

# Pieces of a Sales Page Explained

## Step 1: Present the Problem

Before you mention anything about your product, what's it about, and what it can do, you have to start by presenting a problem that you want to solve first. This is the best way to grab the potential customer's attention, by relating to a problem, pain point or fear that they already have and you want to fix.

Here are some specific examples from infomercials:

- “Are you tired of laying down to zip up your jeans?”
- “Are your age spots embarrassing you?”

Start with a problem that will connect with your audience.

On a sales page, this problem is included in the headline, which is a larger, more impactful font at the very top of the page.

## Step 2: “Lead Up” to Your Solution

Under the headline is a sub-headline, which should lead up to what your solution is—but you still don't reveal your product yet.

It's kind of like a “teaser” or glimpse of hope that there is a solution to the problem that you addressed in the headline.

- “What if there was a way to lose belly fat without doing a lot sit-ups?”
- “Imagine what it would be like to walk outside without makeup on and not worry about people staring at your age spots.”

Before you unveil what your product is, you're giving them an idea of what it can do for them first and they are starting to visualize their problem fixed.

## Step 3: Why you?

Start to tell the audience who you are, why you can relate to their problem and how you are an expert and they should listen.

## 4. Present 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.

## Step 5: Insert Testimonials

Testimonials are positive feedback received from people who have already purchased your product and are very important. They give life to your product and security/trust to potential customers.

That is why on TV infomercials half of the program is made up of testimonials. Because they know that social proof is the most powerful forms of marketing.

Here are a few key points about using testimonials on a sales page:

- Always use real testimonials. Never try to fake it because people see through it. Plus, you want to run an honorable business.
- When using testimonials on your sales page, try and include the name and location of that person if possible. If you can get photos, even better. This gives potential customers a feeling that real people are talking about your product.

How to Get Raving Testimonials?

If your product is good, testimonials automatically happen because customers will email you.

And to get real testimonials before your product goes on sale, tell some of your friends or acquaintances in some of the Facebook Groups you are in about your product. Tell them you just finished it and would like for them to review it and answer a quick questionnaire in return. You give them a copy for free. You make sure they are willing before you send them the product. Also, make sure they can do it within 48 days. The quicker the better.

If you let them write their own testimonial, you might get a wide range of answers and some might not be sales page worthy. Instead, include a very short questionnaire for them to answer in order to pull the information out of them. For example:

- What kind of doubts did you have before starting to watch this video or read this ebook? Please be very honest.
- How did the video or ebook deliver on its promises?
- Who would you recommend this product to and why?
- How much would you pay for this product?

Feel free to include other questions but no more than 5 short questions. You are trying to guide them into giving you the testimonial you want.

But be Careful! Using the first name, images, or words of a customer without permission is forbidden. To avoid getting in trouble for this, you can simply ask people: “If appropriate, would you allow me to use your words and your name in my marketing and promotional materials?”

Also, per the FTC (Federal Trade Commission), testimonials should be of typical results.

So use testimonials about why people like you or and your product, and why they are happy with their purchase to steer clear of results.

## **Step 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.

Have you ever heard of the expression, “What’s in it for me?” It’s basically what any customer in any niche wants to know. The features really don’t matter—it’s the benefits that they provide the customer that do.

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.

...It’s immediately delivered to your email after purchase....so that you don’t have to wait for days to get in in the mail.

...It’s a home gym that folds up and fits under the bed...so that you don’t waste space in your room with ugly gym equipment..

Lastly, here are some final tips you can use when listing your benefits on your sales page:

- Make sure you actually list or bullet point your benefits.
- Start with your #1 benefit, and end with your #2 benefit.
- Stay on target; don’t go into benefits that don’t really matter to your target audience.
- Lastly, there’s no need for fluff. Straight and to the point is all you need.

## **Step 7: Make Your Offer**

Now that you’ve got the audience interested, it’s time to give an 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.

Next, you’re going to want to introduce your price.

Always give a reduced price.... Just like those infomercials on TV. What do they always do to the initial price? They always “slash” or reduce the initial price, and you should too.

Here’s one way you could introduce your price:

“This package includes X, Y, and Z, which together retail for over \$47! For you today, you’ll only have to invest \$37—a savings of \$10!”

You want to be realistic with your prices, or else it’s not believable and won’t work

How much do you think your product is actually worth? How much could your product possibly save your readers?

## **Step 8: List Your Bonuses, if any**

Every good offer includes some kind of bonus. You’ve seen them on television:

- “Buy one today, and we’ll throw in another one, absolutely free!”

You could include at least two or three bonuses with your product as well. The more bonuses you add, the more appealing your offer will look.

## Where To Get Your Bonuses?

Here are a few ways to get bonuses that you can offer with your product:

- **Create New Materials Yourself:** This is excellent because you can tailor the bonuses so that they are the perfect addition to your digital product. Unfortunately, this takes time.
- **Partner With Other Bloggers or Content Creators:** If there are other products that exist which you believe would be a great addition to your product, contact the owner and see if you can work out a deal together. If it's a free product, they may let you include it as a bonus for your product because it will help promote their own website. If it's a paid product, you can ask for a coupon code for a certain percentage off, which you can offer exclusively to your customers.
- **Take Pieces Out of Your Product, and Put Them Back in as Bonuses:** This is the best and easiest way to create bonuses, especially if your product is a long one.

The material is already written, and since it was originally part of your product, you know that it's perfect for your customers.

## How to List Your Bonuses

Each of your bonuses should include:

- A visual representation of the bonus offer (if possible).
- A description of the bonus offer and why it's perfect for your target audience.
- A dollar value.

The dollar value is important because it shows your customers exactly how much they are saving, which makes it seem like they are getting much more than what they paid for, which is true!

## **Step 9: Sometimes You Can Give a Guarantee**

Before people purchase something, they don't usually say to themselves, "Oh look! A guarantee! I think I'll buy this now." That's not the purpose of a guarantee.

How many times have you purchased something and probably could have (or should have) returned it, but you didn't?

Most people are lazy and don't take advantage of guarantees (or even remember it) if they are dissatisfied with their purchase.

Guarantees are in place to provide a level of comfort and safety for the customers who aren't really sure if they should make the purchase or not. A good guarantee will push them over the edge to pay, because they know they have the option to ask for their money back if they aren't satisfied.

A lot of research has gone into guarantees, and yes, you will have to issue a refund if people are not satisfied with their purchase. However, in most cases, you will always have more paying customers (and more income) as a result of having a guarantee.

**The 30-Day Money Back Guarantee:**

This is the most common type of guarantee offered online, and it's exactly what it sounds like. If you're not satisfied, within thirty days of your purchase you can get 100 percent of your money back.

People have experimented with different lengths of time, and thirty days or longer seems to work best. Some even go as far as offering a one-year guarantee. The theory behind this is that with a shorter guarantee, such as thirty days, customers will know exactly the last day they can return the product. With a year, people will put it off until they just end up forgetting about it.

### **Step 10: Tell Them Exactly What to Do**

Lastly, some people need to be told exactly what to do. In the final paragraphs of your sales page, give the reader a call to action to click on your "add to cart" button and make the purchase.