



OFFER CRAFT TEMPLATE: SALES PAGE

Writing copy for your sales page can seem like a mountainous task - where do you start? What should you say?

With this simple template, all you need to do is slot the pieces of your offer and your demand narrative into place, and your sales page will almost write itself!

Pre-Headline [Optional]

- You can use a pre-headline to call out the ideal customer, so that they immediately feel they're in the right place.
- Draw on your knowledge of your market and the "before" picture of the Transformation here, to describe your ideal customer as they are right now.
- EXAMPLE: If your customer is a parent seeking childcare, then the pre-headline could be "Finding childcare doesn't have to be hard..." or even just "Need a nanny or babysitter for your child?"

Main Headline

- This is where you make your big promise in a concise, compelling phrase or sentence.
- What's the biggest pain they face in the "before" picture of the Transformation, and what's the simplest way you can express your promise of a solution?



- EXAMPLE: If the biggest pains are bad experiences with other sellers in the past, and uncertainty about how good the options they're considering really are, then you can describe the solution with a headline like *"Switch to a Reliable, Guaranteed [Product/Service] Today"*

Sub-Headline [Optional]

- You can use a sub-headline to give the reader a snappy summary of the **Mechanism** that lets you deliver on your promise.
- Pick out the most unique and important parts of the Mechanism, and put them into a single sentence that outlines how your offer works.
- EXAMPLE: *"A 12-Week Online Program with Live Teaching and Support to Help You XXXXX"* (where XXXXX is the biggest benefit or the minimum Viable outcome)

Lead

- This is where you hook people and connect with them... and it usually starts with a greeting that addresses your ideal customer directly.
- Ask them questions about the biggest pain points in the "before" picture of the **Transformation**.
- Ask them questions related to their interest and **Motivation** for achieving that Transformation.
- Get them nodding along with you while they read - if you're talking about them and exactly the problems they perceive to be the biggest, they'll pay attention!

Body



- Here you set the scene for your offer by first sharing your own story of struggle and discovery - or the story of someone just like your ideal customer, who had to face the same problems they did.
- Use your Demand Narrative and **Transformation** to build a clear story about overcoming those challenges.
- While reading your story, you want people to empathize and feel like, "That is exactly what I'm going through right now!" ...which hooks them into reading further, because you may have the solution they are searching for.

Offer

- Start with an explanation of how the offer came to be: how did you go from recognizing the problem to discovering a solution, and from there to creating your product or service?
- Give a detailed background on you and why you're qualified or competent to solve this problem (use whatever elements of your **Proof** are appropriate).
- Now reveal more details of your offer, including a full explanation of the Mechanism, but don't state the price just yet.

Fascinations

- Sales copy uses fascinations, such as bulleted lists, to draw people's attention to important details.
- Here you can outline the precise details of your offer, piece by piece, focusing on the Mechanism.
- Explain what your customer will get, do, achieve and attain with your product or service.
- Break it down into steps, features, benefits, and the outcomes (**Transformation**).



Proof

- Be sure to include plenty of **Proof** in your sales page copy. This is a good time to show off some testimonials, case studies or authority references.
- Ask past clients to provide a testimonial about their Motivation for taking up your offer, the value you delivered, how the **Mechanism** helped, and the **Transformation** they were able to achieve.
- Ask for permission to include their photo alongside their words (or even ask if they're happy to give their testimonial on video).
- Include extra contextual details such as the person's job title, the state or city they're from, or whatever is most relevant to your customers.

Price

- Before you state the price of your offer, take a moment to anchor that price against similar services - or even against your other offers.
- EXAMPLE A: "Most places either won't let you have this at all, or they'll charge you \$1,000 per month for it. I'm giving you access to it for only \$39, no subscription required."
- EXAMPLE B: "My private clients pay \$1,000 per month for this, but you can access it for only \$39. One-time payment, no subscription."
- Also include any other pricejustifications you can think of - for example, if you're importing a special and very expensive seaweed extract for use in your product, or if you've hired a staff of 20 experts to deliver your service.

FAQ — Answering objections

- This is where you address the key objections that people have to buying a product or service like yours.
- If you're not sure what to write in this section, try to put yourself in the reader's shoes: what doubts, concerns or "What if's might be on their mind at this point?"
- If you struggle to anticipate likely objections, then it's time to go talk to someone about your offer and see what objections they come up with!
- Phrase the objections in the form of a question from the reader, then answer it in detail - refer to your Mechanism and provide Proof wherever possible.

Offer Summary

- Briefly recap the key details of what's included in your offer.
- Remind them of the Transformation they'll achieve.
- If there's a specific timeframe in which they'll achieve it, state that here too.

Call to Action

- Ask them to make the purchase.
- Explain the steps that they're going to walk through to complete the purchase.
- Explain what they'll receive immediately after they purchase, and what (if anything) they'll receive later.



- Give them the button to buy your offer!

Sign Off

- Briefly reiterate the **Transformation** your offer promises, and remind the reader that it is achievable.
- Then sign off as an individual, as you would with a real letter

P.S. [Optional]

- Here you can recap your offer very concisely one last time, remind them of their **Motivation**, and tell them to purchase if they want to solve the problem as you've explained.
- If there's any kind of scarcity or urgency to your offer, such as a limited number available or a deadline after which your offer goes away, this is a good place to restate that too.