

Live Product Creation Training

Module 6

12 Steps to a Successful Sales Page

A sales page has to look good

Don't get carried away with colours and fonts

Most successful pages sell via emotion

Tell a story

12 Steps to a Successful Sales Page

Know Your Target Customer

Get Opinions From Others

Keep Swipe Files

Take Your Time

12 Steps to a Successful Sales Page

- 1 - Get Attention
- 2 - Introduce Yourself And Present Credentials
- 3 - Identify The Problem
- 4 - Provide The Solution

12 Steps to a Successful Sales Page

5 - Show The Benefits

6 - Give Proof

7 - Make Your Offer

8 - Give a Guarantee

12 Steps to a Successful Sales Page

9 - Give a Reason to Buy Right Now

10 - Call to Action

11 - Add Risk of Loss

12 - Close with a Powerful P.S