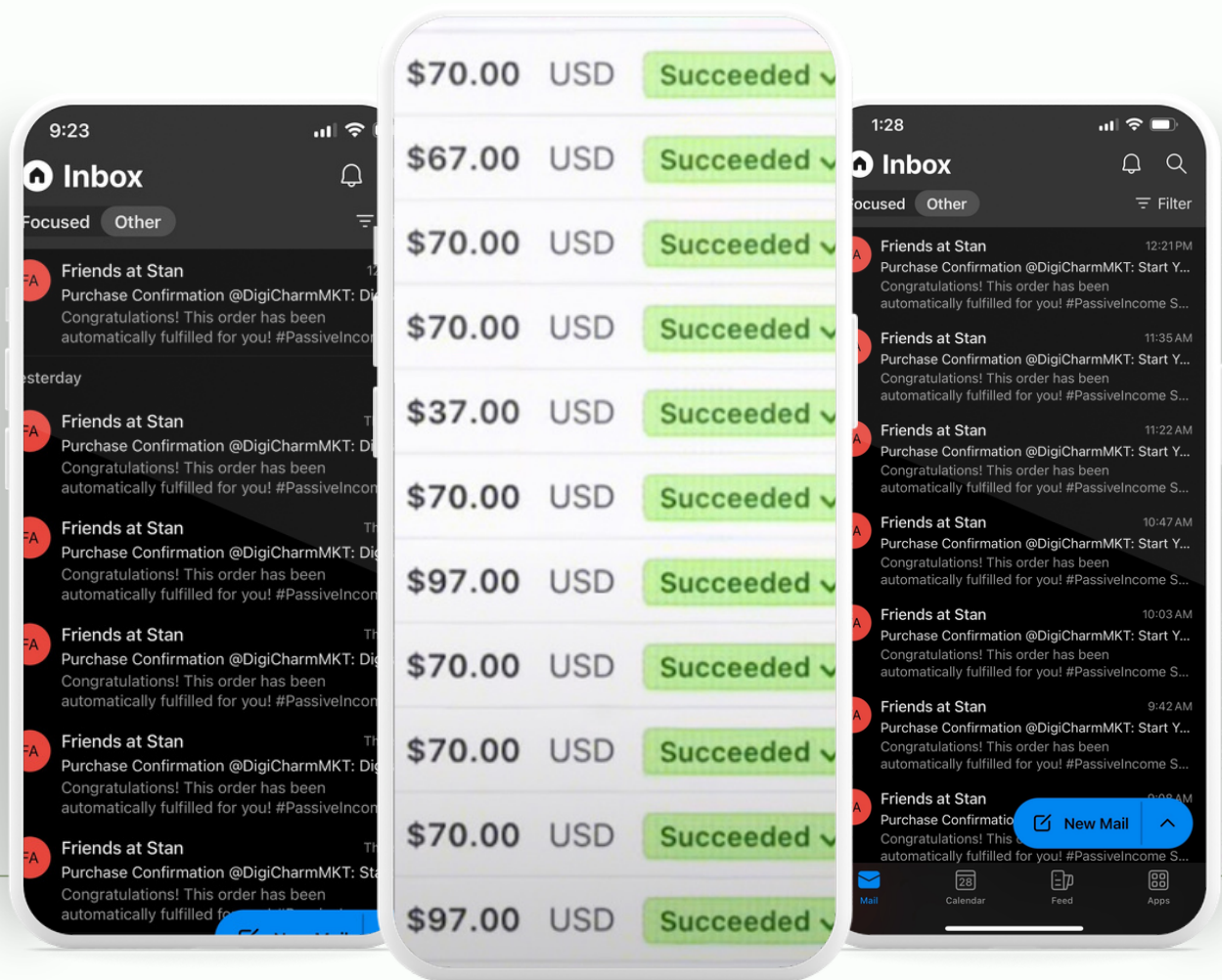


SALES PAGE THAT SELLS™

Designed to convert strangers—not just sound good



Welcome!

Let's Build Your Sales Page

You don't need to be a copywriter to create a sales page that sells.

Inside Buyer Booster, you have two simple ways to build your sales page — choose the one that feels easiest for you.

Option 1: Use Buyer Booster Bestie + the Sales Page Template

If you want more support, speed, or confidence, you can:

- Open Buyer Booster Bestie
- Upload the Sales Page That Sells Template
- Answer a few focused questions
- Let Bestie help you fill in each section clearly and correctly

Bestie already understands the Buyer Booster method and will guide you section by section, without overwhelm.

Option 2: Use the Workbook Below

If you like writing things out or thinking through your ideas on your own, you can:

- Follow the guided prompts in the workbook below
- Fill in each section step by step
- Build a clear, calm sales page at your own pace using the C.L.E.A.R Flow

This option is great if you want to slow down and reflect as you write.

Either Way, You're Covered

Both options use the same sales page structure and lead to the same result:

- A sales page that makes sense to strangers
- Clear messaging you feel confident sharing
- A calm, pressure-free way to sell your Buyer Booster (or another product)
-

There's no "right" choice here — just pick the path that feels easiest right now. When you're ready, start below

xo, Chelsi

You will see your included templates throughout this workbook for where they are meant to go: The mock-up templates (for where they go if you are using a website or funnel and adding pictures throughout your stan store/beacons sales pages.)

and the design templates at the end so you can copy and paste the sections of your newly written out sales page into a premium looking design

But, for your convenience Here they are again so you can easily find them whenever you need them!

Mock Up Templates (also on page 9)

Design Templates (also on page 24)

THE SALES PAGE STRUCTURE

- 01 CLARITY SECTIONS (to stop the scroll)**
- One clear, irresistible promise of transformation or outcome
 - How this is different and who it's for
 - Optional: reassurance (beginner-friendly / works for strangers)
 - urgency or why they should act now
 - Primary CTA (if using a website or landing page)

Goal: Instant understanding. No thinking required.

- 02 CLARIFY THE PROBLEM (CLEAR: C)**
- Short, direct description of the buyer's current struggle
 - Focus on confusion, friction, or what's not working
 - Written to one person in "you" language
 - Make them feel the frustration of not solving this problem now. (cost of inaction)
 - Future Reward: Show them what life looks like after using your product.
 - Empathy: Let them know you get it.

Goal: "This is exactly my problem".

- 03 LINK THE SOLUTION (CLEAR: L)**
- Plain-language explanation of what this is
 - Introduce your product as the solution using your audacious angle (what's different)

No storytelling, no hype

Goal: "Okay, I get what this is and why it helps."

- 04 WHAT YOU GET (Elements only)**
- **How it Works: Simple, step- by- step breakdown of how they'll get results. (use your named elements)**
 - 3-6 elements max
 - Each written as:
 - [Element Name] — helps you (or use "so you can") [solve one specific problem or objection]
 - Bonuses (if any): Add-ons that remove friction (templates, checklists, extra support)
 - Describe the journey you will take them on

Goal: Show value without overwhelm.

Optional: Price Justification: Show why it's a steal (normally \$197, today just \$47)

05 ENVISION THE RESULT (CLEAR: E)

- Proof it Works: (Screenshots, case studies, specific testimonials...)
- Practical relief and usability
- What feels easier after using this
- What they can now do confidently

Goal: "This would actually make my life easier."

06 ACTIVATE BELIEF (CLEAR: A)

- "This works even if..." reassurance
- Normalize beginner fears
- Optional single credibility line (light only)
- Eliminate common Objections Before They Arise: List typical excuses and bust them. Eliminate every "BUT" Example: "No time? You only need 10 minutes a day."

-

Goal: Remove hesitation, not apply pressure.

07 WHO IT'S FOR / NOT FOR (Qualification)

- Who this is perfect for
- Who should skip it
- Calm, honest boundaries

Goal: Build trust and self-selection.

08 REQUEST THE ACTION (CLEAR: R)

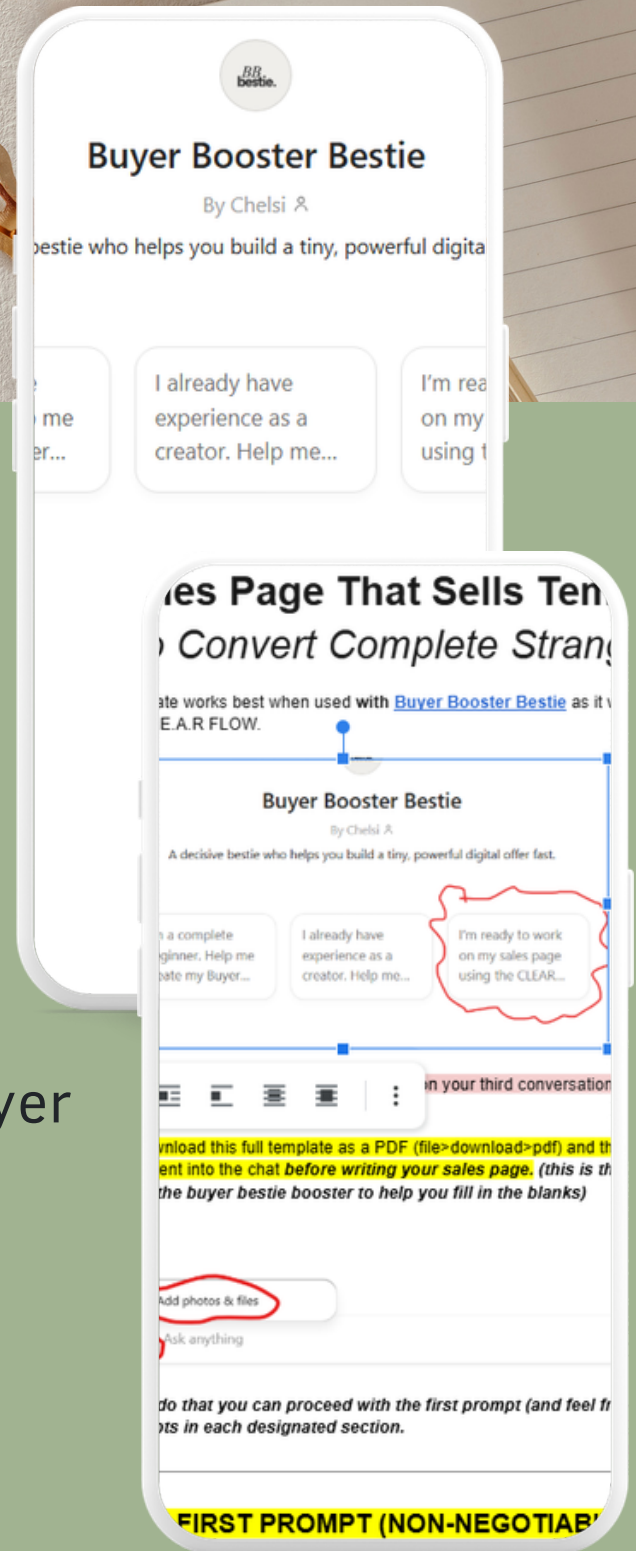
- One clear CTA
- One supporting line reinforcing clarity or safety
- No urgency tricks

Goal: Confident, pressure-free decision.

Option 1

If you have decided to let AI help you do the heavy lifting, here is your Sales Page that sells template with instructions!

Access your Template Here! (Buyer Booster Bestie was trained specifically for a buyer booster product and the sales page that goes with it)



Option 2

Headline (clear outcome):

A solid green rectangular box with rounded corners, intended for the headline.

How this is different and who it's for

A white rectangular box with rounded corners and a thin green border, intended for describing how the product is different and who it's for.

Formula:[Product name] helps [specific person] solve [specific problem] so they can [fast, tangible win].

Formula 2 option: The [container word] to get [small win] without [old way they're sick of].

+ A reason to buy now.

A large solid green rectangular box with rounded corners, intended for the CTA button text.

CTA BUTTON

(if using a funnel/website)

CLARIFY THE PAIN/problem (CLEAR: C): Use short, direct lines describing their current reality. (and Use story selling here if possible)

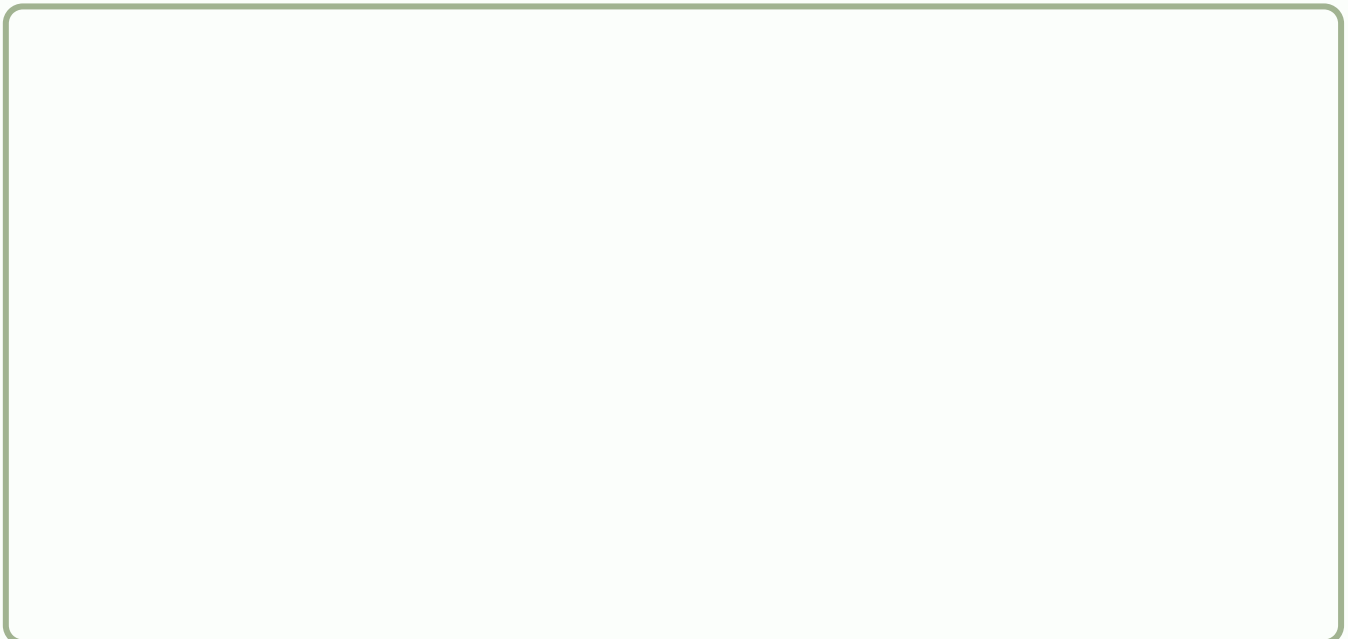
Format (3–5 lines max):

- You're trying to [what they're doing]
- But you don't know how to [specific struggle]
- So [negative consequence]
- And [result] feels harder than it should
- add cost of inaction
- future reward (who they become or how they benefit)
- empathize with them

TIPS:

Short, direct description of the buyer's current struggle
Focus on confusion, friction, or what's not working

Written to one person in "you" language
Make them feel the frustration of not solving this problem now. (cost of inaction)
Future Reward: Show them what life looks like after using your product.
Empathy: Let them know you get it.



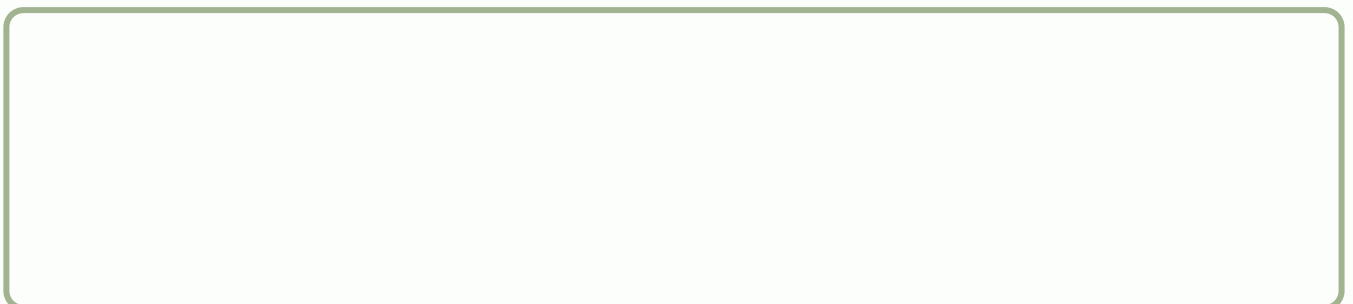
Mockup/Offer Visual (or upload them where they go if using a link in bio site like stan store or beacons)



click here for mock up templates

Optional reassurance sub-line:

EXAMPLE: Built for beginners. Works even with a small audience.



NAME of your offer

LINK THE SOLUTION (CLEAR: L):

One-sentence explanation:

This is a [container word] that helps you [specific action] by [simple mechanism].

- Problem Awareness: Why isn't their current approach working?
Explain the real reason they are stuck.
- Your Unique Solution: Introduce your course/ product as the solution using your audacious angle
- Use your element names!
- How it Works: Simple, step- by- step breakdown of how they'll get results.
- Describe the journey you will take them on

One short paragraph expanding the explanation 3-4 sentences max and with spaces in between sentences for skimming.

WHAT'S INCLUDED (ELEMENT BY ELEMENT)

BUT FIRST: IMPORTANT WRITING GUIDELINES:

- Write in “you” language only (never “they,” “them,” or third-person).
-
- Speak as if you are talking to one specific person, not a group.
- Do not restate or dramatize the problem.
- Assume the reader already knows they’re stuck — your job is to show relief, clarity, and resolution.

Use a calm, confident, authoritative tone (not hypey, not motivational).

FRAMEWORK TO USE:

Lead with reassurance of the solution, ***not the struggle.***

Use phrases like:

“You don’t need...”

“By the end of this...”

“This removes the need to...”

“So you can stop...”

Anchor everything to saving time, reducing overwhelm, and making action easier.

GOAL: Make it feel “too good to say no” by showing exactly what’s included

STRUCTURE:

- Start with a grounding authority statement that reframes the situation
(Example tone: “You don’t need a big product or a complicated system.”)

Follow with 1–2 sentences explaining what they will have by the time they finish.

Clearly connect the outcome to:

one focused problem
one clear win
one simple, sellable offer

DO NOT:

- Shame the reader
- Over-explain
- Repeat generic pain points
- Use words like “struggling,” “failing,” or “stuck”

GOAL:

The reader should feel:

“Oh. This is simpler than I thought.”
“This was designed for someone like me.”
“I can actually do this.”

ELEMENTS: Remember 5 is a good rule of thumb but no less than 3 and no more than 6) (add a monetary value at the end of each name if you want *optional*)

Example:

Buyer Booster Bestie: your trained AI bestie + prmopts that will do all the heavy lifting without the guesswork

example 2:

Your first content templates: to remove the first posts jitters.

Example 3:

PRODUCT THAT SELLS:

If you've ever felt stuck on what to create or worried no one would buy it...

This is where that gets solved.

Example 4:

Weight-less guide: Lose weight without cutting carbs.

Name

Anchored Statement

Elements continued (add a monetary value at the end of each name if you want *optional*)

Name

Anchored Statement

Bonuses (if any): Add-ons that remove friction (templates, checklists, extra support)

Name

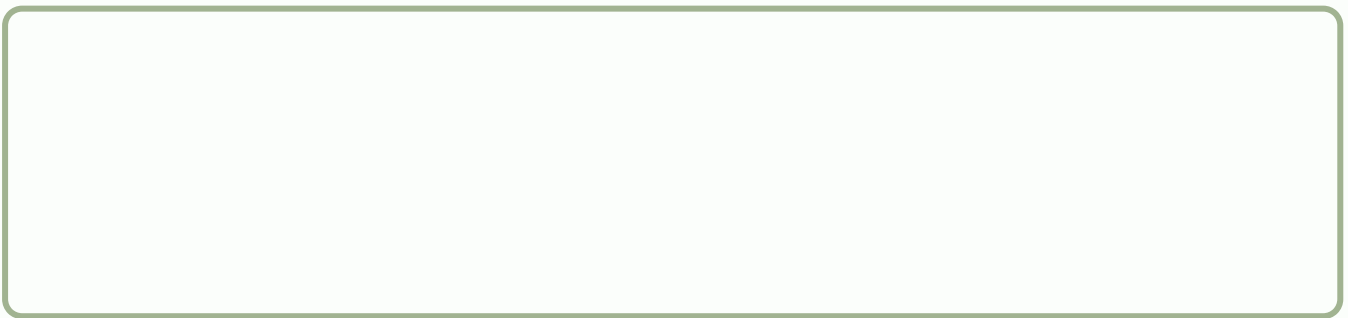
Anchored Statement

ENVISION THE RESULT (CLEAR: E)

Starter line examples:

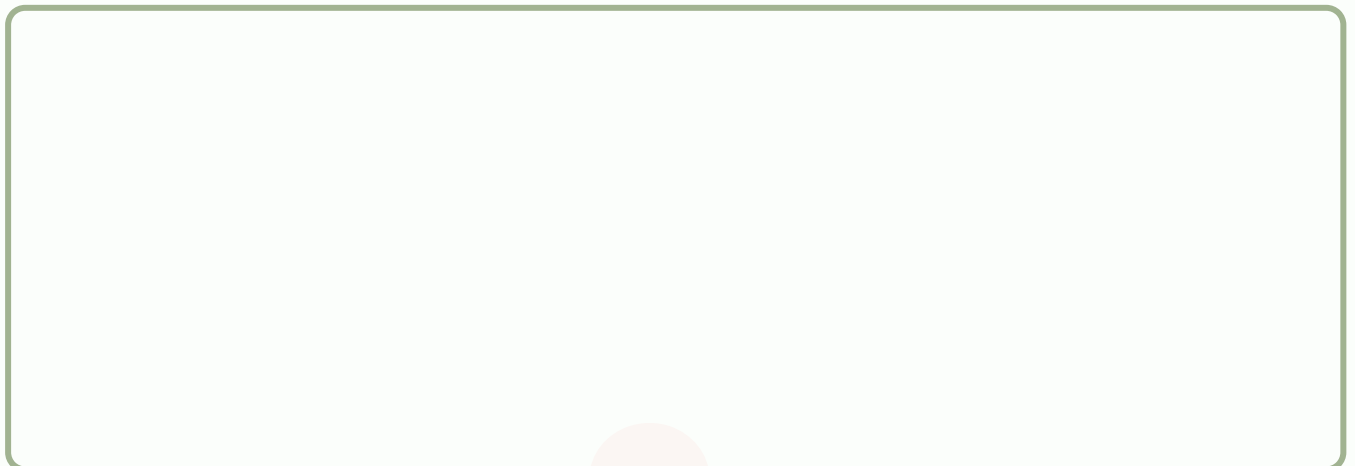
After this, you'll be able to_____
By the time you finish [product] you'll _____

you just need one sentence



Follow with 3–5 grounded outcomes, such as:

- **Proof it Works: (Screenshots, case studies, specific testimonials...)**
- **Practical relief and usability**
- **What feels easier after using this**
- **What they can now do confidently**



ACTIVATE BELIEF (CLEAR: A)

- “This works even if...” reassurance
- Normalize beginner fears
- Eliminate common Objections Before They Arise: List typical excuses and bust them. Eliminate every “BUT” Example: “No time? You only need 10 minutes a day.”
- Optional single credibility line (light only)

Format Examples:

This works even if:
You’re new

You don’t have testimonials

You don’t have a big audience

Optional single credibility line:

ex: These templates were built from 1 year of testing these out personally.

1-3 sentences total

WHO THIS IS FOR / NOT FOR

This is for you if:

You want [specific outcome]

You're [current situation]

You value clarity over hype

PRO TIP: you can also add buyer Avatars



WHO THIS IS FOR / NOT FOR

This is not for you if: (EXAMPLES)

You want complex funnels

You prefer giving out freebies as lead magnets

You prefer aggressive sales tactics

Request the Action (CLEAR:R)

Write a confident, pressure-free CTA that feels calm and natural to a cold buyer.

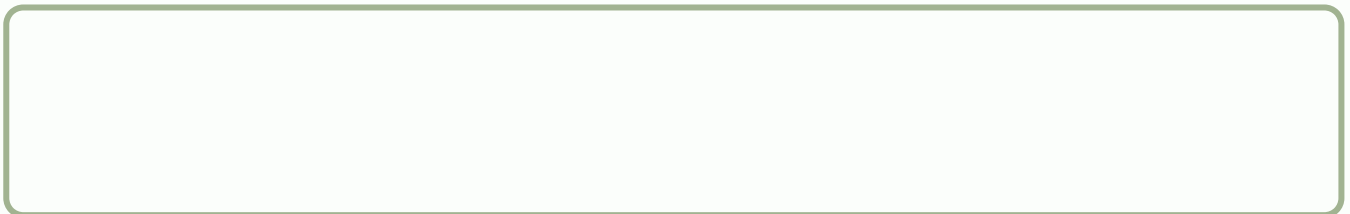
- Remind them of the transformation they can get by saying yes today.
- Internal OR external Urgency Reminder: If they leave, what will they miss out on? (not getting result this week, price increase)

Final CTA Button: Strong call- to -action

Examples:

Internal urgency: “Everyday you wait you could be losing 1 lb a day

External urgency: “Get Instant Access Before the Price Jumps”



FAQs (SELL THROUGH CLARITY) OPTIONAL

List and answer real objections: (you can even use the objections you used when creating your buyer booster (the candle rule))

****THIS DOESN'T GO IN YOUR SALES PAGE (this is just for you)**

FINAL STRANGER TEST

- ☐ **A stranger understands what this does**
- ☐ **The problem is obvious**
- ☐ **The win feels fast and believable**
- ☐ **Buying feels calm and safe**

Bonus tip:

- ☐ **Use photos, bullet points, bold bigger texts and any proof or screenshots in between sections to break up text and keep them engaged**

A Few Personal sales page examples

Website Sales Landing_page Example

Website Sales Landing_page Example 2

Website Sales Landing_page Example 3

**Link in Bio Site (stan store) Sales
Page Example 1**

**Link In Bio Site Example with Design
template too**

NEXT STEPS:

Whether you used the AI template or filled in this one, now you can tweak anything you would like

Then bring it all together by simply copy and pasting each **fillable section** right into your sales page either inside of a website/funnel or a link in bio site like stan store or beacons.ai.

USE YOUR INCLUDED DESIGN TEMPLATES HERE IF YOU WANT IT TO LOOK PREMIUM

Buyer Booster helps you *build the offer*.

Buy-Now Messaging *Helps you talk about it*.

Sales page that sells template helps you *convert traffic to buyers*.

Content → Cash helps you:

- Post daily about it (without posting 3x per day)
- Sell without sounding salesy
- Gives you 30 days of done for you content for reels/tiktoks, carousels, stories and threads (+ bonus email nurturing and story-telling prompts) that you can use and reuse as many times as you want.
- and keep selling it

Without starting over every time.

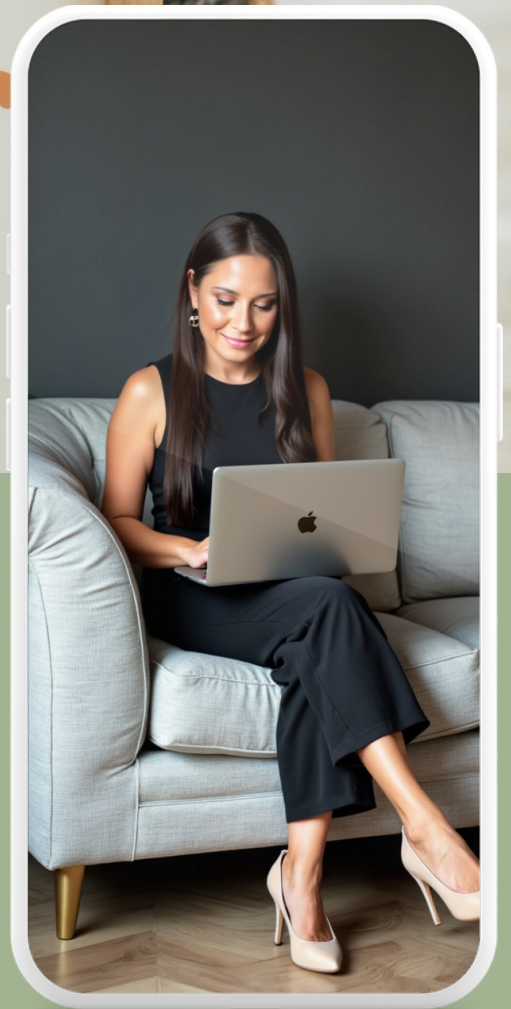
Turn your **Content → Cash**

Checklist.

for Small Business Success

- ☐ Heading: one clear outcome
- ☐ What this is Sentence/how its different
- ☐ Formula sentence (or core line sentence from buy-now messaging video 2)
- ☐ CTA button *optional depending on type of sales page)
Subline *optional*
- ☐ Clarify the pain (C)
- ☐ Link the Solution (L) (not a literal link)
- ☐ Name of your offer (introduction)
- ☐ OFFER VISUAL (or another mockup of what they get if using a link in bio site like stan store or beacons since your main picture is the cover image)
- ☐ What's Included
- ☐ Envision the Result (E) (imagine if...)
- ☐ Activate Belief (A)
- ☐ Who this is for/Not for
- ☐ Request the action (R)
- ☐ FAQ (optional)

you
got
this



Thank you!

I hope you found these templates helpful! I can't wait to see your finished page! Feel free to send me the link to your sales page once you get it up and running [Here](#)!

xo, Chelsi