Response)

The long-form expansion of PAS.

- Problem and Amplify: what they want and the cost of the obstacle.
- Story and Solution: how the change happened, usually through someone they relate to.
- Transformation and Testimony: the result, with proof.
- Offer and Response: exactly what they get, then the ask.

Reach for it when you have a full sales page or VSL and room to earn the sale across many steps. **Watch out:** without a real story and real proof, it collapses into a longer PAS. **How it fits your page:** it is your framework stretched long, with Story and Proof doing more of the work.

Before-After-Bridge (Before, After, Bridge)

- Before. Their situation now.
- After. The world once the problem is gone.
- Bridge. Your product as the way across.

Reach for it when you want to open fast: email openers, ad copy, the top of a landing page. **Watch out:** the Bridge must be a real mechanism, not a hand-wave, or the After reads as a fantasy. **How it fits your page:** a compact way to write the top of your page, Problem Mirror to Bridge, in three beats.

Features-Advantages-Benefits (Features, Advantages, Benefits)

A translation tool, not a full structure.

- Feature: what it is or has.
- Advantage: what that feature does.
- Benefit: what that means for their life or work.

Reach for it when your copy is drowning in specs and every claim needs to end in the reader's world. **Watch out:** stop at Advantage and you have described the product, not sold it. Always land on the Benefit. **How it fits your page:** this is exactly how you write the What's Inside section.

Picture-Promise-Prove-Push (the 4 Ps)

- Picture. A scene vivid enough to create desire.
- Promise. What the product will do.
- Prove. Evidence for the promise.
- Push. The ask, with a reason to move now.

Reach for it when you want an opening built on a scene rather than a stated problem. **Watch out:** front-loaded emotion feels empty without the Prove step. Earn the picture with proof. **How it fits your page:** an alternative opening for image-led products, then hand off to your Proof and Final Push sections.

The 4 U's (Urgent, Unique, Useful, Ultra-specific)

A scoring rubric for headlines and subject lines, not a body structure. Rate a headline against each U, then rewrite for the weakest.

- Useful earns attention. Ultra-specific makes it believable. Unique separates it from stock phrasing. **Urgent** gives a reason to read now.

Reach for it when auditing or iterating a headline, not writing the first one.

Watch out: most headlines are weak on specificity and urgency. Fix those two first.

How it fits your page: run your Outcome Headline through this before you ship.

QUEST (Qualify, Understand, Educate, Stimulate, Transition)

- **Qualify:** signal who this is for. **Understand:** show you grasp their situation. **Educate:** give the information that reframes the problem. **Stimulate:** turn understanding into wanting. **Transition:** move them into the offer.

Reach for it when the sale depends on the reader learning something first, common in considered or technical purchases. **Watch out:** the Educate step can turn into a lecture. Teach only what makes the sale. **How it fits your page:** useful when your buyer needs schooling before the Bridge lands.

ACCA (Awareness, Comprehension, Conviction, Action)

- **Awareness:** make them conscious of the situation. **Comprehension:** explain what it means for them. **Conviction:** proof and logic that make belief hard to resist. **Action:** ask.

Reach for it when the subject is complex or the claim is bold, so comprehension and proof matter more than agitation. Think B2B, finance, or a genuinely new mechanism. **Watch out:** it leans on clarity and evidence, so thin proof shows badly. **How it fits your page:** lean harder on your Proof section and lighter on Agitation.

Star-Chain-Hook (Star, Chain, Hook)

- **Star:** the attention-getting opening, the product or big idea with energy. **Chain:** a run of facts, benefits, and proof points, each adding weight. **Hook:** the close that turns built desire into action.

Reach for it when you have a strong lead idea and a stack of credible proof to march through, testimonial-heavy or demonstration-led copy. **Watch out:** without real proof the Chain has nothing to link. **How it fits your page:** a proof-heavy alternative once you have testimonials to stack.

The slippery slide

Not a sequence, a standard. Joseph Sugarman's rule: the only job of any element is to get the reader to consume the next one. The headline sells the first line, the first line sells the second, and so on. **Reach for it when** the structure is set and you want to pressure-test the read. Short opening sentences, curiosity a half-step ahead, and no bump (a confusing line, an unearned claim, a boring paragraph) that lets them stop. **How it fits your page:** run your finished draft against it once. Anywhere you stall, they stall.

The reason-why

Persuasion built on giving an honest, specific reason a claim is true or an offer exists. A sale has a reason (overstock, a new model coming). A low price has a reason. A product works for a reason (the mechanism).

Reach for it when a claim or an offer sounds too good on its own. Answer the skeptical "why should I believe that" before they ask.

Watch out: the reason has to be real. Inventing one is how trust is lost.

How it fits your page: strengthens your Offer, Guarantee, and any bold claim.

The one prompt that runs any of them

Want to write a section using a formula other than the default? Paste this into ChatGPT or Claude and drop the formula in.

I'm writing the [section name, e.g. the opening / the offer / the whole short ad] for a sales page. Use this formula, in this exact order: [paste the formula and its steps from the toolkit].

My product: [name and one-line description]. My customer: [who they are, what they're struggling with, what they've tried]. Price: \$[price].

Write it in plain, specific language. No hype, no jargon, no clever wordplay. Follow the formula step by step, and make every claim end in something the reader actually cares about. Give me two versions.

Read the output, cut anything generic, and swap robot phrasing for your own words. The formula gives you the order. You give it the truth.