

16 Steps **to a sales page layout.**

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16 Steps to a Sales Page Layout

- 1. Heading**

Catch the viewers attention using their language with a question or a statement.
- 2. Qualify & Excite**

Make it clear WHO this is for and get them excited on how the transformation will impact their lives.
- 3. Disqualify**

Make it clear who this is NOT for so you only get the people who can benefit from your course in and those who will not, out.
- 4. Present Your Offer**

Showcase your offer and list different options for the offers if available.
- 5. Who will this offer work for?**

Clearly outline who your offering will work for (i.e. course creators, single moms, working professionals etc.)
- 6. Benefit (not feature)**

Feature vs. Benefit: Features describe what the product does, setting it apart from the competition. Benefits describe how the product can help the audience.
- 7. Bonuses**

What can you include when they purchase today? Ebook? Free Call? PDF?
- 8. Urgency & Scarcity**

Tell the customers why they need to buy now. Provide urgency to help them make a decision today!
- 9. Testimonials**

How have you helped anyone? It doesn't have to be with this course, it can be any past customer you have helped.
- 10. FAQs**

List all of the questions that people may have. Also answer any questions that may be a detour to someone purchasing.
- 11. Scannable Copy**

Add in a quote or bullet points.
- 12. Eliminate Distractions**

Include a minimal footer and avoid sidebars.

16 Steps to a Sales Page Layout (continued)

13. Dynamic Layout

- a. Vary Images
- b. Add in Automations
- c. Differ section layouts

14. Use Responsive Design

Ensure it is mobile friendly.

15. Payment Options

Present the different options available to purchase 1x Payment, Multiple Payments, or Recurring Subscription.

16. Add CTAs Throughout

Make buttons available throughout the page with phrases like "Learn More" "Buy Now" "Unlock Access" etc.

Sales Page Copywriting Flow

1. Write A How-to Heading

2. Problem and Solution Lead

3. Future Pacing

4. Show Proof

5. Provide Security with Guarantee

Sales Page Copywriting Flow (continued)

6. Add Scarcity & Urgency

7. Add a P.S. for Those Who Skim to the Bottom

Additional notes:

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