

## SALES PAGE OUTLINE

This page is a breakdown of the sales page I did for a pre-launch of my “client acquisition course” – this sales page actually got me sales from simply sending this to my audience on Facebook and my email list. <https://go.eranbucai.com/client-acquisition-course-pre-sell>

Have a read of the sales page and notice every point as I break it down. Below is the breakdown so you can see for yourself.

Use this loose outline to create your own sales page for whatever you are selling.

Note how many **call to actions**, and how each point is designed to chip away any possible objections and get the reader to make a purchase.

Here is the breakdown:

- Headline – what this page is about
- Hook – why they should read the page
- Sales video – upfront information explaining the course and giving the prices as well as what the course will cover
- **First call to action (buy now, “have you seen enough to make a decision?”)**
- Calling out your ideal customer: Who is this course for? Who is this course NOT for?
- Repeat who this course is not for and upfront information on what to expect from the course
- **Second call to action (buy now)**

- Benefits from the course, what you will learn from it? (long list of benefits)

- Third call to action (buy now)

- 12 testimonials, doubles side by side

- Fourth call to action (buy now)

- FAQs

- Fifth call to action (buy now)

- Bonus #1
- Bonus #2

- Sixth call to action (buy now)

- Bonus #3
- Bonus #4
- Bonus #5
- Bonus #6

- Seventh call to action (buy now)

- Guarantee to make it an irresistible offer and make it a no-brainer

- Eighth call to action (buy now)

- Offer up to ask questions if not closed by this point (link to messenger)

There is no way to do this right the first time. Just give it your best shot and keep on practicing. You can always make improvements.

To help you with your own sales copywriting, check this blog and follow the instructions there. <https://eranbucai.com/blog/episode-4-how-do-i-overcome-a-mental-block-when-writing-copy-for-my-sales-letter-funnel/>

If you have any questions, email [contact@eranbucai.com](mailto:contact@eranbucai.com), I would love to hear your feedback.

To learn more about copywriting, get the book Copywriting Secrets: <https://link.eranbucai.com/copywritingsecrets>

To learn more about building sales funnels, sales pages, online marketing, get the book Dot Com Secrets: <https://link.eranbucai.com/dotcomsecrets>

To learn more about selling in webinars, selling your expertise, taking your expertise and turning it into a business, get the book Expert Secrets: <https://link.eranbucai.com/expertsecrets>

If you want me to critique your sales page, go ahead and email me the link to [contact@eranbucai.com](mailto:contact@eranbucai.com), I'll be happy to give you my feedback.

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