SALES PAGE COPY

Your sales page is an invitation for your ideal client to step into the next phase of their journey. To see the next steps, to see what’s possible and to know you are the best person / you offer the best product to help solve their problem.

Your sales page is about serving your clients powerfully even BEFORE you work with them by connecting with their pain, letting them know they are not alone, building trust, and offering a clear way out of their current struggle.

Use the framework below as a starting point. Remember to write from a place on knowing your value and how this offer will help change their lives once they say “yes.”

It is an invitation to rise. It’s an opportunity to say: I see you, I get what you want, I know what’s been holding you back aka I know the way to get what you want, here’s how it’s done, want to join me?

**Section one**-- Title: simply says what course/product/program is about, make it clear and appeal to your target audience. Tag line: pulls them in – gives more info (ie: Light, Fit and Free: 6 Weeks to Having a Body and a Life you Love)

**Section two --** Connect: This is where you let your ideal client know that you know them by speaking to their dreams and/or pain points (ie: do you feel like you know what you “should” be doing to get in better shape or revamp your eating habits but you’re just not DOING it? Do you wish food could no longer be an issue for you so you can use that energy to focus on what really matters?)

**Section three**– Paint a picture of the future: describe what life will look like during or after your program or service. SELL THE DESTINATION not the AIRPLANE – ie talk about the benefits and the better future they get to not the logistics. (ie: imagine waking up in the morning and knowing exactly what to eat for your body, having everything in your closet fit perfectly, or even being able to fit back into your skinny jeans.)

**Section four**-- Tell them exactly WHAT they will learn and HOW you will help them/how to program or service works. Give them the details they need. Answer questions they might have: What will they learn? How does it work? How is the program/service delivered? What are the dates/times/light logistics? (ie: We will help you lose weight and have a healthy, easy relationship with food and your body. 1st set up your schedule, kitchen, and daily life to automate healthier habits, 2nd we’ll balance your biochemistry to reduce cravings and help you shed the first 5 pounds… then we’ll help you get to the root cause of cravings, binges, and emotional eating, and by the end of the program youl… How it works: you’ll immediately get access to… then a new module is released every Monday for 8 weeks, group call at X time…. Etc… )

**Section Five**-- List Bonuses (ie: meditations, guides, kitchen checklists, recipe book, exercises, affirmations, resources, etc)

**Section Six**-- Share testimonials (ie: Megan lost 12 pounds and started her own business, Marion lost 15 pounds and got engaged, Becky no longer thinks about food all the time and is more present in her life.)

**Section Seven**-- About You (Why are you the best person for the job, this can include your training, track record, expertise, or a personal story that has people know you get them, they can trust you, and that they can relate to you).

**Section Eight**-- Payment Options with Call to action! (ie: Click below to get started!/here’s what to do next to get started: include link to sign up to pay in full, or payment plan, or click to fill out application, or schedule a call etc.)