

Sales Page Template

- ✓ **Create a short, eye-catching title** relating to their pain or their aspiration
- ✓ **Describe problem** & describe who has it (avatar)
- ✓ **Agitate problem** - describe how this problem is making them feel, and other things they might have tried but hasn't worked
- ✓ **Talk about impact** - the emotional (and possibly the physical) impact of the problem and the consequences of having it
- ✓ **Explain solution** - what does your product/course cover that nothing else addresses
- ✓ **Introduce product or service** mention the title of the product / course & explain what's in it (videos/resources)
- ✓ **Make the offer** - state how much it is & reflect this back to the ROI they will get from doing it
- ✓ **Describe benefits** of product/course on the life/business of the ideal client - what are the outcomes (feelings & tangibles)
- ✓ **Call To Action** - tell them to buy the course directly from your website to start today!

