

Copy Journal Questionnaire

Sales Pages



Introduction

The purpose of a Sales Page, especially for coaches, is not necessarily to “sell” something believe it or not. The purpose of a Sales Page is to guide someone, walk alongside them, offer wisdom and insight, and even hold them accountable, so they receive true and lasting transformation.

The purpose of a Sales Page is to offer them something life changing. The Sales Page is a Road Map on how to get them there and instructions on how to do it (with you at the wheel).

Your Sales Page should speak to the heart of your perfect-for-you customer because if they are perfect for you, then you will be perfect for them. There needs to be an alignment there to connect with and inspire your ideal person. You want to always (always) come from a place of service.

There are a few components that go into a “perfect-for-them” Sales Page:

- ☐ First, choose whether it will be a long-form sales page or a short form sales page



- ❑ Tip: If it is for a higher priced item, then a long-form sales page is appropriate. Buyers want lots of information before they put their money down. If your sales page speaks to them directly, gives them the necessary information they need, and offers social proof, then you've got yourself a winner. That's a win/win for both you **and** your client, which is exactly what you want.
- ❑ For lower ticket items, you can use a short-form sales page, which will suffice.
- ❑ Another Tip: Make certain to add your CTA (Call-to-action) buttons at the top, in the middle, and at the bottom of a long-form sales page.

Copy

- **Pre-Header (above headline) leading into your headline (optional)**
 - **Headline**
 - **Subhead or tagline under Headline**
 - **Photo of you**
 - **Your Name/Title**
 - **Who it's for**
 - **What it is**
 - **How it works**
- ❑ Copy that speaks directly to their heart, as though you are reading their minds.
 - ❑ Write your copy from a place of seeing, hearing, knowing, and having empathy for your ideal client. On every page of your website, and most especially on your Sales Pages, you want to make the reader feel seen, heard, understood, and valued. You want to show them that not only do you have empathy for them, but you also have the answers.

- ☐ Be consistent with your messages throughout your copy; check your Home Page, About Me Page, Opt-in Report for consistent copy.
- ☐ Are you answering the customer's problems?
- ☐ Are you providing clear solutions?
- ☐ Do you get them, see them, understand them, empathize with them?
- ☐ What is your one-of-a-kind solution for them?
- ☐ How can they relate to you and you to them?
- ☐ Are you a single mom too?
- ☐ Did you go through a divorce later in life (just when the good stuff was about to start)?
- ☐ Have you had experience with yo-yo diets and got so fed up you created your own solution for exercise and maintaining your weight?
- ☐ Did you lose everything financially and must start over, know the pain and struggle of that, and want to shout it to the world (a/k/a your ideal customer) that you have the ideal solution?
- ☐ Write your copy from a place of "been there/done that" and here is how to get out of there quick.

Are you struggling to:

- Find
- Be
- Have

Are you discouraged by?

Are you embarrassed about?

Then it's time to:

- Align
- Start
- Act
- Claim
- Step into

Discover how to

Imagine what life would be like if

Wonder what's possible when you remove xyz problem?

Me too, that's why I created

ABC solution

☐ Be
Consistent

☐ Start with
the basic formula
you have followed
throughout the
other Copy
Journal
Questionnaires:

☐ Ask them
about their
problem

☐ Add in the
ripple effect that
problem is
causing

☐ What
would it feel like if
said problem
were gone once
and for all?

Notes



A Sales Page is even useful for when you are not selling something but want an opt in for:

- ☐ A Mastermind Class
- ☐ A Webinar Registration
- ☐ A Free Five-Day Challenge
- ☐ A Free Course
- ☐ An eBook

Remember to include any or all of the following:

- A photo of yourself! Very important on your Sales Page (You can either place it on the right-hand side of your border above your Sales Page or on the right-hand side alongside your Body Copy)
- Any graphs, charts, statistics you feel are necessary
- Graphics and images related to your product
- A bullet list of what to expect when for each module of a course (for example: Week One:
 - Bullet list
 - Bullet list
 - Bullet listWeek Two:
 - Bullet list
 - Bullet list
 - Bullet list
 - Bullet list
- A video introduction
- Pricing information (if you have a one-time payment discount or a two-payment plan)

Short Form Sales Page

K.I.S.S. Keep it Simple Silly

Insert an image that captures the emotion of the product or service you are offering

Add the pre-headline: Free Guide to Manage Anxiety

Add the **Headline** of your Freebie/Product/Service/Masterclass/Webinar, etc. here (Remember Your Keyword/Research)

Add a **Short Description** of your Freebie Here:
Include Problem/Solution (Struggling to get through the day without anxiety?) Download our Free Guide: Manage Anxiety and Discover Inner Peace. Float through your day while everyone wonders “What’s different about her?”

Name

Email

[Privacy Disclaimer](#)

Subscribe

Notes

Long Form Sales Page Example:

Question: Are You Struggling with Anxiety Every Day?

Insert Emotionally Connected Photo

Reflection Statement: Are You Afraid to be Authentic about Your Anxiety?

I get it, I understand because I, too, was once embarrassed and afraid to admit I had an anxious personality.

Having anxiety in and of itself is hard enough, but to feel less then, weak, and worst of all ashamed added unneeded fuel to my already flaming fire.

Body Copy: When I saw there was a need for managing my anxiety instead of always trying to heal it, I discovered xyz formula.

Quote:

[Grab your reader's attention with a great quote from the document or use this space to emphasize a key point. To place this text box anywhere on the page, just drag it.]

Relate: Now my life shows up different. I'm no longer afraid and embarrassed and don't beat myself up because of my anxious side. I learned how to embrace it and so can you with my xyz solution.

Shop Now Button

Transform Now/Get Started Here/Yes, I'm in!/Let's
Do This!

Body Copy: Add more body copy; speak into what they want as opposed to where they are now. You want more _____ but are short on _____ (time, knowledge, support, wisdom, experience, clarity, money).

Does this sound like you too?

You know your life will show up differently if only _____.

What if you could:

- Bullet list
- Bullet list
- Bullet list
- Bullet list

Here's how I can help:

- Bullet list
- Bullet list
- Bullet list
- Bullet list

Insert another image which will emotionally resonate with your reader

Let's do this together! Start Seeing the Difference in X weeks.

Sign Me Up!

Body Copy:

- It's Time to Stop the Cycle/Get Off the Hamster Wheel/Stop Worrying/Stop Struggling
- and Jump on Board the Prosperity Train/Get Relief/Find the Answer/Get into Alignment/Discover the Opposite of What Their Problem or Pain is/Step into/Claim/Start Feeling

Want to see what's possible when we remove xyz problem?

Bullet List

BENEFIT ONE

Bullet list what the features of working with you are, what the benefits will be, and what results they can expect.

- We will work together for six weeks, one hour per week,
- We will create a structured plan for your desired outcome.
- You will have weekly homework assignments with clear and concise action steps to take each week.
- We will have an accountability conversation at the beginning of each call.

BENEFIT TWO

The benefits of working together on your desired goals are:

- Include things like research and statistics, for example, showing how much more successful people are when in accountability partnerships.
- X years of experience with proven results
- XXX (women, men, single women, divorced women, people with anxiety, human beings looking for their soul mate, satisfied clients) received results with our scientifically proven method
- Receive support and encouragement
- You won't have to walk the journey alone
- You will get results/solution to xyz problem in six weeks!
- Have an accountability partner

BENEFIT THREE

The results of working with me bullet list:

- You will define goals/create a vision/have a breakthrough/uncover limiting beliefs/create a new identity/create a strategy/find a solution breakthrough/maximize/reach/be/do/have/achieve/find/discover/transform/align/create/uncover by the beginning of spring (by when timeline)
- The (course/mentoring/teaching/guidance/workshop/training/step-by-step method _____ that will help you (gain confidence, identify/transform/create/manage anxiety, find your soulmate_____ so you can have/do/be/finally feel (fulfilled/satisfied/give and receive love/inner peace_____

Just imagine one year from now as you look back and Problem xyz is finally a problem of the past

Don't Forget Your Incredible LIMITED TIME BONUS Offers

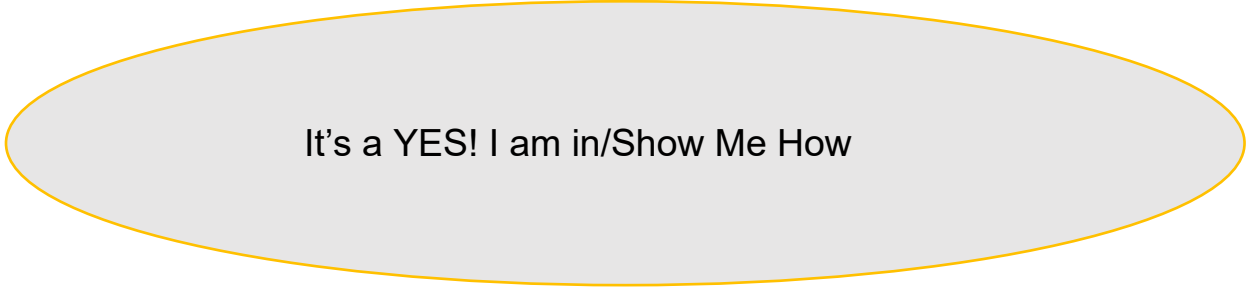
Incredible Limited
Time Bonus #1

Incredible Limited
Time Bonus #2

Incredible Limited
Time Bonus #3

Let's Take the Overwhelm/Confusion/Mystery out of XYZ problem

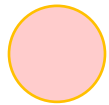
I can help you just like I have helped XYZ (men, women, moms, dads, small business owners, divorced folks)



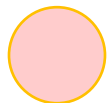
It's a YES! I am in/Show Me How

Check out the testimonials here and see the results you too can achieve

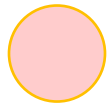
What's Possible:



Testimonial of client's results with photo



Testimonial of client's results with photo



Testimonial of client's results with photo

Still Wondering if This is for YOU?

Here ya go:

This is for you if:	This is not for you if:

Link to FAQ section of your website

It's a YES! I am in/Show Me How
Let's Do This

Sales Page Elements Checklist

- ☐ Logo
- ☐ Pre-Header
- ☐ Headline
- ☐ Tagline or subhead
- ☐ Photo of you
- ☐ Name/Title
- ☐ What it is/Who it's for/How it works
- ☐ First Call to Action Button (Opt-in) Optional
- ☐ Journal Notes for Your Copy
 - ☐ Images, Graphs, Charts, Statistics, bullet lists
- ☐ Problem: Question/Answer – Does this sound like you? Do you suffer from/Are you tired of/Sick and tired of struggling in relationships with men?/Have you lost your vibrance?/Tired of trying to figure out marketing/Want to get this whole online marketing thing down pat so you can actually coach your clients?/Wish you could _____ without the hassle of _____?
- ☐ Solution: Imagine if you could _____ If so, you are in the right place. Imagine what life would look like if, together, we removed your limiting beliefs.
- ☐ Here's the way forward/here's how I can help: (Add your body copy) (with this program, you can transform _____ and be rid of _____ forever,
 - with my one-on-one mentoring you can achieve _____
- ☐ CTA buttons: start here, do this thing, begin here, download this, grab that, take this quiz, book a call, find out more, start your transformation now
- ☐ Benefits, features, results
- ☐ About Me/friendly, personable, relatable greeting with a photo that shows your authentic personality
- ☐ Testimonials and reviews
- ☐ Mini About Me Section with Header
- ☐ LIMITED TIME BONUS Offers
- ☐ Additional Call to Action
- ☐ Pricing options
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Notes

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