

ESBA

PROMOTING THE
PRODUCT OR SERVICE

[illegible]

My number one takeaway from this video

CONTENTS

Don't forget your intent	5
Solve the problem	6
Tell your story	7
Truth is disruptive	8
Understand buyer psychology	9
Page host and payment gateway	11
Anatomy of a sales page	12
Purpose of a sales page	13
Elements of sales page	14
Preparation checklist	17

DON'T FORGET YOUR INTENT¹

Oftentimes sales people and pages sell based on a sense of urgency - which, if there is a true urgency, can be a great sales tactic. However, if you're selling a digital product, there's no real urgency. You don't really have 5 products remaining. The *truth* is that you have an unlimited supply remaining - because it's digital!

When you know your target audience (which you do), you don't have to pitch them on your product. You can speak from your heart to theirs. They will identify themselves when they read your copy. Once they click-over from your ad, there is no reason to pitch the product again. A simple explanation will do that further explains what they're getting and overcomes an (common) objection (such as trust, money back guarantees, proof of concept, social proof, and establishing relationship).

When you promote your product or service, try to demonstrate your commitment to helping solve your client's problems - their pain, struggles and needs. Learn how to be a gracious host to them while interacting with them either in person or on your sales page. Your sales page should reflect the real conversation you would have in person: welcome them, help them (through empathy and education), show them how hope and transformation are possible and provide the opportunity for you to continue helping them.

Remember that you're not selling *something*, you're helping someone!

¹ And do not forget that intent does not negate *impact*.

SOLVE THE PROBLEM

Many novice marketers focus on selling the product. Experienced marketers sell the transformation that product brings. The product is secondary to the avatar's felt need, their pain point or their urgent problem. Selling the product will not net you sales.

- What problem is your product solving?

- Why did you create this product?

- How does your story support the product?

These are the elements of selling that you need to address in your copy. The selling becomes relating and the results come naturally.

TELL YOUR STORY

When you quote a statistic or a resource, inevitably someone will argue with you. Everyone has that one friend or family member that always has to argue. However, when you share your experience, the arguer is left with nothing to contest.

For example, assume that your favorite baseball player just hit their 3000th homerun. In the first scenario, you cite the statistic at a backyard cookout and your argumentative acquaintance says, “I don’t think that’s right. That’s not the [right number, right date, right count].” In the second scenario, you’re at the same backyard cookout and you say, “I’ll never forget the night that he hit that 3000th hit! The crowd went nuts - even the [other team’s] fans! The atmosphere was electric!”

What can someone say to your personal experience? Nothing. Because it’s now a part of your story - they have never lived or experienced your story and therefore cannot easily contest your experience!

TRUTH IS DISRUPTIVE

If you want to stand out in today's marketplace, tell the truth in your marketing. It's a simple concept that will be very powerful for you because in most marketers today operate with tactics of emotional manipulation:

- **Fear:** The fear of missing out on a sale or knowledge or style
- **Manipulation:** Pressure, shame, half-truths and generalizations
- **Greed:** Use of large numbers from sales or affiliates, displaying a lavish lifestyle seemingly without daily responsibilities
- **Curiosity:** Learn how someone else's methods are netting better results financially for them²
- **Comparison:** Make someone feel as though they'll never be where you are, have what you have or achieve the success you have achieved; can also trigger hopelessness
- **Jealousy:** To cause someone to want what you have and purchase your product as a means to attain it
- **Deception:** The intentional omission of facts, truths or data for the gain of the sale

Learn the warning signs (typically the emotions listed above) and their associated triggers - for you and your clients. When you know where your areas of weakness or vulnerability are, you can be more on guard for what would cause you to impulse buy! And then be careful to not use those same, devastating tactics on your own people. Keep these helpful marketing ideals in mind when brainstorming your sales copy:

1. Be honest
2. Be authentic - in your voice, your actions, your follow-up, your integrity
3. Be compassionate
4. Have empathy
5. Avoid theory: Don't sell what you haven't done or can't do
6. People first, product is secondary

² This popular tactic does not promote *your success* but rather a copy of their success - in their voice, style and around *their* product.

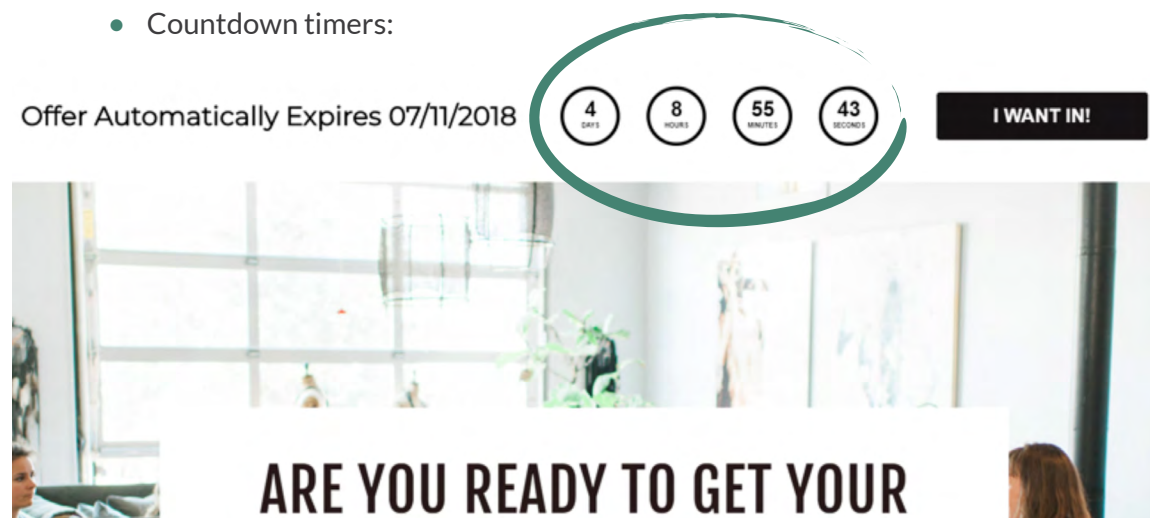
UNDERSTAND BUYER PSYCHOLOGY

Sales are typically promoted one of two ways: scarcity or evergreen.

Scarcity sales

The scarcity mindset can be a highly effective tactic if used correctly. Scarcity is conveyed with tactics such as limited time offers, countdown timers, must-buy-now-before-price-raises and other high-pressure sales tactics. Where you may have seen or experienced this type of sales and marketing:

- Door-to-door sales
- Timeshare offers
- TV offers
- Countdown timers:



Be honest in your sales copy. For example, when marketing for ESBA's Brand course, the copy says that there are only a limited number of slots and they're available for only a limited amount of time. Both are true - the course is digital but the coaching that goes with the course is live and personalized, so space is limited to number and time frames so that each cohort can begin and walk through the journey together. The price will probably rise as the program grows to cover administrative and coaching costs or the additions to the program may be sold separately.

Evergreen sales

When a product is available year-round, it is considered an evergreen product. You can purchase it at any time on the website. Much like ESBA's 'Build' program, people can come to the site, see the sales page and make a purchase at any time of day or night. The price for an evergreen product is no likely to increase because the scale of demand doesn't change the program's availability or administration.

Physical products can fall under the scarce or evergreen categories. Scarce physical products are those that are one-of-a-kind, like a piece of artwork, or those that are very customized or labor intensive. Evergreen physical products are those that you can buy on-demand, as needed, which is how most physical products are sold (e.g., Target or Amazon).

Sales versus launch

Regardless of the type of sale you will run (scarcity versus evergreen), how you handle introducing the product to any individual the same. The key word is individual. Every single person you 'meet' in business, in-person or online, is a stranger to you and you to them. So every single time you make a connection, offer them the courtesy of nurturing the relationship. This is done by service, not sales.

Plan each initial-contact email sequence like you would a launch - you're launching the relationship, not the product. This means that every single email sequence you write, when you plan on promoting a product or service, should follow a similar sequence to a launch sequence, only without the heavy, special offer promotion.

PAGE HOST AND PAYMENT GATEWAY

So many companies have made great money and businesses off of creating and testing sales pages for you. Leadpages, Clickfunnels, Instapage, Thrive Leads or Samcart - just to name a few. The primary reason you should avoid them is because their use adds another monthly subscription to your costs and takes away your max profit.

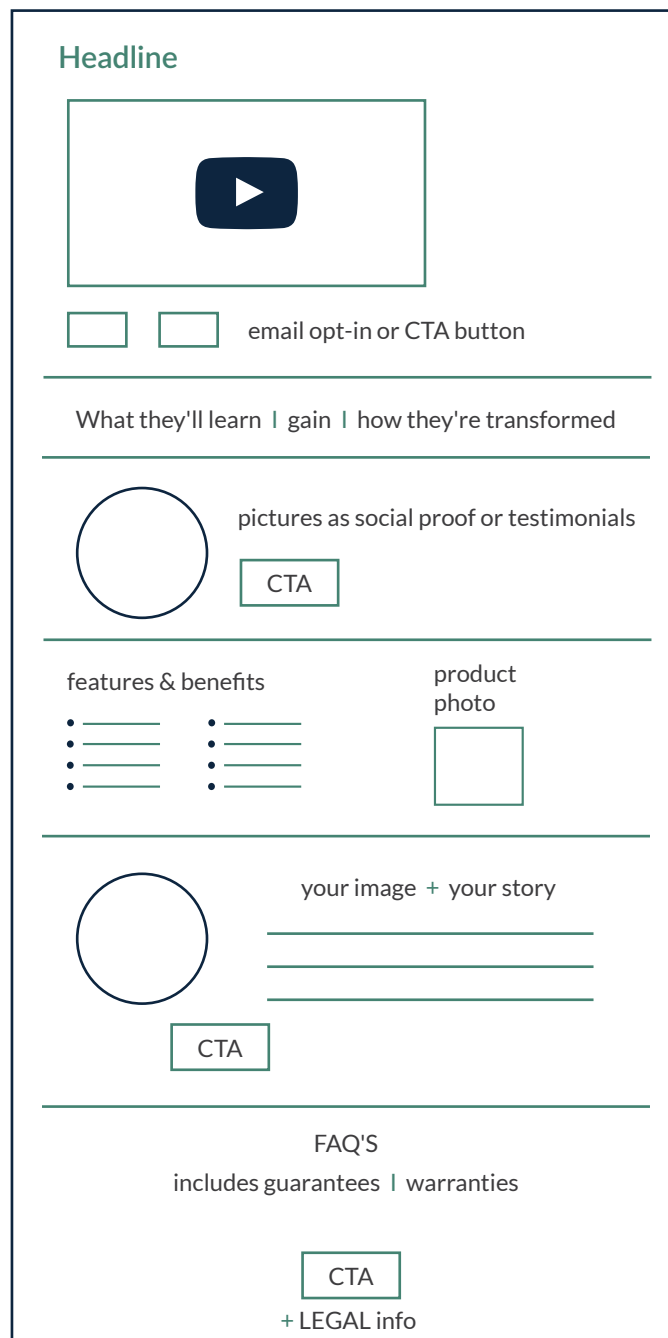
Once you know your own site style, creating a landing page or sales page is easy ([see the Resource section for a video tutorial in both Wordpress and Squarespace](#)). You can also build a sales page in Canva ([see tutorial](#)) - simply save as an image (e.g., png), not a pdf. You may need to break the 'page' into several sections if you plan to hyperlink in multiple place or need to insert a video.

Avoiding a third-party add-on saves you time in creation, set up, learning curve and associated tasks. No separate connection or fee is necessary for email funnels or delivery systems or payment gateways. Skip the extra tech and trying to match branding, among other things.

ANATOMY OF A SALES PAGE

A simple Google search for 'sales pages' or 'landing pages' will net you *thousands* of examples of what are (the current year's trends for) best, worst, highest converting, most split-tested pages. STOP!

Here is a sample sales page formula:



The best kind of sales page is one that speaks to your avatar like you would speak to them in person. There is no 'rushing' the avatar, pressuring them or scaring them. Think of your page as communicating with someone the way you would in person:

- **Headline:** This is what I can and will do for you
- **Video:** Learn more about how I can help you³; get to know me and my heart behind this product
- **Opt-in or CTA⁴ button:** If you already know this product or service is what you need, then sign up and let's get started
- **Help:** let me overcome any potential objections or concerns you might have and show how I've helped others just like you, what kind of results they've achieved and what they say about me
- **Features and benefits:** This is how the product works and will be applied (e.g., show them the back of your course, images of you teaching or training or working)
- **Trust me:** Here are my credentials, experiences and more of my heart and story; my *why*
- **FAQs:** Let me answer other questions about the product or service, how refunds work, how this relationship will work, etc.
- **Ask:** Are you interested? If not, continue the dialogue or provide a link to click away from the page.

If your sales page doesn't flow like a conversation might, then you probably need to rework it.

Purpose of a sales page

Less distraction equals higher conversions. This is the same reasons houses without clutter sell faster and for higher prices. Hosts like Squarespace make creating a sales pages easy. Sales pages are for one purpose -to sell a product or service. Sales pages typically have no other links on them until the very bottom⁵ of the page, unlike other pages of your site, which means no distractions from your content.

³ They've already raised their 'digital' hand as your target client by clicking over to your sales page.

⁴ CTA: Call to Action

⁵ At the bottom of the sales page, you need a copyright notice, legal links (such as Terms and Conditions, Disclaimers and Privacy Policy) and a link where they can decline the offer by clicking away from the page.

ELEMENTS OF SALES PAGE

The order presented here is a more standard sales page organization, but there is no correct or one-size approach. You can view examples of other sales page styles [here](#) - just don't purchase them!

- Video.
- Headline that tells the benefit or transformation
- Offer or email opt-in
- Purpose
- Pictures and social proof
- What they'll learn / gain / how they'll be transformed
- Your story
- Guarantees and legal fine print
- CTA
- Features and benefits
- FAQs

Each of these elements can be arranged in multiple ways and places on your sales page.

Bonus tips for conversion optimization

- Bullet your main points
- Use eye-catching graphics
- Provide visual cues
- Use a Countdown timer
- Make good use of white space
- Try a shorter length sales page
- Implement video testimonials

When you know your people and your product and yourself, not a lot of additional words are needed. People are so overwhelmed with content and being talked *at* in today's age; if you've listened to them, you'll make the sale (assuming you also listened on pricing, timing, etc.).

Remember, you have already experienced breakthrough in the area you're helping solve their problem / ease their pain / meet their need. That is why you're the perfect expert for them and you know *who* it is you're supposed to help and what offers you need to make.

Types of sales pages

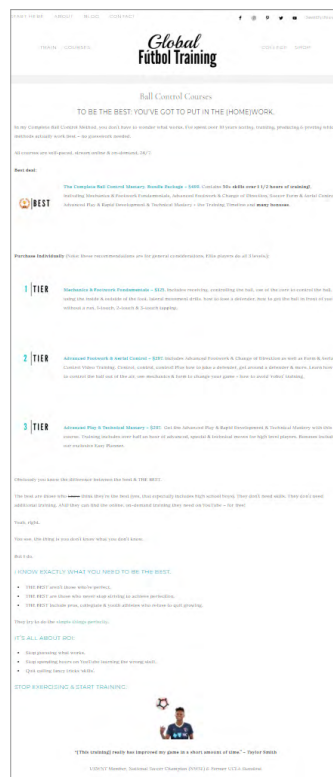
Long-form

Short-form

No-scroll (video with button)

GFT sample sales pages

Sales page example [\(click here\)](#)



Course landing page sales example:



Long sales page example ([click here](#)):

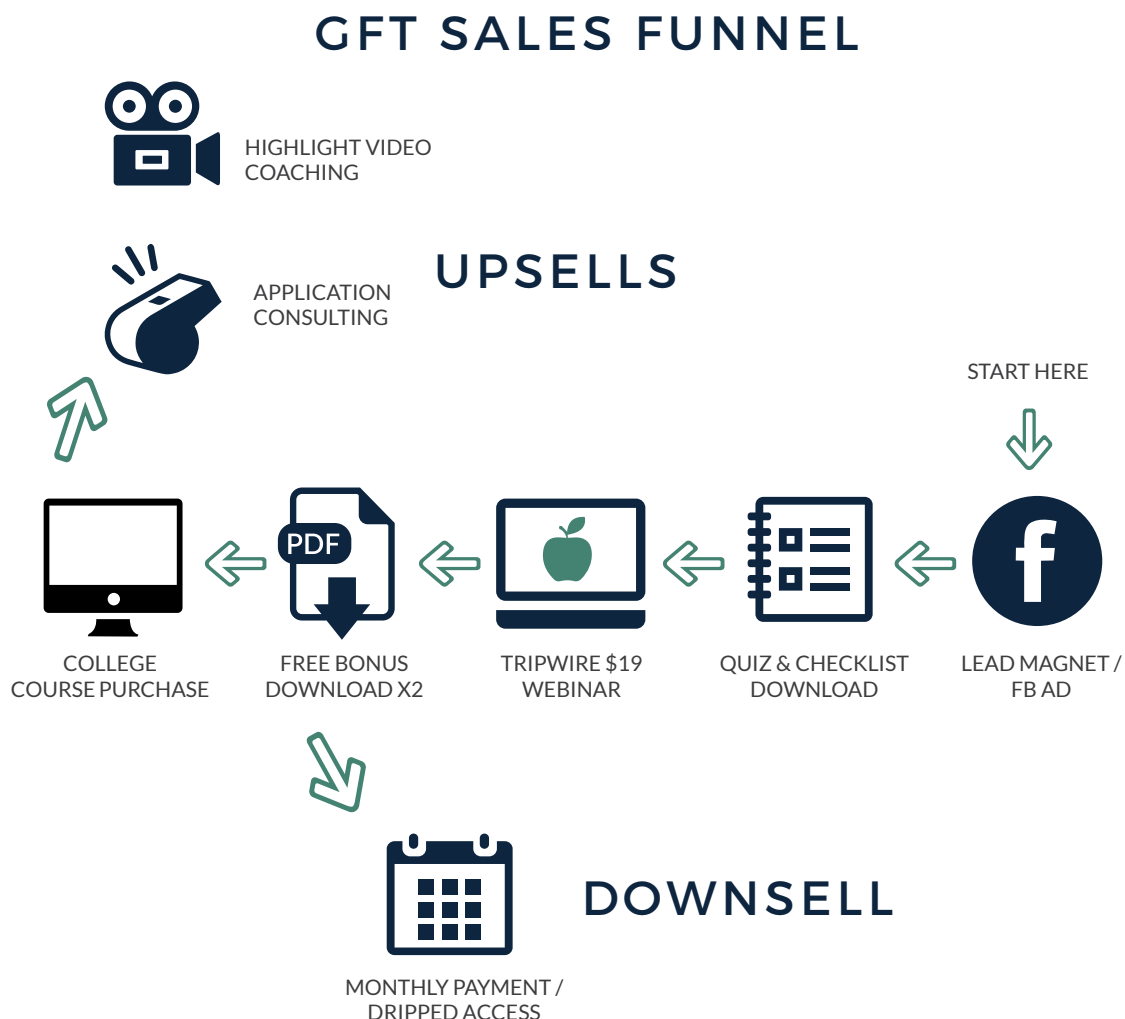


PREPARATION CHECKLIST

If you do not yet have an audience, you can build your email list while you run ads, serve your audience and create value. Put a nurture plan for your relationships in place. Gather data (think screenshots of comments and testimonials in the beginning) and feedback as you grow. You'll need your client's words to grow, improve and scale your business.

Map out your sales path (backing in to the opt-in from the end-goal).

GFT example:



Map your own:

A large, empty rectangular box with a thin dark border, intended for a user to map their own content.

Compose your email campaigns for each section of the path

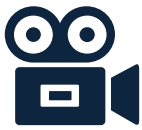
Take product photos (see launch plan)

Compile testimonials, data and feedback

Graphics & photos

Gather graphics for sales pages (e.g., money back guarantee or product symbols):

WHAT'S INCLUDED?



48 VIDEOS



10 TEXTS



1 PDF



5.0

Gather logos for affiliated programs (e.g., Stripe or PayPal)

Watermark, logo stamp and place url on photos

Use quality headshots for you and your testimonial providers (Facebook screenshots work great as well if high resolution)

Quality photos of the process (e.g., inside the ecourse, the training, on-site work, etc.)

Landing pages you'll need

Lead magnet: Promote an offer your avatar needs to address their pain / problem / need

Course landing page (if your course host is external, like Thinkific or Teachable)

Webinar page (if you intend to host a webinar)

Product page on your site

Tripwire page

Thank you page - with social proof upsell

Designed Ads

Facebook

Instagram

YouTube

Lead generation (and sales)

Tripwires

Affiliates

Webinar

Host

Opt-in

Pre-recorded, evergreen or live

Legal protection

Copyright

Trademark

Intellectual property

Necessary taxes⁶

Test, test, retest

Follow-up plan and ongoing customer service

Purchase made? Yes or no, why or why not?

Yes: what do they like? Think? Value? Is it helping?

No: LISTEN to their feedback. Get on the phone.

Continue to serve the customer, be available

Continue nurturing through continued relationship. Don't drop the buyers who did not buy while you tend to the ones that did.

⁶ If necessary; speak with your CPA and state agency; get answers in writing or email from state. Taxes can be levied against digital products based on design and by individual states.



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