How to Create Sales Pages That Convert

Turn Visitors into Customers with an Enticing Landing Page

YOUR LOGO HERE

Course Book

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Introduction

Whatever business you're running, you need to make sales. If your business is online, you'll need a sales page to do the selling for you. You want this page to be high-converting so you can reach more people with your product or service and make the sales you want. To do this you must capture and keep your visitor's attention from the headline right through to the 'buy now' button.

What you say on your sales page and how you say it will influence your visitor's buying decision. It's not always easy to get the balance right between providing information on your offering and enticing the prospect to buy. You don't want to be pushy, but you need to convince your potential customer that you have the solution to their problem so they'll want to buy.

In this course, you'll learn exactly what to do to achieve those sought-after sign ups.

If you've never written a sales page before, then you'll learn the 'how-to' details in this course. If you've tried selling online before but haven't had much luck generating sales, you need to use the high-converting strategies covered in this course.

Whatever your experience level, we'll take you through a step-by-step process of putting your sales copy together, getting the flow right and the visual impact of the page enticing, so that you make the sales you need.

Learning Objectives:

By the time you complete this course, you'll be able to:

➢ Recognize the key elements of a high-converting sales page, so that you can ensure your page contains everything to help you make the conversions you need.

➢ Drill down into your ideal customer profile, so you can write sales copy that speaks to them and creates an immediate connection.

➢ Clarify the benefits and features of your offer, so that you can show you have the solution your prospective customers are searching for.

➢ Choose and clearly explain your pricing strategy, so that you demonstrate the value of your offer and make it easy for people to say "Yes."

➢ Use your copywriting skills to write sales copy that sells, so you can communicate powerfully with your ideal customers through your sales page.

➢ Write introductory copy, a video script, and an enticing headline, so that you can grab your visitor's attention right from the start and keep them reading your page.

➢ Inspire trust on your sales page by including testimonials and social proof, so that your visitors are reassured that they're making the right decision buying from you.

➢ Identify common objections and preempt them in your sales copy, so that you eliminate any barriers to purchase your potential customers may have.

➢ Introduce ways to increase conversion on your sales page using the strategies of urgency and scarcity, so that visitors will be motivated to take immediate action.

➢ Organize the flow of your page and add in the final crucial elements to complete your sales page copy, so that it stands the best chance of converting visitors into purchasers.

➢ Design the look of your sales page, so that the page will have a powerful visual impact to encourage visitors to buy.

➢ Consolidate and implement your learning and plan further action steps, so that you achieve the goals you set for this course and know how to

develop further.

This course is broken down into 12 modules to take you step-by-step through the process of creating a sales page that converts.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

Expectations

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

Module 1 – Get Inspired

A high-converting sales page is a business basic. Whatever your business is, your sales page will become one of your key interfaces with potential customers. This is especially true if you're offering high-end products and services. It's essential to spend time and energy on creating the perfect sales page.

That's what you'll be doing in this course, and what you learn here will be applicable for years to come. In this first module, we'll look at what you can learn from other people's high-performing sales pages and how this can inspire you to write your own.

Why Your Sales Page Is Important

Your sales page isn't just important to your business because it's where money changes hands. There are other reasons to focus on the skills and know-how required to create a high-converting page.

You want your page to be found on the Internet by people searching for the solution you're offering. The content of your sales page means they can find you easily. For a large proportion of visitors, this page will be the first connection you make with them. It's certainly how people will learn all the details of your offer.

You'll also be driving prospective customers to that page through your social media profiles, any advertising you do, and your email list if you have one. Many people will see this page, so it must look professional, appealing, and showcase your work. You want prospective customers to see right away the match between what they're seeking and what you're offering.

Even if you don't make a sale to every one of your page visitors this time, the connections you've made and knowledge you've displayed will encourage people to follow you. At a later stage, after some relationship-building with you, they might become customers too.

Key Elements of a Sales Page

There's no one-size-fits-all solution when it comes to sales pages, but there are formats that can be tailored to your specific proposition. You need to find what works best for your business and your product or service.

There are two major elements that affect conversions:
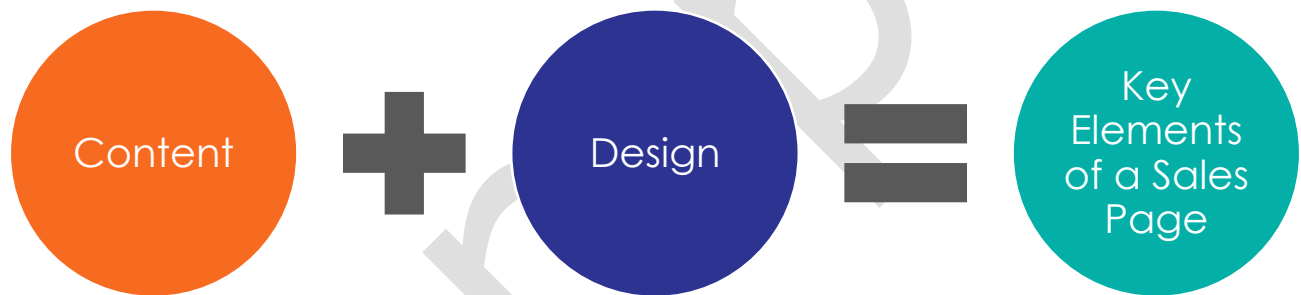
> Content

- Headline
- Subheadings
- Introduction
- Your Offer
- Pricing and Payment
- Refund Policy and Guarantees
- Call to Action Buttons
- Testimonials
- FAQS
- Privacy Policy and Terms & Conditions

ATTENTION:

This is only an excerpt from our full course How to Create Sales Pages That Convert.

The full, customizable course contains 12 modules and an introduction module.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, tweets, and other resources.

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