

## Sales Page Writing Guide

### Start with answering these questions:

1. What's the main desire of your ideal audience for this program? What do they "wish" for, even if they don't know how to articulate it.
2. What would their life be like if they got that? What would become possible for them?
3. What does your client think is keeping them from getting what they wish for? What do they see as holding them back? How do they feel?
4. Are there things they have tried to do to get this desire but it hasn't worked out before? Name them/list them here.
5. How were you like they are now? How did you go from there to where you are now?
6. Who did you specifically design this program for? Who is it NOT for?
7. What could you *promise* someone will get out of being in the program?

### Now, when you actually write out the offer, or sales page, it can be helpful to think about it this way. Make sure that you really cover all of these pieces, and in this order:

1. Call out the primary "wish" you identified in #1 above and make it your headline - see if you can include this in the title even in some way.
2. Build out the world of what's possible and what it's really like to have this main thing - you can pull this from #2 above.
3. Empathize with their current situation, using what you identified in #3 and #4 above. You can pull in some subtle differentiators here, but you have to be careful to do it well.
4. Now share your story - how you were like them and now you are different - and how what's in this program is a part of the reason things are now different.
5. Segue way into the sales - easiest to do with a simple sentence:  

"That's why i'm offering X PROGRAM for AUDIENCE DESCRIPTION. This program will help you shift from SHORT SUMMARY OF #3 to SHORT SUMMARY OF PROMISED LAND."
6. Nuts and bolts of the program - remembering that even as we say what is included, we are always talking about the transformation of that thing...that's why people buy. (You can use bullets here if you want).
7. Bring to life the experience of being in the program - this can be blended with #6 if you don't use the bullet point method. This is more transformation - what's my life like now that it wasn't like before.
8. How this program makes it possible for them - this is your "empowering them" paragraph, and where you can talk about any secondary benefits you haven't already addressed.
9. Be explicit with who this is for and who it isn't for - #6 above - remembering that you really only want ideal participants in the program in the first place.
10. Price, offer, and order details. If I want to join, what do I do?
11. If you had only ideal participants, what could you promise them? That's from #7 above.