


Sales Page structure

Header, name, tagline and photo + call to action button

Must-Have Guide To Solving An XYZ Problem
This Special Offer & Savings Of \$XYZ Are Expiring Soon



Your Product Name
Add your product promise/statement

Example: The step-by-step framework for [your ideal client] how to go from [undesirable situation] to [desirable situation] without [things they are trying to avoid] [in X amount of time]

GET YOURS NOW

Identify your ideal client, their struggles + desires


Maybe YOU:

[describe who exactly is your ideal client, use their exact words & language to describe with a few bullet points what are their current struggles and desires related to your digital product]

- are XYZ [describe your ideal client, e.g. "a high-achieving career woman], who is struggling with XYZ, but you want to XYZ without [pain point that they want to prevent or avoid]
- are struggling with XYZ & want to achieve XYZ [measurable/tangible goal/outcome #2] [without: describe pain point that they want to prevent or avoid]
- Example: You have tried all the diets and only end up gaining more weight without seeing any long-lasting results
- are struggling with XYZ & want to achieve XYZ [measurable/tangible goal/outcome #3] [without: describe pain point that they want to prevent or avoid]



Describe the results & benefits of your main product



With This XYZ You Will:

[Describe the tangible outcomes/goals/desires your client will get after purchasing your product and what they will learn/achieve]

- ✓ [Describe desirable outcome #1, paint the picture of what is possible for them after purchasing aka what were the outcomes/goals you achieved]
- ✓ [Describe desirable outcome #2]
- ✓ [Describe desirable outcome #3]
- ✓ [Describe desirable outcome #4]
- ✓ [Describe desirable outcome #5]

I NEED THIS XYZ

Share your own proof and transformation + add a photo (or before and after)



I went from...[add your photo OR a screenshot/photos of your before & after and describe your situation from before & after aka ensure people that your strategy works]

+describe in a few details your situation aka the struggles from the before

+describe in a few details your situation from the after aka how does your life/business look like right now

Cupcake ipsum dolor sit amet. Jelly beans cake gummi bears bonbon I love toffee bonbon. Sesame snaps gummies croissant I love I love chocolate bar dragée soufflé. Danish marzipan caramels donut biscuit sweet roll ice cream sesame snaps candy canes. Gummi bears caramels topping jelly-o pie I love gummies. Gummi bears danish tart candy cupcake chocolate liquorice. I love tiramisu I love tootsie roll lemon drops.

Describe the features that are included and what your client will get upon payment

What's Included In This XYZ:

- ✓ Add a couple of bullet points what's included, e.g. 30-pages of strategies & tips how to XYZ OR which topics you will cover
- ✓ e.g. 10 ways how you can XYZ etc
- ✓ What's included or which topics you will cover
- ✓ What's included or which topics you will cover
- ✓ What's included or which topics you will cover

Pricing card and price promotion

Get Your XYZ (Guide) Today
Regular Price (\$XXX)

E-BOOK

THE ULTIMATE EMAIL MARKETING
GUIDEBOOK

20+ STRATEGIES

Gain the knowledge and skills needed to create an email marketing strategy to grow your online business.

INSTANT DOWNLOAD

Pricing card + call to action button

Limited-Time Offer


\$27 (\$54)

Save \$27!!

- ✓ Describe what's included
- ✓ Describe what's included
- ✓ Describe what's included
- ✓ Describe what's included
- ✓ Describe supportive material

GET YOURS NOW

Optional: testimonial



Name of your client

Share a client testimonial and picture. Describe how they felt before working with you and how they feel after. What did they struggle with exactly (aka same what your ideal student is struggling with right now) and what were their tangible, measurable results and transformation after they've worked with you (aka implemented your strategies/framework/method etc)

Share a client testimonial and picture. Describe how they felt before working with you and how they feel after. What did they struggle with exactly (aka same what your ideal student is struggling with right now) and what were their tangible, measurable results and transformation after they've worked with you (aka implemented your strategies/framework/method etc)

Q&A

Burning Questions You Might Be Having, Before You Grab Your XYZ...

- The Question #1 Goes Here
- The Question #2 Goes Here
- The Question #3 Goes Here
- The Question #4 Goes Here
- The Question #5 Goes Here

Optional: testimonials

What Our Clients Are Saying...



Share a client testimonial and picture. Describe how they felt before working with you and how they feel after. What did they struggle with exactly (aka same what your ideal student is struggling with right now) and what were their tangible, measurable results and transformation after they've worked with you (aka implemented your strategies/framework/method etc)

Joe Doe, title



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Joe Doe, title



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Joe Doe, title

Second pricing card + call to action button

Get Your XYZ (Guide) Today
Regular Price (~~\$XXX~~)

E-BOOK

THE ULTIMATE EMAIL MARKETING
GUIDEBOOK



Gain the knowledge and skills needed to create an email marketing strategy to grow your online business.

INSTANT DOWNLOAD

Limited-Time Offer
\$27 (~~\$54~~)
Save \$27!!

- ✓ Describe what's included
- ✓ Describe what's included
- ✓ Describe what's included
- ✓ Describe what's included
- ✓ Describe supportive material

GET YOURS NOW

About you -section



Hello, my name is XYZ...

[About me -section. Add your picture]

Share with few paragraphs why you created this digital product or/and your own story/transformation related to this product aka your "why"

Share how this approach/framework/method/strategy/step-by-step/process helped you to solve an XYZ problem and achieve an XYZ result and show your clients what's possible for them.

Share the feelings and emotions (examples of your life) you used to have when you were struggling with the problem you are solving with your product and how you feel afterwards (after solving the problem)

Make sure again to reiterate who your product is for and that your client is in the right place.

Your full name

Footer: terms & conditions, privacy policy etc

Your Company Name

[Terms & Conditions](#) [Privacy Policy](#)

© 2023 Your Brand/Company Name | All rights reserved

All rights reserved




Order/Check out page structure

Product information + Disclaimer

Your Product Name

E-BOOK



THE ULTIMATE EMAIL MARKETING
GUIDEBOOK

20 STRATEGIES

Gain the knowledge and skills needed to create an email marketing strategy to grow your online business.

INSTANT DOWNLOAD

Step-by-Step Guide How to XYZ (Describe your product promise aka the problem it will solve or/and desire it will help to achieve)

What you will get:

- ✓ Describe with a few bullet points what's included & what will they learn
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***DISCLAIMER: DUE TO THE DIGITAL NATURE OF THIS PRODUCT THE PRICE IS NON-REFUNDABLE. Please read the Terms & Conditions and the Privacy Policy at the bottom of this page. When you submit the payment you agree to the Terms & Conditions, the Privacy Policy and the fact that the price is non refundable

Payment details

Payment Details

Complete your purchase by providing your payment details below.

Name*
Enter full name

E-mail*
Enter email address

Individual Company

Street address*
Street address

City*
City

State/Province*
State/Province

Zip code*
Zip code

Country*
United States

Order bump

→ Yes, I want it!

Don't know how to XYZ & want to save time/money/headache? Get my done-for-you XYZ planner, that will help you to track your success, so you can XYZ faster. This is **"one time offer"** and you can get it today at a **special price of \$XYZ** (normally \$XYZ)

Payment method + call to action + footer (Terms & conditions, privacy policy etc)

Payment Method*

Credit or debit card VISA   DISCOVER

Card number*

Expiration date* CVC*

Order Details

Submit Your Payment



Payments are secure and encrypted



Thank you page structure Instructions + call to action button

Congratulations!

Please click on the button below to download your XYZ ↘

***NOTE: You also should have received a confirmation email with the XYZ product (name of your main product) attachment

***NOTE: If you also purchased XYZ (name of complimentary product), you should get a second email with the log in information to download XYZ (name of complimentary product)

Please give it a couple of minutes and make sure to check your Promotions and Junk folders and if you still can't find the email, please email us at:

youremailaddress@yourbusiness.com

CLICK HERE TO DOWNLOAD YOUR XYZ

