



PLUG & PLAY KIT

*Sales Page*

**FRAMEWORK**



THE PLUG & PLAY  
WEBSITE SELLING  
SYSTEM KIT

*Sales Page Content*



# DigiUp Sales Page Framework

## For Magnetic Offers or Low-Priced Offers

Consists of:

*Short Form Sales Letter + Long Form Sales Letter + Story*

### **Short Form Sales Letter**

The short form sales letter is right at the top right after the top section. It includes a short product presentation with what they get in the offer as well as what benefits and outcome they can expect. There is also the offer stack with the offer and purchase elements: the price and call to action button (they might decide to buy at once).

The magnetic offer is a low-priced offer, so they need not dig deep in the wallet to get it, so some will not need a lot of persuasion to buy, and they get the opportunity right at the top of the page. Because the price is low this is a selling point, so you want to display this early on. Some proof or testimonials from clients is also an important part of the short form sales letter.

### **Long Form Sales Letter**

The long form sales letter is exactly that, a lot longer and includes different types of persuasive content, all to trigger a purchase. There are call-to-action buttons several places moving down the page, so the reader can decide at any time, when they know what they need, to make a purchase.

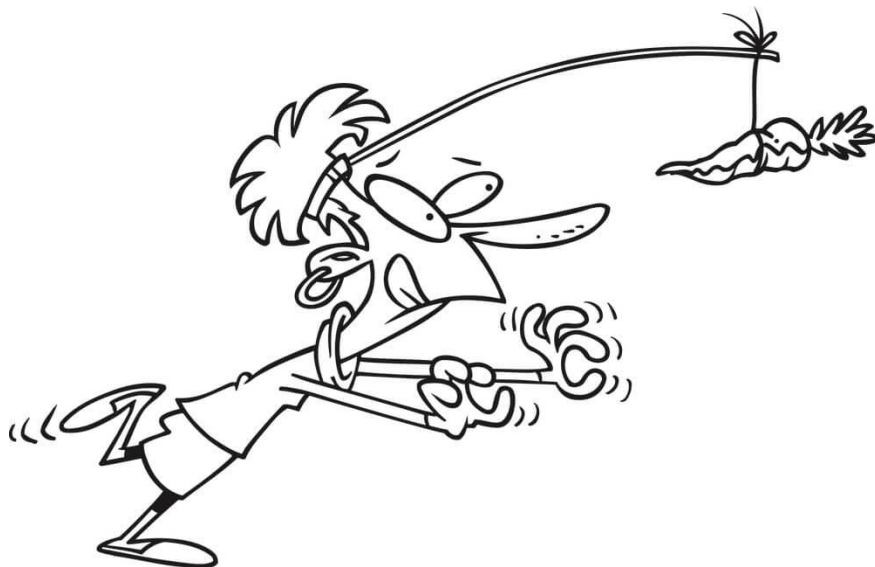
People won't buy from you if they have unanswered questions, but too much information will never stop them from buying. Too much information is always better than too little. Keep this in mind.

Imagine that there's a real-life salesperson present that answers all the questions and objections a prospect will have. These are all the boxes in a prospect's mind that need to be ticked before they can take out their wallet and place an order. You know all those questions or oppositions to buy something that we all naturally have. Can I trust the company? How does it work? Is it guaranteed? How much is it? Why should I buy now? Is it worth it? Will it help me? And so on.

## **Story**

Sharing your story (or a clients success story) is often a great persuasive content piece. It helps you build a relationship with your reader and lets them know, like and trust you. With your story you can build credibility, trust and authority; all very important for people to make a buying decision. A story also makes it more personal and more exciting to read, keeping your readers interested in knowing more. The story, even if it is about you, should have the reader as the main character, as they need to recognize the problem, struggles and possibility as their own.

The story can be centralized in a separate section or two, but it is a good idea to include story elements throughout the page to get the readers with you all the way.



# Sales Page Framework

- Top banner
- Top section
- Product presentation (Short form)
- E-com Magnetic offer section (Short form)
- Your best testimonial
- Intro section (Start of long form)
- Problem/pain points + Now situation + empathy points
- Possibility & Promise
- System/Method/Framework/Process
- Transition to offer
- Main Offer overview
- Testimonials
- Offer details + benefits
- Sales letter to your ideal client – Proof section
- Sales letter to your ideal client – Story section
- What it is not
- What it is
- Ideal client “self-identification”
- About you – Bio Section
- Proof
- Arguments for your solution
- Process/steps
- Here’s what you will learn/discover
- Recap of offer details + bonuses
- Guarantee (if applicable)
- Opportunity cost
- Sneak peek (if applicable)
- Testimonials
- Final message
- Frequently Asked Questions
- Main Offer overview
- Footer
- Exit pop-up

# Description:

## **Top banner** (optional):

Product Logo

Call to order and/or Need help click here

Or call out audience.

Or countdown timer – urgency message

## **Top section**

Pre-headline (optional)

Headline

Subtext

Pre-headline: Call out audience (if not in banner) or other attention.

Headline: Your Promise or Big Idea or Name of product.

Subtext: summarizing the offer and sales page in one sentence.

Desired outcome, benefits, “withouts” (undesired actions/elements), timeframe, who is it for (if not called out audience)

## **Product presentation (Short form)**

Image of product or video

What is product X – description of what it is and what it solves + list of what you get

## **E-com Magnetic offer section (Short form)**

Bullet list of the offer + price (before-price if applicable)

Offer description (equals mega short sales page, everything good summarized, all benefits and great results they get)

Call to Action: Image of offer + price + email-form + button (low priced offers)  
*(If higher priced offers no order form and the price is better revealed farther down)*

## **Testimonial/proof (optional)**

Your best testimonial.

## **Content section/Intro Story section**

Intro Story of offer – What the offer is (shortcut, recipe, tool to get to x result)  
your big idea – vision – mission

Or Intro story of you – vision – mission – your why

Product X is a Shortcut (recipe, tool, uniqueness of what you offer) (optional)

Describe how product X came to be.

Your short struggle story and how you found the result or and/or your why for creating this product.

Old way VS. new way + process image (if applicable)

Explain why new way is better than old way or your solution is better than other alternatives

Or another type of persuasive content/arguments.

## **Pain points (+ Empathy) + Now situation - Is this you?**

Describe problem, pain points and what they want their life to look like.

Statement describing current situation/problem.

“If you are like most people (in target group)...”

3 - 5 sentences / bullet points about their current situation to help your readers see that you understand where they are. You can empathize with them. You understand what they want/need.

Draw a picture of what they are feeling now and how they can feel with what is possible.

## **Possibility-Promise**

Imagine if...

Statement describing the outcome that the customer wants.

3-5 sentences / bullet points about what life will look like after using your offer (what's the future outcome that they want?)

This is what your life could look like if your problem was solved...

You want these things to be true for you...

## **System/Method/Framework**

Introducing “name of offer” + tagline (ex.: The best way to [solve a problem/get benefit] without [dealing with the typical downside]

Explain the process/steps.

Image of process or Image of product with text and arrows around stating steps and benefits.

Explain your course modules, framework for getting results, phases of the program, or steps in the process. Have a brief description of each module/phase/step in the process.

## **Transition to Offer (Optional)**

Encouraging sentence instilling a belief that the “Possibility” is possible.

Showing they can do it.

E.g.: Comparing to you and how you overcame this/succeeded

## **Main Call to Action offer “STACK”**

Name of the offer/promise/big idea/solution

Tagline

1-2 paragraphs explaining what your offer is, how it works, and what it will do for the ideal client with an emphasis on benefits.

Bullet list of what you are getting + bonuses.

CTA: Benefit statement + price + button

## **Testimonials (optional)**

Client reviews.

## **Offer Details + Bonuses**

Breakdown of features and description of everything you get in offer

+ The Bonuses (If Applicable)

Present bonuses and include a brief description of each one.

## **Sales letter to your ideal client – Proof section (optional)**

Show proof that your strategy works.

## **Sales letter to your ideal client – Story section (optional)**

Story of how you got from before to now. Your struggles and how you got to where you are at now and why you want to help who you help. This section is optional if you want to have a shorter sales page, but make sure to incorporate your story in your copy in other sections where you make arguments for your offer.

## **What it is not (optional)**

Showing all the disadvantages or struggling things it is not.  
List all undesirable things not needed to focus on or know or do.

## **What it is**

Showing the uniqueness and easiness - different from what others do  
Relate the client to the solution

## **Ideal Client “Self-Identification”**

Who it is for – bullet list

Who it is not for – bullet list – Be aware to use this only if it is important to show who it is not for. This can be a negative and often it is better to focus on the positive. It can be enough to point out who it is for.

## **About/Bio Section (Optional)**

1-2 paragraphs introducing yourself and explaining why you are uniquely qualified to help your ideal client through this offer. Not necessary if you use story.

## **Proof**

Testimonials/Numbers/Authority/Statistics

## **Arguments for your solution**

3 sections in template – is this you?

Arguments/reasons that the customer can do this/will succeed with this

The exact steps you need are in the product x

Process image (if applicable)

## **Process/steps**

Show and tell how easy the steps to get to the desired result are with your offer. Transition into what they will uncover and discover.

## **Here's what you will learn/discover/get**

Bullet list of 10-20 "How to's", "The secret behind achieving benefit x, The little-known tricks, and all the great stuff they want to learn to achieve - all without any answer to make them curious to find out.  
(If what they will learn is in a book, use page numbers where they will find it.)

## **Recap of (offer details) + bonuses**

You will also get these great bonuses

## **Guarantee (if applicable)**

You should consider having some kind of guarantee.

## **Opportunity Cost**

Point out the cost of not solving the problem? Status quo, struggle, time. Explain why NOW is the time to take action and/or highlight what makes your offer better than alternatives. Justify price.

## **Sneak peek (if applicable)**

Video showing members area, table of contents in book, video of book

## **Testimonials**

Video or screenshots of feedback on social media(if applicable)

## **Final message**

Call to action driven, benefit driven final message.  
Here is a good place to add a surprise bonus.

## **Frequently Asked Questions**

Answer questions that put you in a good light.  
Handle objections.

## **Main Call to Action offer “STACK”**

Same offer stack as used earlier.

## **Footer**

Disclaimer

Privacy policy, terms & conditions

Facebook text (if advertising on FB)

The Sales page template contains all these sections and has guide texts and example texts to make it easier for you to create your content.

You can see the sales page template here:

<https://www.digiup.no/hp-salespage>

Examples of persuasive content that can be used if it makes sense with your offer:

**“Here are [number] reasons why our clients like product X”**

Bullet list

Or

**Here Are [Number] Good Reasons Why [Your Solution] Is The Best Way to [Solve a Problem]...**

Bullet list

## **Scarcity**

If any kind of Scarcity can be used – use it!

An extra bonus with a time limit/with your order today can be used if scarcity on price or time can't be used.

Scarcity can be used as top banner with countdown timer.

## **Life change**

Explain how the customers life can change.

Bullet list

## **Claims**

“The #1 Mistake most entrepreneurs (persons in your target group) do when trying to achieve [desired outcome]” – and answer.

“3 truths why most entrepreneurs struggle with [desired outcome] + list reasons.

“There are two types of people - X and Y. I used to be X, now I am Y. Which one are you?”

## **Make sense of it**

“Think about it!”

Write out Q and A's to support the arguments.

## **Why this low price?**

Launch, beta, test, I want to help more people, digital product...

## **Would you trade [ small thing] with [these benefits]?**

Justify price with comparing to something else small they use money on all the time. “Less than a coffee”

## **If I can do this, so can you!**

Show them you have been where they have and that you are like them.

## **Yes, It's Really That Easy!**

Describe why it is easy and why this will work for them.

“Best of all, it only takes [TIME] each day/week.”

“[PRODUCT NAME] is/will transform thousands of lives across the world by helping [AVATAR] rapidly [ultimate dream outcome].”

## **The P.S.**

A P.S. Can be a good idea to have right at the end of the sales page. Sum up the outcome, benefits and what they get as if they have scrolled straight down to the end and did not read the sales page.

## **Surprise Bonus**

A surprise extra bonus/benefit offered can help on the buying decision.