



SALES PAGE WORKBOOK

WRITING BETTER SALES PAGES



Welcome, I'm so glad you're here to write better sales pages. The goal of this workbook is to help you stop staring at a blank screen wondering what to write to your ideal client so they buy.

In side are 8 parts to help you get clarity around what they're struggling with, how you help and a formula for writing faster sales pages.

You will have 8 areas to fill out, and then transition phrases in between.

Have fun with the process.

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GOALS

WHAT YOU WILL LEARN

Fill out each section without trying to write anything for your sales page. Use the transition statements to guide you to the next section.



KNOW THE PAIN POINTS OF YOUR IDEAL CLIENT

Their PROBLEM is not the pain. What's CAUSING the pain is the pain. What's causing the pain in your ideal client's life?



KNOW THE TRANSFORMATION

Don't simply write how many calls they get with you. Describe what life looks like for them after working with you. Get specific



WHAT LIES ARE THEY TELLING THEMSELVES?

What is driving their thinking? What makes them think they can't make change in their life?

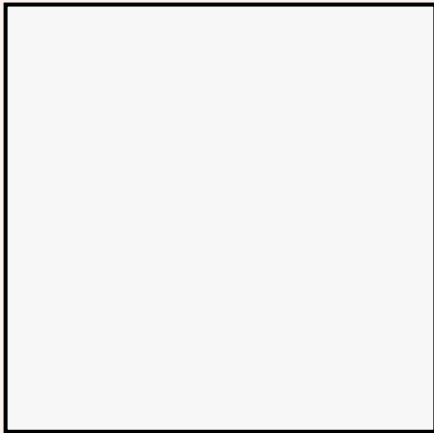


OT
THE HOOK

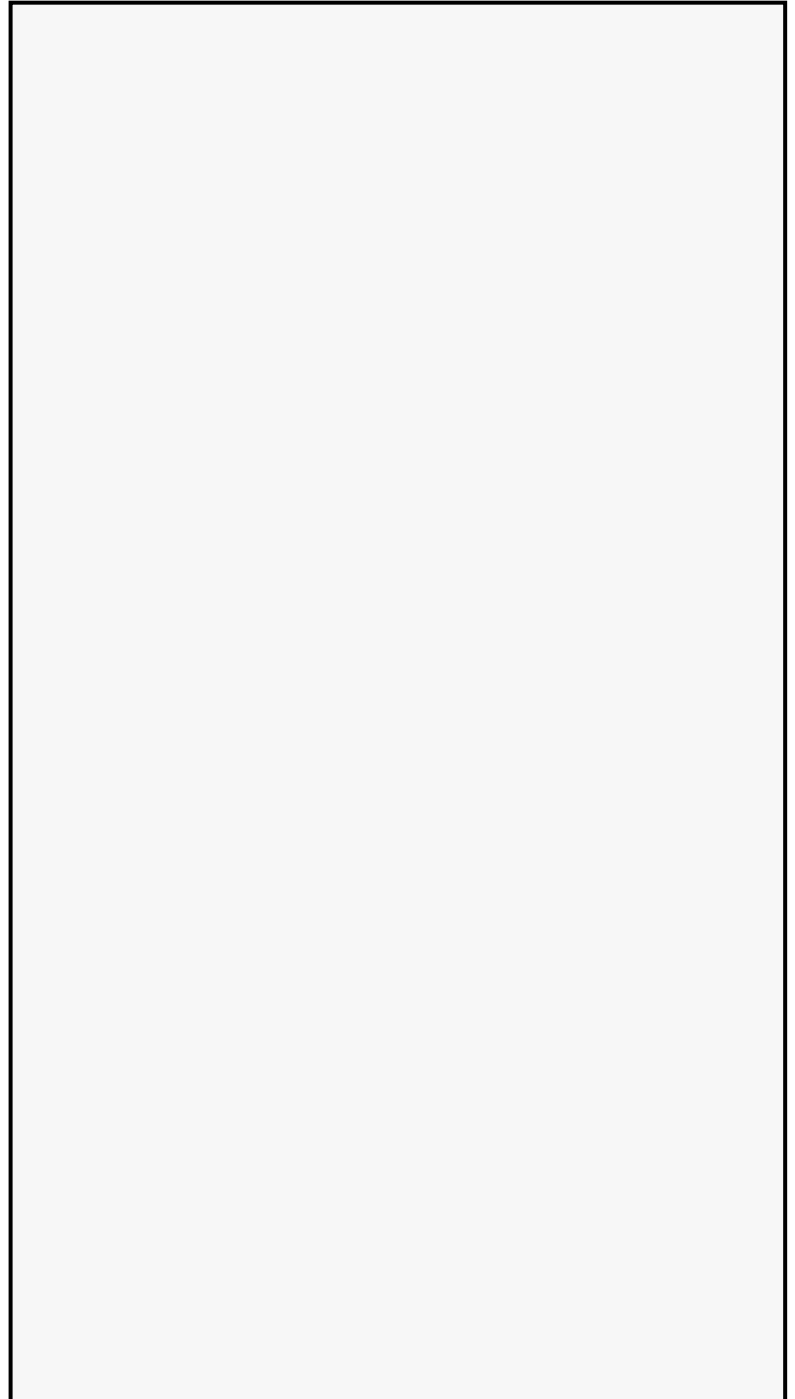
THE HOOK

Often I write this section last after figuring out all the details of my offer and sales page. This piece of the sales page needs to speak to your ideal client and what they're truly looking for. When they land on your page, this needs to be exactly what they came to see.

List 3 things your ideal client is actively searching for... not necessarily what you're offering



List 3 things that may stop them in their tracks



TRANSITION PHRASES



EVER FIND YOURSELF FEELING STUCK AND *INSERT NEGATIVE FEELING*? WONDERING WHAT AM I DOING WRONG?



DO YOU EVER FIND YOURSELF [PAIN POINT 1]? STRUGGLING TO [SYMPTOM 2]. YOU'RE NOT ALONE. YOU'RE ACHING TO FINALLY HAVE [CHANGE] BUT YOU...



THERE'S A BIG PROBLEM WITH HOW [YOUR IDEAL CLIENT'S TITLE (ONLINE BUSINESS OWNERS)] LIKE YOU, ARE BEING TAUGHT ONLINE TODAY. SO LET'S LAY IT ALL OUT FOR YOU TODAY...



HERE'S THE PROBLEM: [LIST 3 PAIN POINTS]



PAIN POINTS

PAIN POINTS

MAKE SURE YOU SHOW EMPATHY

WHAT KEEPS YOUR IDEAL CLIENT UP AT NIGHT

HOW CAN YOU EMPATHIZE WITH THEIR PAIN

-
-
-
-
-
-
-
-
-

WRITE YOUR TOP 3 PAIN POINTS

TRANSITION PHRASES



FIRST, LET ME TELL YOU ONE IMPORTANT THING - THIS IS SOO NOT ON YOU!NOT EVEN A LITTLE BIT. AND IN MY [LOVINGLY] FORWARD NATURE, I'LL TELL YOU THE REAL TRUTH BEHIND THAT LACK OF GROWTH...



BUT OVERWHELM IS KEEPING YOU FROM MAKING THE PROGRESS YOU HOPED FOR... LET ME KNOW IF THIS SOUNDS FAMILIAR:



THERE ARE SOME BIG MISCONCEPTIONS ABOUT WHAT IT TAKES TO BE SUCCESSFUL WITH [TOPIC] HERE'S WHAT I WANT YOU TO KNOW:



FORGET EVERYTHING YOU KNOW ABOUT [TOPIC]. IT'S TIME TO CHANGE YOUR THINKING: (LIST 3 MYTHS OR LIES THEY'RE BELIEVING)

A soft-focus photograph of a desk. On the left, a silver laptop is open. In the center, a clear glass water bottle stands next to a white coffee cup with a red and black pattern. A pair of round glasses rests on the laptop keyboard. To the right, a small succulent in a grey, textured pot sits on the desk. The background is a light-colored wall with a faint, cursive word, possibly 'big', visible.

QZ

MYTHS

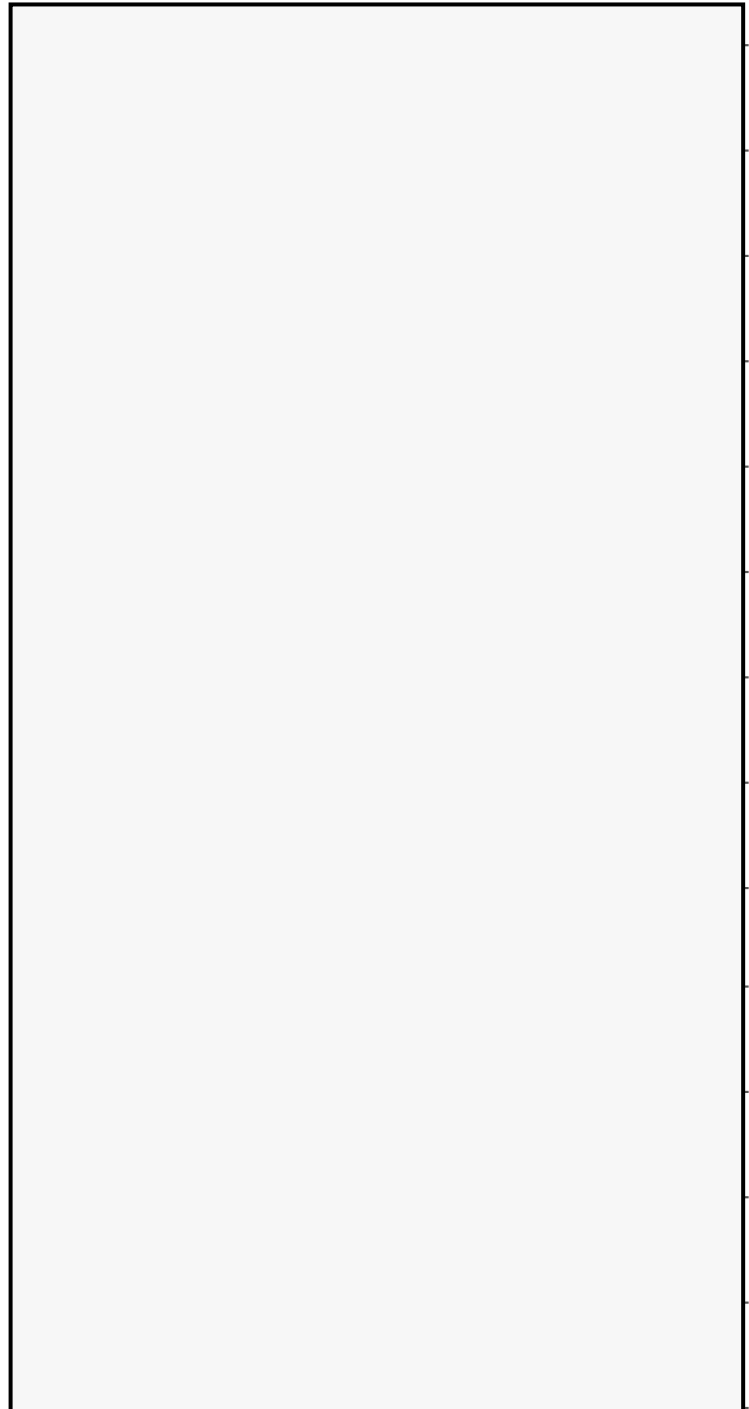
MYTHS

Your ideal client has something driving their belief to stay where they are. Our goal is to hit this head on. Don't avoid what industry standards are saying and you disagree with.

List 4 things your audience
THINKS is true



List 4 things your audience
THINKS isn't possible



TRANSITION PHRASES

THERE HAS TO BE A BETTER WAY...

UNTIL YOU KNOW HOW TO [SOLUTION], YOU WILL NEVER GET THE RESULTS YOU WANT, EVER.

LET'S CALL A SPADE A SPADE... ALL THIS INFO IS JUST DANCING AROUND THE CORE NECESSITIES OF HOW TO TRULY [SOLUTION]. WHAT YOU TRULY NEED IS...

ARE YOU READY TO CUT THROUGH ALL THE LOUD, HEAD-BANGING NOISE, AND BUILD A [SOLUTION] YOU ARE INCREDIBLY PROUD OF? INTRODUCING [NAME OF PROGRAM]



04
YOUR OFFER

YOUR OFFER

FEATURE 1



What types of calls are you going to have:

list them here:

FEATURE 2



How much access will they get with you:

list that here:

FEATURE 3



Any other features of your program:

list that here:

TRANSITION PHRASES

THIS SOUNDS AWESOME, BUT WHY SHOULD YOU LISTEN TO ME?

WHO AM I TO TEACH YOU?

I MAY BE CRAZY, BUT I'M NOT STUPID.

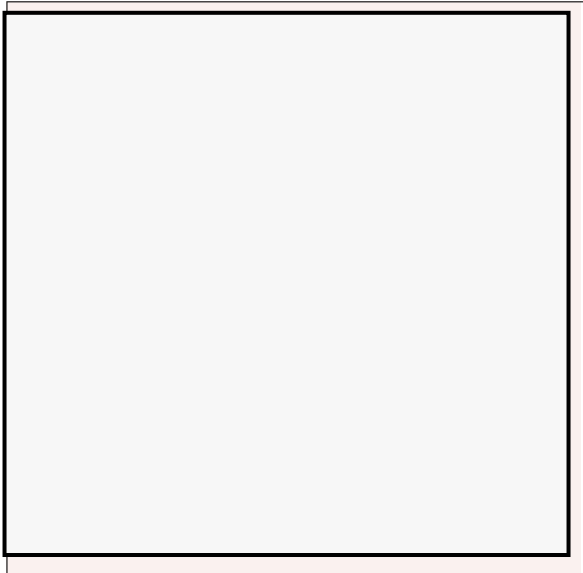
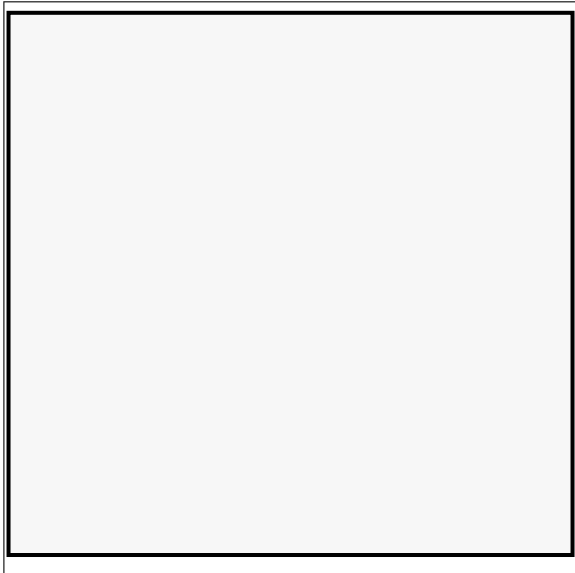
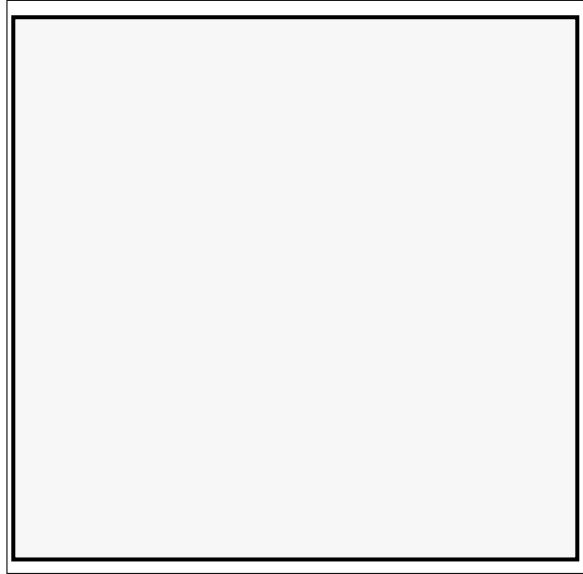
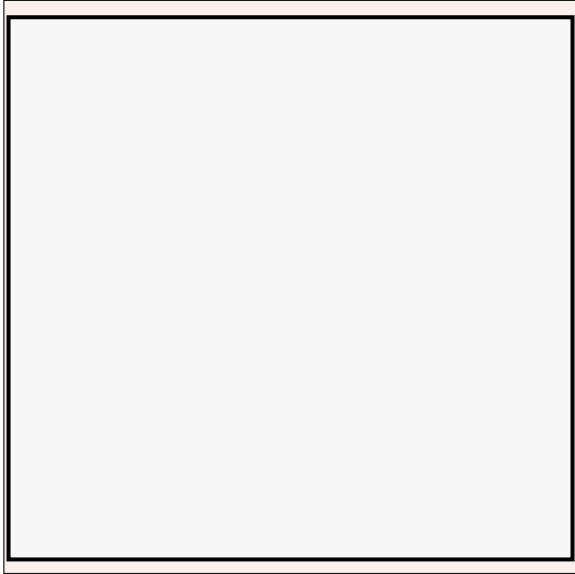
WELL THAT SOUNDS PERFECT, BUT I'VE TRIED THIS STUFF BEFORE, WHAT MAKES YOU DIFFERENT?

A soft-focus photograph of a desk. On the left, a silver laptop is open. In the center, a clear glass water bottle stands. To its right is a white coffee cup with a red and white floral pattern. In front of the water bottle, a pair of round, thin-rimmed glasses rests on the desk. In the foreground, a rose gold iPhone lies on the laptop's keyboard. On the right side, a small succulent in a grey, textured pot is visible. The background is a plain, light-colored wall with some faint, blurry text.

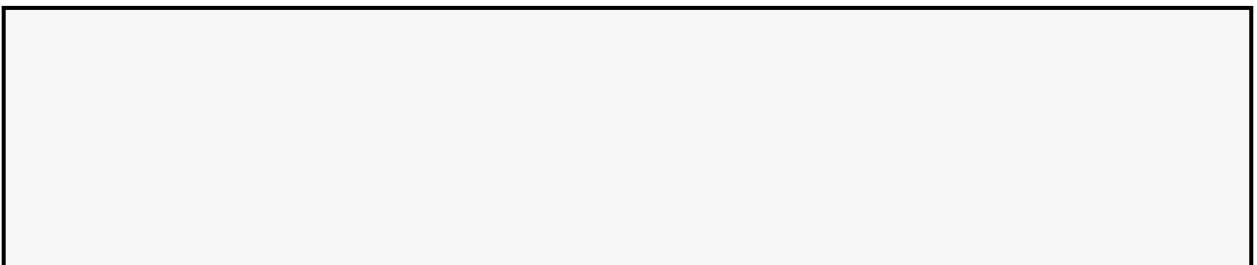
Q5
YOUR BIO

YOUR BIO

List below 3 different ways you relate to your ideal client. Then add something totally fun about yourself. Include music, food, hobbies... Add this last in your bio.



NOTES



TRANSITION PHRASES

NOW IT'S YOUR TURN... IMAGINE [HOW YOUR BUSINESS CHANGES THEIR LIFE]

PICTURE YOURSELF [DREAM THEY HAVE] WITHOUT THE [PAIN POINT]

QUICK, DECISIVE ACTION TRULY IS ONE OF THE MOST IMPORTANT QUALITIES YOU MUST HAVE TO LEAD A [WHAT LIFE ARE THEY LOOKING FOR] LIFE.

I'M EXCITED FOR YOU. BECAUSE I BELIEVE YOU'RE ABOUT TO START A BEAUTIFUL JOURNEY TO [DREAM THEY HAVE]. A JOURNEY THAT WILL TAP INTO RESOURCES, GOALS AND DREAMS YOU DIDN'T KNOW EVEN EXISTED.

A soft-focus photograph of a desk workspace. In the foreground, a silver laptop is open, with a pair of round glasses resting on its keyboard. A rose gold iPhone is placed on the laptop's trackpad. To the right, a small succulent in a grey, textured pot sits on the desk. In the background, a clear plastic water bottle and a white coffee cup with a red and green pattern are visible. The overall aesthetic is clean, modern, and minimalist.

THEIR DREAM

BE THE CHANGE

DON'T SPEAK TO FEATURES, SPEAK TO
BENEFITS

LIST 3 SPECIFIC THINGS THAT CHANGE AFTER
WORKING WITH YOU

HOW WILL THEIR LIFE LOOK NOW

-
-
-
-
-
-
-
-

WRITE THESE USING PHRASES LIKE: IMAGINE IF, WHAT IF LIFE COULD...

TRANSITION PHRASES

IS THERE A TIME LIMIT TO USE THIS?

COULDN'T I JUST GOOGLE THESE QUESTIONS?

I STILL HAVE QUESTIONS... WHAT DO I DO?

WHAT'S THE DIFFERENCE IN THIS PROGRAM THAN OTHERS LIKE IT?

Q7

FAQ



FAQ

WHAT QUESTIONS DO THEY STILL HAVE ABOUT WORKING WITH YOU

LIST UP TO 4 AREAS OF QUESTIONS THEY MAY HAVE BEFORE SAYING "YES"

JOT DOWN QUESTIONS YOU'VE HAD BEFORE:

-
-
-
-
-
-
-
-
-

WRITE THESE USING QUESTIONS LIKE: HOW AND WHAT:

TRANSITION PHRASES

IS THERE A TIME LIMIT TO USE THIS?

COULDN'T I JUST GOOGLE THESE QUESTIONS?

I STILL HAVE QUESTIONS... WHAT DO I DO?

WHAT'S THE DIFFERENCE IN THIS PROGRAM THAN OTHERS LIKE IT?

A soft-focus photograph of a desk. On the left, a silver laptop is open. In the center, a clear glass water bottle stands. To its right is a white coffee cup with a red and black pattern. In front of the water bottle, a pair of round glasses rests on the desk. To the right of the glasses is a small succulent in a grey, textured pot. A rose gold iPhone is lying on the laptop keyboard in the foreground. The word "CLOSING" is overlaid in the center in a bold, black, sans-serif font, with the letters partially enclosed by two large, semi-transparent grey circles.

CLOSING

CLOSING

LET'S SUMMARIZE WHAT THEY'VE READ. SOME PEOPLE SCROLL RIGHT TO THE BOTTOM, SO MAKE SURE YOU'RE ADDRESSING WHY THIS SERVICE MATTERS TO THEM

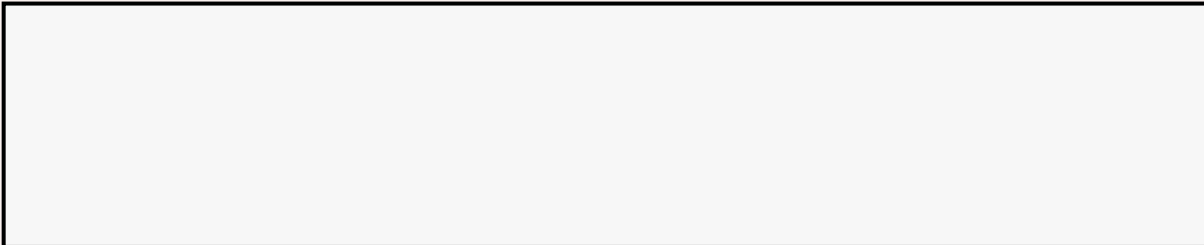
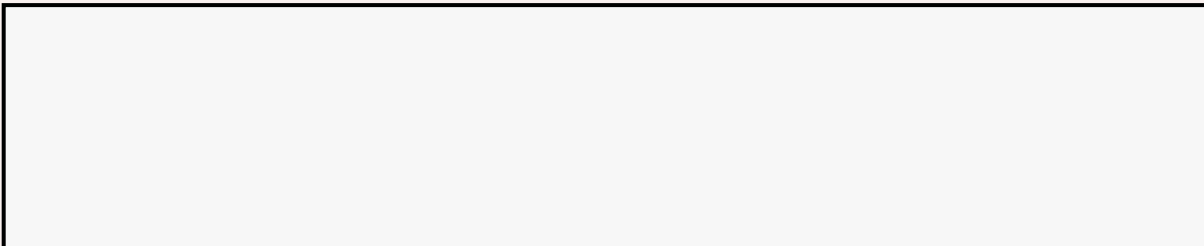
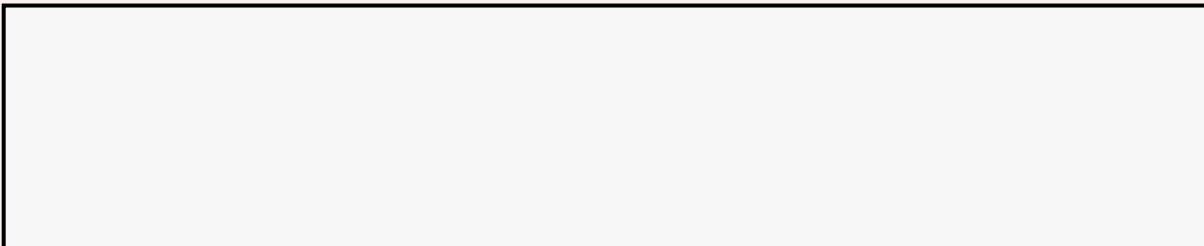
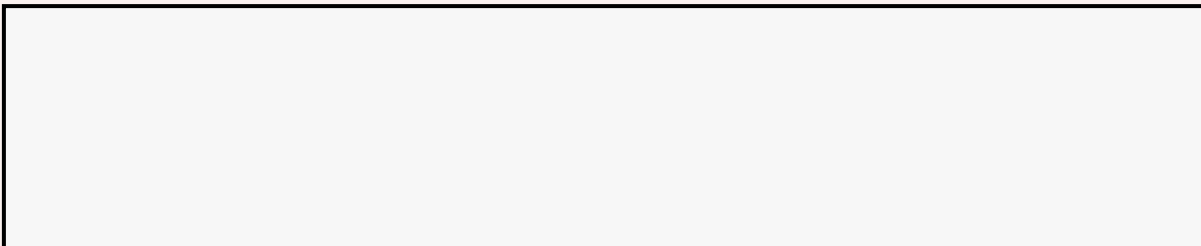
USE 3 SENTENCES TO SPEAK TO KICK THEIR EXCUSES TO THE CURB:

WHAT EXCUSES DO THEY HAVE

-
-
-
-
-
-
-
-
-

WRITE THESE USING PHRASES LIKE: YOU'RE NOT GOING TO UNLESS...

INSERT TESTIMONIALS THROUGHOUT

A large, empty rectangular box with a thin black border, intended for a testimonial. It is centered within a light pink rectangular background.A large, empty rectangular box with a thin black border, intended for a testimonial. It is centered within a light pink rectangular background.A large, empty rectangular box with a thin black border, intended for a testimonial. It is centered within a light pink rectangular background.A large, empty rectangular box with a thin black border, intended for a testimonial. It is centered within a light pink rectangular background.



WHAT'S NEXT?

Come on over and hang out on Instagram. I give copy tips, formals and research ideas for your next sales page.

Or if you're ready to just get your website written, let's set up a time to talk below

[COME HANG ON INSTAGRAM](#)

[BOOK YOUR CALL HERE](#)