

# Secrets of Sales Page Simplicity

Sales pages don't have to be a scary nightmare.

But I'm not gonna lie: they do take care, planning, and time.

What's non-negotiable? Crystal clarity on your audience, offer, & languaging.

## Some Best Practices:

- A sales page should have NO other links on it. The only action we want a viewer to take is to either buy your offer or book a call.
- Include photos of yourself. People want to see the person they're working with.
- Make your sales page RESULTS-oriented & speaks their language - *easy to understand, no jargon, in layman's terms, conversational.*
- Tell them the exact OUTCOMES they'll learn to achieve—not what they will learn.
- Don't TEACH in your sales page!
- Be sure you're clear about the benefits of your program – aka, *how will it make their life better, not just what they get inside the program.*



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## Sales Page Checklist:

### Section 1: Opening Headline

- Spark curiosity & get them asking, "Will this work for me" & saying "I want to know more"
- Headline should speak to the problem they're dealing with & the solution/result they want to achieve.

### Section 2: Paint the NOW problem

- Agitate their frustrations, challenges, pain, and struggles
- The more specific you can be, the better
- Show don't tell
- Use their words

### Section 3: Paint the FUTURE potential

- Focus on the ideal situation they can create when they have your support
- Provide hope with specific outcomes & results
- Show don't tell
- Use their words: *saving time & feeling content is worthwhile vs. empowered*

### Section 4: Your Offer -

- Course or program name goes here

[Watch the video](#): *Secrets, tweaks, & hints inside a Sales Page*



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## Section 5: The Results

- What exactly will people be able to do/have/be?
- Use action words here
- Outline why this result is important.

## Section 6: Offer Differentiator:

- Set your program apart by talking openly & clearly about what you offer that no one else does

## Section 7: All about YOU - the guide!

- Why you're the best option
- Your qualifications & experience
- Include a photo!

## Section 8: Who is this for?

- This is for you if...
- This is not for you if...
- No convincing - just clarity

## Section 9: The Features

- Bells & whistles
- What's included
- Include tangible results

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## Section 10: Investment

- Build up value before they get here
- Be clear & up front
- Provide a clear call to action that brings them here

## Section 11: Guarantees

- Ease their mind
- Be clear about caveats
- Direct is best

## Section 12: Address objections/FAQ

- Money? Time? Readiness?

## Section 13: It's time to take action

- What life will look like afterward
- How long you've been waiting for this result
- Click the button

## Section 14: Last CTA

- The person who's gotten this far is really considering & questioning
- Give a headline & push here with a CTA button.

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Ready to create *your* sales page but need support getting the ideas out of your head -



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Help with the exact right words & feelings right for your audience?

Each month, I put aside one or two days to do this work together *with* you.

We'll prepare & collaborate, then work *together* most efficiently to help you just GET the damn thing done -

It really can be painless!

If you're ready for the support of someone pulling everything out of you so you can finalize it & sell your program...

set up a free [Consultation](#) to see if working together is a good fit to help you Get It Done!

Your sales page will sound & feel *like you*. We'll convey the value of your program to connect with your audience...without feeling salesy, generic, or robotic!

~Jen

*Do we know each other on the socials yet? Click to connect...*

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