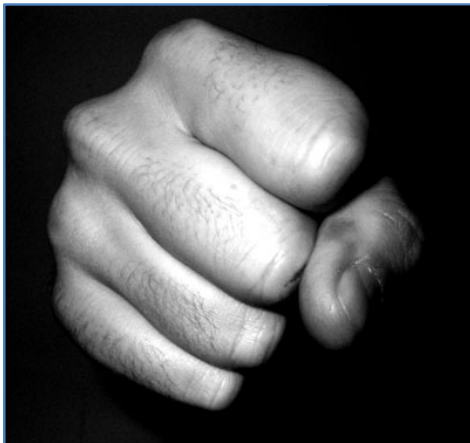


Beat The Blank Sales Page

And Start Writing in Less Than 5 Minutes



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Common causes of a blank sales page

Hello and welcome to the first free download in my series of freebies to help you write your sales copy!

In this workbook we're going to look at why you might be stuck on the starting block and what you can do about it. The top 5 reasons for a blank sales page that I've highlighted are...

1. **Fear of selling**
2. **Fear of imperfection**
3. **Not enough time**
4. **Hate writing**
5. **Don't know a thing about copywriting and hate hype-filled sales letters that you've seen before**

So, first things first...

Blank Page Reason #1: Fear Of Selling

Because you are lovely, you might feel like you don't want to "intrude" or force anyone to do something they don't want to do.

And that is perfectly good mannered. Intrusion and forcing people to act against their will are not particularly charming traits. But what often happens when it comes to selling is this:

We Focus On What We're Going To Gain... And Feel Guilty

Suddenly we feel like we're asking our customer to do us a favour.

Instead of thinking about how we help people, we start thinking that we're just trying to get money from them which understandably makes you feel uncomfortable.

If this fear is creating your blank sales page then you need to go back to the start of remembering how much your service impacts your customer's life (in a positive way of course).

Once you do this, you'll have a better understanding of the value you provide to your customer which will increase the confidence in making them an offer.

Remember their pain!

What's more, your customer is currently experiencing pain of some sort. Either emotional, physical, mental. There is some form of discomfort in their lives that you have the answer to. Remember that it's not fair to hold that help back. ☺

Blank Page Buster #1

Answer these questions to understand how your “offer” lights up your customer’s life

What problem does your customer suffer from (that you can help with)? _____

How does this make them feel? _____

How is this currently impacting other areas of their life such as their family or work? _____

What other methods have they tried to solve it that haven’t worked? _____

Can you solve this problem? _____

Once solved, what can they do that they couldn’t do before? _____

How has their life changed? _____

What kind of emotions are they feeling now? _____

How does this change impact on other areas of their life such as their family, work, relaxation etc?

Now can you see that when you present your offer to your customer, you’re not pushing yourself on them, rather you’re revealing to them life-changing transformation that they might not have even realised was possible.

Blank Page Reason #2: Fear Of Imperfection

The difference between greatness and mediocrity is often how an individual views a mistake

- Nelson Boswell

Oh yes this is one I see time and time again. The endless tweaks or changes to an offer because: **“It’s not ready yet.”**

You’re proud of your business, and rightly so. And you don’t want to ship a doozey and risk damaging your brand. Absolutely.

But there is a balance of making sure you are prepared, and coming up with 100 headlines and ditching them all because “they’re not quite right”.

At some point you have to let go and get it out there.

This fear usually surrounds:

- **Worrying that the offer isn’t right**
- **Worrying that the sales page isn’t right**

Worrying About The Offer

When it comes to worrying about whether your offer is right, you’ll never truly know until you put it out to test. The final piece of the puzzle is getting it to the audience. Yes you want to research the market but months of market research can’t beat actually making an offer and seeing if it flies.

Companies have spent millions on promotions that have proven to be a total flop, and small businesses have rocketed to success on simple ideas brought quickly to the market, adjusting their “imperfections” as they go along. Time and money spent are no guarantee of “perfection.”

Blank Page Buster #2

So how can you beat the fear of imperfection quickly?

Get something small out the door. This might be a free download, or it might be a small entry-level product to your newsletter list for \$10.

Take it through to completion. If you’ve made a small offer and written a short promotional email to your audience once, doing it again on a bigger product and with a bigger launch is going to be a lot easier.

Worrying About The Sales Page

When it comes to writing the sales page and you're worried about perfection, get your first draft out of your head as quickly as possible.

I promise you it won't (and shouldn't) be pretty.

It won't make sense, but there'll be a lot more gold in there that you realise.

If you find it easier, promise yourself you're not going to use any of it, you're just going to empty your head and see what comes up. This overcomes your fear of having to create something "perfect" and you'd be surprised at how much better this is than you probably first expect.

Blank Page Buster #3

If you really struggle with perfection, ask yourself if your sales page does the following 5 simple things:

Identify your target market

Tell them what you have to offer

Tell them why they'd like it

Tell them who you are and why they can trust you

Tell them what to do next, and encourage them to do it NOW

If at the very minimum your sales page does that, you're ahead of a lot of the competition, and for the moment you can forget the fancy psychology of it all.

Blank Page Reason #3: Not Enough Time

The biggest illusion with writing a sales page is that you have to get it all done in one go. Not true. You can break it down very easily and put the pieces together bit by bit. This means you're more likely to get it done because you're not waiting to have a whole week free just to do your sales page, and that means you are less likely to put it off.

To get you writing quickly, I'm giving you my 30 free templates for writing headline s (there are more headline templates if you decide to sign up to the boot camp).

These will have you making a start on your sales page by helping you crank out headline ideas **in under 5 minutes...**

Blank Page Buster #3 Instant Headlines

As one of the most important copywriting techniques, it's no surprise that writing headlines can be incredibly hard and can take up a lot of time (and I'm pretty sure you don't usually complain about having too much time on your hands).

So, on the next page you'll see 30 headline templates that you can use simply by filling in the blanks. Record the relevant answers for your business benefits, or your customer's pain points, so you have them to hand when creating your own killer headlines. For example:

[Product]	Teeth Whitening	Marketing Advice	Accounting Service
[Pain Point]	Stained teeth	Marketing confusion	Tax-form fear
[Niche]	Cosmetic dentistry	Work at home businesses	Small restaurants
[Target market]	Girls 16-25	Work at home moms	Restaurant owners
[Results]	White teeth	Increased sales	Accounts filed
[Benefit]	Improved confidence	Less financial worry	Peace of mind
[Time]	2 hours	2 months	5 days

My Business Headline Words

[Product]_____

[Pain Point]_____

[Niche]_____

[Target Market]_____

[Results]_____

[Benefit]_____

[Time] _____

Benefit driven headlines

Why [target market] are choosing [product] to enjoy [benefit]
Finally, you can have [benefit] and banish [pain]
Join the other [target market] who are enjoying [benefit]
Achieve [results / benefit] with this new / secret / exclusive technique
How simple [product] is helping [target market] achieve [benefit / results]
Why some [target market] are seeing [results] in just [time]
How to solve [pain] with this technique
Our [product] means you have less [pain] and more [results / benefit]. Simple.
How you can increase [results / benefit] by X%, Y% or even Z%
Don't settle for [pain] find out how you can enjoy [results / benefit]

Question headlines

What would your life look like without [pain]?
What if you could [benefit / result] in just [time]?
Would you want to know how to [benefit] by getting rid of [pain]?
Are you missing out on [benefit / result] by not using [product]?
Are you getting the best [product]?
Don't you deserve a life free from [pain]?
Are you curious to find out how [product] is turning around the [niche] industry?
Do you know the [niche] secret to increased [results / benefit]?
If you could increase [benefit] in just [time], would you want to know how?
Are you a [target market] looking for [product] to get rid of [pain]?

Editorial headlines

What most [target market] don't know about [pain]
How [product] works to [benefit]
Introducing a [product] that promises to get rid of [pain] for [target market]
Avoid these mistakes most [target market] make when choosing [product]
Why most companies fail to solve their [pain]
The secret to [benefit] other [target market] are keeping close to their chest
Why [target market] are proving they can beat their [pain]
10 things you need to know about [niche]
Discover the link between [product] and [results]
New [product] techniques that [target market] are saying really work

Blank Page Reason #3 Hate writing

Okay, so you know you need your sales page if you want to make any sales, but the thought of sitting down and writing is about as appealing as sucking on a nettle.

You absolutely hate writing so it doesn't get done.

Now this might be for a couple of reasons.

- **You hated English at school**
- **You hate typing**
- **You just hate writing dagnamit!**

If you hated English at school rest assured that this is in no way anything like writing the grammatically, punctuation perfect prose that was required of you in your English lesson.

Trust me, I wanted to run away with my English teacher and he would be mortified to see that my love these days is marketing copywriting.

Copywriting breaks so many rules of writing (in a fun way) because it's about writing in a conversational tone.

Which means, if you can have a conversation you can pretty much learn copywriting.

So if you're put off because you hated English, don't be. And stop looking at your competitor's sites with the fancy words and the corporate speak. Blegh, we're not learning how to write like that either. 😊

Think instead how you're going to communicate your passion for how you help people to the people you help.

Now, if you really hate typing, or writing then there are other ways round it. You can record yourself talking about your business and have it transcribed and then edit it. At some point you are going to have to mess around with the words on the page unless you hire a copywriter to do everything for you.

That is the easiest option if you hate writing, it's also the most expensive...so you might want to ask yourself how much you really hate writing. 😊

Blank Page Reason # 5 Don't know a thing about copywriting and hate hype-filled sales letters that you've seen before

A lot of people decide they want to make an offer, so they want a sales page but get overwhelmed with the volumes of information about copywriting, and also turned off by many of the examples. Whilst there is a place for yellow-highlighter sales pages, they're not right for everyone's business.

So to get over this fear I'm telling you that:

- **You don't need to study copywriting for years to make an offer**
- **You don't have to write like a hyped-up sales person on a sugar rush to be compelling**

What you do need is to be able to answer these questions.

Blank Page Buster #5

What am I offering? _____

Who is it for? _____

What problem does it solve? _____

Why is it different to other products? _____

Complete this phrase from a satisfied customer: "Hey, thank you so much! I feel so much better.

Now I'm able to..." _____

How much is it? _____

When do people need to buy? _____

How do they buy? _____

Why should they buy today? _____

They might seem like straightforward questions but already, those answers are going to be valuable when it comes to putting them into your sales page outline.

Remember to keep your eye on <http://harrisonamy.com/sales-page-in-a-weekend-boot-camp/> to find out when the next freebie is available and for more details about the Sales Page in A Weekend Boot Camp!