



Sales Page In a Weekend!
Freebie
Rapid Sales Page From Start to Finish



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Rapid Sales Page From Start To Finish

One of the biggest tripping points people have when trying to write their sales page is what order to include everything in.

Where do you start? Okay you need a headline, but then what? And then what?

It can be very confusing trying to organise all your thoughts, your selling points, the benefits, being persuasive, and know which order to get everything in.

There are many different models for getting the outline of your sales page, for example...

There is the AIDA model which stands for Attention, Interest, Desire and Action.

There is the ACCA model: Awareness, Comprehension, Conviction and Action

There is the PPPP model: Picture, Promise, Prove and Push

They're great models, but when you're just starting out, sometimes you need to see it in a little bit more detail, so in this freebie I'm showing you a very simple way of seeing how you can structure your sales page.

Enjoy! And don't forget to check out: <http://harrisonamy.com/sales-page-in-a-weekend-boot-camp/> to find out when the next freebie is being released!



3...2...1... Go!

Step 1: Who and What?

First up is the headline. You can use the templates from the **Beat The Blank Sales Page** freebie to create your headline or come up with your own. Remember to try and include:

1. **Something which identifies your target market**
2. **Something which identifies their pain**
3. **Something which hints that you have a solution**

Step 2: Who This Is For And Why They Are Hurting

To keep your prospects attention you need to let them know your headline really was meant for them (and not just something wacky to get anyone to read your page). So in the first section explain a bit more about who you are targeting, and what pain they are currently experiencing. Think of this as explaining the reason why you created your product / service in the first place.

Step 3. Give Them Your Nutshell Details

Don't wait forever to explain what your product is, some people think they should have a slow build up and then reveal at the end what they're selling. Most people won't hang around that long to find out.

Tell them in 1-2 sentences what it is you've got for them and what it does. You'll cover it in more detail later, but for now they just need to know if it's an ebook, a course, a live event, and what they can expect to achieve from it.

Step 4: Tell Them Why Other Products Don't Work

If you have them interested, they're going to want to know what makes you so special. Sure it sounds great that you can solve their problem, but if they've been trying to solve that problem in the past and failed, what makes you so sure you can do it?

So now you tell them what makes you course, your approach, your methods, different from your competitors.

Step 5: Give Them The Details (And Why They'll Love Them)

Now's the time to give them a bit more detail about what you're offering. The simplest way to do this is to list your features and of course let them know about the benefits of what it is you offer. Remember, when you're listing benefits, focus on why your customer is going to **feel better** by using your product or your service.

Step 6: Tell Them Who You Are And Why They Can Be Trusted

Okay, so they love the sound of what you're offering, but they need to know that you're a real person / business that can do exactly what you're promising. This is where you bust out your credentials. Tell them what your experience is, what your qualifications are and if you've got testimonials, don't hold back!

Step 7: Shine Lights On The Monster Under The Bed (Soothe Objections)

Whether it's price, time or another reason, you need to clear up any unanswered hesitations to educate your prospect about why the things they might be concerned about are really nothing to be concerned about at all.

Just like your parents convinced you there were no monsters, now's your time to tell your customer about your monster-free offer. The simplest way to do this is to start by saying: "Now, you might think that...." And list their concerns. Then you can follow up with "But those don't matter because..."

Step 8 Tell Them What Else You Have Up Your Sleeve

Now is a great chance to stack the value and encourage them to act fast by letting them know about any bonuses or added value they're going to get in the course. Are you giving free materials that complement the course, do they have a guest speaker, do they get a free place to your live event? Give give give it away here.

Step 9: Tell Them Why They Need To Do It Now

You don't want them hanging around so tell them:

- **Why they need to act fast**
- **What they need to do**

And remember to make it as simple as possible for them to take action,

Step 10: Tell Them Your Guarantee

Do you offer full money back? Or a refund if they don't like the first session? Here's where you tell them why it's so easy to take you up on your offer and why they can do it without feeling nervous about the transaction.

This is a very simple 10 point plan to help you get your first draft done and on paper. If you know the details of your offer you should be able to crank this out in around 60 minutes.

Print this out, keep it near and remember the next freebie will be coming to you shortly...as well as details about the **Sales Page In A Weekend BootCamp**.