Super Successful Sales Page Template

Remember to use the 5-Step Signature Formula for creating your successful sales page BEFORE using this Super Successful Sales Page Template, (Identify, List, Outline, Describe, Write). Then get busy with this proven sales page template.

1. **Benefit Driven Headline**
   Make it attention grabbing! Most people will only ever read your headline. Make sure you tell them what's in it for them so that they keep reading. Some great templates are:
   
   “Give me ___ Days and I’ll Show You How To ________________________.”
   
   “How to ___________________________ So You Can ____________________________.”

2. **Subheading (Optional)**
   Make it relate to your headline. You can include more details, credibility, or step-by-step information.

3. **Who You Are**
   A brief introduction. This is not your bio or life story.

4. **Bulleted Pain/Frustrations**
   People will read bullets because they’re short. Use emotions in your bullets like “tired” “frustrated” “exhausted” “depressed” to draw your readers in.

5. **Your Story/Struggle That Relates To Their Pain**
   People want to know why YOU are the perfect person to solve their problem. How can YOU relate to their pain. Remember, facts tell, stories sell!

6. **Old School vs New School**
   People are looking for cutting-edge information. Chances are that they’ve tried everything available and it hasn’t worked for them. This is your opportunity to bust old myths and give them a new way.

7. **Results You Had**
   Describe, in vivid detail, the results you had once you found the solution.
8. **Present the Solution**
   Turn their pain into a gain. What is your solution to their problem? Make sure you’re specific and detailed. Also, include teaser bullets to draw them in and make them want your solution.

9. **Credibility**
   Share a few points that make you credible. This could include media appearances, awards you’ve received, how long you’ve been in this field, how many years you’ve studied in this field, how many people you interviewed to find the solution, etc.

10. **Testimonials/Social Proof**
    Ask, beg, and bribe for good testimonials. People want to see that your program/product works! They will trust other clients who have had great results. Use our **Testimonials That Sell** bonus for more great ideas!

11. **Product Details and Delivery**
    What are the specific details regarding this product or program? How will it be delivered? What does it include? Is it a digital product or one that will be shipped to their home? Here you will tell them exactly what’s included in your product/program (4 weeks, 6 weeks, auto-shipped product, videos etc.). Be specific and answer all their questions so they don’t form an objection later.

12. **Results They Should See**
    Once again, get specific. “You will lose 10 pounds in 10 weeks” is wayyy better than “You will lose weight in this program.” Which one would you buy?

13. **How Is It Different?**
    Compare and contrast your solution to others they may have tried or that are available. Make sure you make at least 3 solid differentiations that speak to their pain points specifically.

14. **Make Your Offer**
    At this point, you should already have given them such a great deal of information and solutions that they should be ready to sign up.

15. **Is It Right For You?**
    Tailor this section toward their pain and frustration and speak specifically to how your product or program will help overcome it.

16. **Decision Time**
    Help them get clear on making a decision – one way or the other. Offer them the opportunity to change everything, starting today, or continue on the way things have been going.
17. More Testimonials
People always want to hear more about others who have received great results from your program/product. Give it to them!

18. Bonuses
Include bonus gifts that help them overcome any objections they might have. Make these bonuses complimentary to your product or program.

19. Sum It Up
Summarize your solution in detail, the bonuses, the cost, and the results they will see.

20. Offer Your Guarantee
People like guarantees. If there’s no risk, there’s no reason for them not to buy. Studies show that the longer the guarantee, the fewer returns so don’t be afraid to go for a 3 month, 100 day, or even 365 day return policy! Give your guarantee a jazzy name like “Hottie Tottie in 6 Weeks or Less” Guarantee and make it easy for them to get their money back. Most people will never use this, they just like having it as an option.

21. Call to Action
Tell them EXACTLY what to do in order to buy your program/product. Making a large orange button with the price on it that says, “Buy Now!” or “Join Us” should do the trick. Keep it simple and straightforward.

22. Signature
Scan your signature in and put it on your sales page. This makes it more personal and people like buying from other people.

23. Objections
Go back and read your sales letter and identify any reasons they wouldn’t buy (price, not a good enough guarantee, won’t fit their situation, etc) and then create a rebuttal/answer for each reason. You can go back and insert these into your sales letter or even create a Q and A section.

24. Final Call To Action
Extend the personal invitation for them to join you. Include “buy now” buttons and make it simple for them to complete the purchase.

25. P.S.
People LOVE P.S.’s! Use this area to restate the benefits or the guarantee. You can also list another benefit of the product/program that you haven’t mentioned yet.
26. **P.P.S.**

See number 14. Use this area to include anything you didn’t put in the sales letter already that might sway their decision or anything you didn’t put in the P.S.. Don’t be afraid to create multiple P.S.’s!

**You did it!**

Keep in mind that sales pages are an ongoing “To Do”. Keep a close eye on the results you’re getting. Don’t be afraid to tweak headlines, copy, and even photos and make sure you’re tracking how the page converts.