

# Diagram of a Sales Page or Sales Copy for Digital Products

## 1. Heading, Present a Problem or Ask a Question Regarding Problem Make Larger

2. Sub Heading, “teaser” or glimpse of hope that there is a solution to the problem that you addressed in the headline. Different font, smaller sometimes in italics.

You could also list more pain points.

- Another problem
- Another Problem
- Another Problem

3. Start to address the problem and a little about who you are and what makes you an expert in solving the problem. Include a photo of you if you can.

### 4. Reveal Your Product.

Nothing fancy here. Reveal your product by telling the audience that it’s exactly what they need to solve their problems. Explain how it works, and why it’s so special. Include visual representations of the product (it can be a 3D graphic of an ebook, video clip, finished craft, etc.), so that people can have an image to remember your product by.

### 5. Testimonials

They must be real testimonials that give great feedback. Use your best. Also give Names and locations and picture if you can.

Testimonial 1

Testimonial 2

Testimonial 3

### 6. List the benefits of your product.

Features and benefits are not the same thing. Here’s the main difference:

- A feature is a special fact about something.
- A benefit is what those facts can do for someone.

At this point, you want to list as many benefits about your product as possible. Not features but benefits.

If you’re having trouble determining what the benefits of your product are, insert the words “so you…” to the end of it and finish the sentence. This will determine your benefit.

### 7. Make your offer..

First, you’ll want to tell them exactly what they’re going to get. The more detail, the better. This is where you can introduce all of your features, one-by-one.

8 Bonuses?

9. Guarantee.

Testimonial 4

Testimonial 5

Call to Action...Click here to buy now.

