HOW TO WRITE A
COMPELLING
SALES PAGE
THAT CONVERTS

SALES PAGE TEMPLATE

Sales Page Template

Use this sales page template to help you create a high-converting sales page.

The template has been broken down into sections, with each section having space for a headline as well as body copy. Fill in each section with the relevant material. Be sure that the page is easy to read and can quickly be skimmed.

Section #1: Primary Headline

Instructions: This is the first thing people will see on your sales page. Write a headline that grabs people's attention and interests them. You want your headline to draw the reader in and compel them to keep reading.	**Attention Grabbing Headline That Compels People To Keep Reading** *Example: A Proven Method For Scaling Your Business To Six-Figures Without Working 80 Hours Per Week*

Section #2: Address The Core Problems

Subheading That Speaks To The Customer's Pain Points and Frustrations	Sick Of Struggling To Grow Your Business and Ready To Get Off The Revenue Rollercoaster?
Pinpoint and agitate the primary problems and struggles of the potential customer. Write a subheadline and copy that highlights the problems the customer is facing. Use vivid language to paint a clear picture of the pain points. Be specific. Your goal is to show the reader that you understand where they're coming from and what they're struggling with.	*When you started your own business, you thought things would be pretty easy. You had visions of building something you were proud of. But it turns out things aren't quite like you envisioned. You struggle to generate consistent leads. Your revenue goes up and down every month, never staying consistent. Sometimes you're not sure if you're cut out for the whole entrepreneur thing.*

Section #3: Introduce Your Solution

Subheading That Introduces Your Solution	Introducing The Six-Figure Scaling Solution
Introduce the big benefits of your solution, followed by copy that talks about the specific features of your solution. Write a subheadline that introduces your solution to the reader. Then write copy that talks about the benefits of your solution. Talk about how it will absolutely change the lives of those who use it. Paint a picture of the good life people will experience because of your solution. Then write copy that lays out the exact features of your solution. This is where you talk specifically about what you offer. You want potential customers to know exactly what they're getting.	*Imagine being able to flick a switch and have new business come pouring in. Imagine not having to struggle and fight and constantly hustle to find new leads. Imagine being able to grow your business at will, without constantly networking, cold calling, and pestering friends. The Six-Figure Scaling Solution makes all that possible.* *The Six-Figure Scaling Solution is a done-for-you marketing package that is guaranteed to dramatically increase your business. We create a customized online marketing plan that will automatically attract your ideal customer. As part of the plan, you'll get:* • *Customized Facebook ads* • *A high-converting webinar* • *A sales page written by our best copywriter* • *Six emails that lead potential customers to buy*

Section #4: Make Your Offer

Strong Call-To-Action That Compels People To Take Action	I'm Ready To Scale My Business!
Create a powerful, compelling, moving call-to-action that gets the reader to take action.	

Section #5: Introduce Yourself

Subheading Introducing You	Meet John Smith
Introduce yourself and explain why you're the perfect person to help them. Write a subheadline and copy that tells potential customers who you are, why you're uniquely qualified to solve their problems, and why they should trust you. Make it clear that you're an expert in your field and that you have the necessary experience to solve the problems people are facing.	*I'm a serial entrepreneur who has scaled nine different businesses to over six-figures. I've helped dozens of business owners just like you grow their businesses with ease. I'm a certified Inbound Marketing expert and have spoken multiple times at the Digital Marketing Institute national conference. My passion is to help struggling business owners create the businesses they've always dreamed about.*

Section #6: Testimonials

Subheading Introducing Testimonials **Include compelling testimonials from satisfied customers.** The more specific the testimonials are, the more powerful they will be.	**Here's What Others Are Saying About The Six-Figure Scaling Solution** *"I was tired of being on the revenue roller coaster and struggling to generate new leads. John Smith was able to help me double the number of leads I got within the first two months, which led to 30% more revenue." - Jane Doe*

Section #7: Filter Out The Wrong People

Subheading That Identifies Who You're Solution Is For **Specify exactly who your offer is for.** Write a subheadline copy that specifically spells out who your ideal client is. Be crystal clear about who you're targeting. List out the things that characterize them.	**The Six-Figure Scaling Solution Is Perfect For You If...** • *You're making at least $6,000/ month in revenue* • *You're struggling to consistently generate leads* • *You're ready to implement online marketing to grow your business* • *You're committed to doing whatever it takes to grow*

Section #8: Answer Frequently Asked Questions

Subheading Addressing Frequently Asked Questions	Frequently Asked Questions About The Six-Figure Scaling Solution
Provide answers to questions that people regularly have. Write a subheadline and copy that addresses questions that potential customers may have. The more you can directly answer their questions, the more you'll overcome their objections and the more sales you'll generate. Try to be as thorough as possible with your FAQ section.	*Question: How long does it normally take to see results?* *Answer: Business owners typically start seeing big results within the first three months.*

Section #9: Add Urgency

Subheading That Adds Urgency	This Offer Won't Last Long
Make it clear that your offer is limited in some way and that people should take action immediately. Write a subheadline and copy that communicates urgency behind your offer. You want people to feel like they need to take action now. You want them to feel like they're going to miss out if they don't act immediately. The more urgency you can add, the more you'll get people to take action.	*But there is a catch. We only work with 10 clients at a time. This ensures that we can deliver the best service to our clients. Once we reach 10 clients, we stop taking new ones. If you want to take advantage of the Six-Figure Scaling Solution, you're going to want to act right now. If you don't, there's a good chance you'll miss out.*

Section #10: Reiterate The Benefits

Subheading That Reinforces The Big Benefit **Reiterate and reinforce the primary benefits of your solution and make the reader want to work with you.** Write a subheadline and copy that reminds the reader of the benefits they'll receive if they adopt your solution. This is your final chance to get the reader to take action. They should feel like they're really going to miss out if they don't take action. Paint a picture of just how awesome your solution really is.	**Are You Ready To Finally Start Building The Business You Always Dreamed Of?** *It's time to stop struggling to find new business. It's time to start scaling your business with ease. It's time to start attracting your ideal customer every single day. You don't have to keep doing things the hard way. Imagine waking up to new customer leads in your inbox every morning. How would that change your life?*

Section #11: Final Call-To-Action

Final Compelling Call-To-Action Write a final strong, compelling call-to-action that motivates the reader to get moving.	**Let's Do This!**