



**Write With Influence**

Persuasive writing for modern marketing

## Sales Page Cheat Sheet

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## Introduction

You've got some selling to do right?

You created something: a new service, product, offering, cure, event, album, striped jumper, the latest sliced bread...

It's great.

People love it. There may be a blue plaque going up outside your house for it one day.

But first...

Ahh... First you still have to 'sell' it.

You have to write a page that gives people all the details AND makes them interested in trying / buying / signing up.

Ugh. Right?

I'm guessing you're in a bit of a hurry...

And you hate writing sales pages.

And you don't want to spend days studying sales pages.

And most of the sales page templates make you nauseous.

And you don't want to have that effect on your customer.

You just need something good enough to give them the facts, present some benefits and make it easy for them to take you up on your offer.

Let's go...

we've already spent 47 seconds on this introduction.

# The Headline

There are a ton of templates you can use, but this a fast way to get something done quickly. It's not fancy, it doesn't go into any deep emotional triggers or sales psychology, that stuff takes time or money.

Instead try this:

**[Target Market]? Want [Strong, Specific Benefit]?**

**Solve it Today:**

You want examples?

- Dog Owner? Want Easier Obedience Training? Solve it today...
- Small Business Owner? Want Fast Turnaround Tax Help? Solve it Today...
- Fashion Victim? Want to Get Out of the 90s? Solve it Today...

It's honest, it's straight forward, it's specific and it doesn't get all hazy and unrealistically life altering...

## 1. Start with what they want

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No wistful “imagine a worlds where...” no fanciful meandering of thought, let's get right to it. They've read your headline, they're interested in your benefit, so let's expand just a little.

**If you want [expand a little on what they want] and [“bonus benefit”] then I think you will find [product] [exciting / interesting / useful / neat etc]**

Notes on this section:

A bonus benefit is an unexpected, additional benefit. For example:

- Without waiting months
- Without complicated processes
- Whilst having fun
- In a sociable environment

## 2. Tell them what you have (in a nutshell)

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Don't get all complicated, just tell them:

You've just released / created / made / written:

- Product Name
- What it IS.
- What FORMAT it's in
- What it DOES

e.g. **“We've just released 'Dog Obedience 12'. It's an online training program delivered by video that teaches you how to train your dog.”**

### 3. What's in the box?

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Too many people forget to include on their sales page what people actually get.

Don't do that.

Benefits are good, but benefits without features don't make sense. People like to know what they will actually receive, and not just that it will “change their life”

#### **When you sign up you get:**

- Access to...
- A book on...
- Videos on the following subjects...
- Live workshops...
- etc.

## 4. Why is this stuff so important (to them)?

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Now we get to the benefits.

**What makes [product name] so useful for you as a [target market] is that it helps you:**

- Save time processing invoices
- Identify and connect with industry leaders
- Go into a client pitch prepared and feeling confident



## 5. Handle objections really nicely

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Just be straight with them, address their concerns head-on and explain why this isn't a problem:

**E.g.**

**Now, you might have some questions about:**

- How do I know this actually works?
- Will it work for my skill level
- Will it work in these conditions
- etc.

**Hopefully, these should answer your questions;**

- Answer the questions

## 6. Reinforce promises with testimonials

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Just to prove that you're not just “telling” them that these things don't matter, show some testimonials of people who have used and love your product / service

## 7. Show confidence with your guarantee

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If they're still on the fence, let them know what guarantee you'll be using:

**To feel even better about trying out this product / service I guarantee that...**

## 8. Call to action and what happens after

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Give them one last little benefit before telling them explicitly what to do and then telling them what happens after:

**If you want [benefit] simply [click / call / register]. Once you've [call to action] you will [receive / be called / be able to download] and start seeing [results from product]**

***If you want to get rid of insomnia once and for all, call [xxx-xxxx] . Ask for Melanie and she will book you in for your first consultation within 2-3 days, so you can start saying goodbye to sleepless nights.***

## 9. Give them a deadline (if there is one)

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If there's a deadline, let them know clearly what it is.

**This offer [expires / runs out / isn't available] after [date]**

If there isn't a deadline, tell them WHY to act today:

**[call to action] today, and [result / benefit] by [date]**

e.g. "Call today and we can visit your office for a demo this week"

## 10. There isn't a 10. It's that quick...

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