

WRITE & IGNITE



CHALLENGE

DAY FOUR

**Proven Sales Page Formula — 16 Steps To
Crazy Good Conversions**

16-STEP SALES PAGE FORMULA

1. HEADLINE

YOU BELONG HERE: The main goal of the headline is to hook attention, let the reader know they are in the right place and get them to click or keep reading.

- **Line:** A prefix or pre-headline such as a rhetorical question, relevant statement or engaging teaser that calls out the audience.
- **Hook:** The main headline that communicates a benefit, pain point, emotion, result or unique mechanism.
- **Stinger:** The Call-to-Action (open-loop, invitation to keep reading or click order button).

2. INDOCTRINATION

I FEEL YOUR PAIN: The main goal of the indoctrination is to have your audience feel like you understand them and create the need/desire for a solution.

- Open with a strong section opener.
- Communicate and empathize with the Problem/Pain.
- Build the need/desire for a solution.

3. THE DISCOVERY

THERE'S A SOLUTION: The main goal of the discovery is to share that there is a way out, a way through the pain. You must present the solution before you present the product.

- The discovery, lesson or secret that solves the problem and eases pain (Prescription).
- Evidence or proof to support your solution such as a key fact, statistic, story or new paradigm/belief.



4. PIVOT

I MADE IT EASY FOR YOU: The main goal of the pivot is to naturally bridge the solution to your product.

- Share your story/mission/reason/inspiration for creating the product.
- Why are you qualified to sell this?

Optional: Bio

HI, I'M... This is specifically for personality-based brands where there is a “face” behind the product. The main goal of the bio is to introduce that person, share their mission and build as much credibility and authority as possible. Keep it short and sweet.

5. THE USP

HERE'S WHY THIS IS DIFFERENT: The main goal of of the USP is to communicate why your product is different, unique, revolutionary, unconventional or impactful.

- Why have similar solutions not worked for your prospect in the past? How have you made that solution easier, faster, better to achieve? (Positioning).
- Introducing ... (Product)
- Quick high-level description of your product (Use your USP Statement as a starting point)

Optional: Social Proof Round 1

HERE'S WHAT OTHERS ARE SAYING: Share some specific social proof about your product, like testimonials, social comments, or the number of past students.

6. THE OFFER

HERE'S WHAT YOU GET TODAY: The main goal of your offer section is to share the offer specifics – exactly what's included when they purchase.

- Feature and product information (use benefit-rich descriptions).
- *Order now and you'll get ...*

7. JUICY BENNIES

HERE ARE THE RESULTS YOU CAN EXPECT: The main goal of the juicy bennies is to weave in relatable, believable scenarios that can evoke emotional resonance and allow the reader to identify themselves.

- 5-8 juicy benefit bullets.
- *After you get your hands on this, you'll...*



Optional: Social Proof Round 2

THIS CAN WORK FOR YOU TOO: Share some more social proof about your product!

8. VALUE

HERE'S WHAT IT'S WORTH TO YOU: The main goal here is to communicate the overall value of the product by comparing it to a higher-priced alternative, another solution that offers the same benefit.

- Communicate the highest value possible. Don't use arbitrary, made-up numbers! Do your research and use authentic comparisons.
- *You'd pay upwards of (higher price) to get (same benefit) from (another solution).*

9. REGULAR PRICE

HERE'S WHAT YOU'D PAY LATER: The main goal of announcing the regular price is to showcase the value/price gap early on, and how it is a no-brainer – even at a regular price.

- *But I won't charge you even close to that much ...*
- *I won't charge you \$XXXX, \$XXX, or even \$XX (slash-out pricing)*
- *This product is regularly priced at just \$XX (regular price).*

10. PROMOTION

HERE'S WHAT YOU'LL PAY NOW: The main goal of your promotion section is to further increase the value/price gap by offering a discount.

- *But I'm going to give it to you for even less today ...*
- *When you order by (date) you'll get a massive (%) discount ...*

11. REASON WHY

HERE'S WHY YOU'RE GETTING A DISCOUNT: The main goal here is to justify and explain your reason for offering a discount.

- Holiday sale?
- Early bird discount?
- First-time launch?
- Feedback needed?
- Help as many people as possible?



12. BONUS STACKING

BUT THAT'S NOT ALL: The main goal here is to further increase the price value gap by stacking bonuses.

- *I'm also going to throw in these super amazing awesome bonuses.*
- List bonuses, description and include a value for each one.

13. SCARCITY

HERE'S WHY YOU NEED TO ACT NOW: The main goal of scarcity is to authentically communicate why someone shouldn't wait to purchase (if it's not obvious, explain why the offer is limited).

- *This discount is available for the next X days because ...*
- *This is only available for the next X people because ...*
- *These bonuses are only available for the next X days because ...*
- *This offer closes in X days because ...*

14. RISK REVERSAL

HERE'S WHY THIS IS A NO-BRAINER: The main goal of risk reversal is to overcome any lingering objections and clearly communicate any policies, payment plans or security concerns.

- *To make this decision as easy/safe/risk-free as possible for you...*

Optional: Social Proof Round 3

HERE'S WHAT YOUR MISSING: Sprinkle in even more social proof about your product!

15. NEXT STEPS & DELIVERY DETAILS

HERE'S WHAT HAPPENS NEXT: The main goal here is to clearly tell them what to do to order and what they can expect to happen next..

- Include all the detailed information of when, where how and what.
- *Click the order button below to claim your XX discount. Immediately after ordering...*



Optional: Offer Recap

HERE'S EVERYTHING YOU'RE GETTING TODAY: This is specifically for products that have a lot of parts, modules, bonuses, etc. The main goal of the offer recap is to clearly list everything they can expect to receive.

- *Here's everything you'll get when you order now ...*

16. CTA

BUY NOW: The main goal here is to get the click! This is the order section of your sales page. This is where you include the price, payment plan options and a button to buy!

- *Order Now*
- *Buy Now*
- *Add To Cart*
- *Claim Your Discount Now*

Optional: Social Proof Round 4

REALLY, DON'T MISS OUT: Sprinkle in even more social proof about your product! Best to use social proof here that really communicates the value/overcomes price objections.

Optional: FAQ

HERE'S WHAT ELSE YOU MAY NEED TO KNOW: This is specifically for more complex products where there are a lot of moving parts, steps, etc. The main goal of your FAQ section is to overcome any final objections not already addressed in your copy and share logistical information.


Optional: CTA 2


LAST CHANCE, HONEY: This is only needed if you have social proof and/or FAQs below the first CTA. The order button should always be the last visible thing on the page when scrolling to the bottom.




YOUR DAILY HOMEWORK

Woohoo To wrap up Day 4 of the Challenge, make sure you do the following...

 **DAY 4 HOMEWORK:** Open up your Sales Page Google Doc. Insert the above 16 steps, plugging in source copy you've already written under the correct headings. Your job today and over the weekend is to fill in the gaps and come up with your first draft. Take it step-by-step and don't get overwhelmed. It's a lot but you've already covered significant ground! Ask questions in the Facebook Group and keep the momentum going!

 **DAY 4 ACTION:** Share a screenshot of your copy in action. Frankenstein-ish copy is A-okay – it's your work of art in progress!

 **ACTION TRACKER:** Don't forget to complete your other daily actions in your Action Tracker! The more you take action, participate and engage in the Challenge – the more you'll learn! Have a good weekend and we'll see you on Day 5!