READY TO CREATE AN IRRESISTIBLE SALES PAGE?

NO MORE STARING AT A BLANK SCREEN.

I’M HERE TO HELP.

Welcome to Your Roadmap to Short and Sweet Sales Page Plan.
My name is Melissa, and I'm here to help you create your sales page with plenty of ease.

You're getting ready to start your next sales page, and you're overwhelmed. Not sure where to start. You have an idea on what to write, and your logo is ready, but you don't really know what needs to go where.

I'm here to make things easy. This specific guide will take the guesswork out of creating your sales page outline and layout.

I became an award-winning graphic designer before graduating from college, and I love staying at the forefront of the digital marketing industry by designing sales pages that are exceptional every time.

Think of me as the producer to your director; you've got the vision, and I've got the step-by-step process to help you make it happen.

And I'm honored to help you get there. My dream for you is simple:

**Building your sales page is the easiest part of your launch.**
BEFORE YOU CREATE A SALES PAGE, GO GET RESULTS.

Make sure you are actually ready to create a sales page.

Your potential customers have a problem. You provide the solution. You help them with free content. Then, they have the option to take you up on your offer, where you sell them the solution.

They say yes, and you’ve already gotten results for them.

Whether you’re selling seats to a $20,000 mastermind, a $97 Pinterest marketing course, or a $500 ticket to a LIVE event, you need to have proof that your offering gets results.

Before I ever marketed myself as a sales page designer, I provided a premium service first.

Throughout the process, I realized the true value I created for my customers. After three years of designing sales pages that generated multiple six figures in revenue, I finally got the courage + confidence to talk about the results.

Be proud of the results you produce. Be excited about the possibility of helping others. And there's no need to wait 3 years to share your secret recipes. (Winky face).

You're only ready to create your sales page when you decide. Don't worry, you've got this! All you have to do is get started.
Welcome to Your Personal Roadmap to Short and Sweet Sales Page.

Your sales page is your sales page. Not someone else's. This guide is meant for you to personalize and customize for your audience. To nurture and create clarity for your hot and cold leads.

The top section of your sales page is your first chance to get their attention. It should expose the end result your client achieves after they work with you. You can do this with an amazing headline, a sales video, and/or benefit bullets. (I'll share how you can do that below.)

At the tippy top of your sales page, you should only include links to pages that help people make the decision to say "yes" to your offer. You can include a success story page, or link to other parts of your sales page. If your sales page is on your website, please, remove all of the other navigational menus!!!
1. Identity, Interest + Benefit Bullets
At the top, like I already mentioned above, you’ll want to include an attention-getting headline and your logo. Showcase (brag away) at the results that you’ll achieve. Write your copy below.

Headline Option #1:

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Headline Option #2:

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Benefit Bullets:

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2. The Problem You Solve.
Identify the problem the customer faces, and be specific. Where are they now vs where they want to be? How will they feel after they buy and implement what you teach? Tell stories about your previous clients and/or from your experience by showing you can relate to their situation and their dreams, wants and needs. Use language they would use. You can get this language by getting feedback from current and past clients.

3. The Offer Introduction & The Offer Promise.
Introduce your offer, with the logo and tagline. Get specific on who it's for and what your big promise is.
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4. **Who is your course, product or service for?**

Cover who it’s for. Get specific. Is it for Jen from Rhode Island, who is a Pilates instructor? Or Jason from Los Angeles who owns a cafe by the beach? Identify traits, similarities, they can relate to. (The more, the better!)

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5. **Testimonials from current and previous students.**

Don’t include testimonials talking about how great you are. You are great, but we need to know how great your offer is, and how you’ve impacted your customers’ lives.

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6. **What’s included in the investment?**

Share exactly what’s included in their purchase. Are there special incentives when they join within a certain timeframe? Are there other course bonuses? What’s the investment? You’ll definitely want to create a crystal clear pricing graphic, buy now buttons for each payment option, and share the total value of the program and content. Be clear about when payments are due, and include the terms of the purchase.

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7. **The Guarantee & Buy Now Buttons.**

Do you have a guarantee with specific conditions? Be super clear! How do they purchase the program? Just like in number 15, you’ll want to include at least one buy button on your page.

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SALES PAGES ARE MY FAVORITE THING TO CREATE.
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