

# SALES PAGE CHECKLIST

HERE'S WHAT TO INCLUDE IN TO MAKE YOUR SALES PAGE CONVERT:

- Headline
- Describe the pain your client is in now (the more you nail this the more they will connect with you)
- Describe where they could be once they work with you or use your product
- Who is it for/not for?
- Create rapport – your story, your image, client's language
- Authority – your story, testimonials, etc.
- Benefit (outcome) focused instead of feature focused
- Why is your product or service the BEST solution for your ideal clients?
- Address the top objections to investing in your product or service
- Use heading and subheadings to break up copy – these should fulfill the “is this stop-worthy?” test
- Short, even one sentence, paragraphs – break grammar rules
- Limiter
- Guarantee – risk reversal
- Hot offer (worded in terms of why do they care?)
- Pricing – clients see this as an incredible deal
- Call to action – invite them to join you