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Sales Page Diagnostics Tool

By

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Your Sales Page Diagnostics Tool

Thank you for downloading this Sales Page diagnostics tool.

This is designed to help you highlight any areas you need to focus on when reviewing your sales page.

It is not a “how to write a sales” page tool, and it's not the only way to assess your copy, but it does provide a useful checklist of items that make a strong sales page.

So, once you've written your sales page, go through the diagnostics chart and mark where you think you are on each section.

Y = Yes, you've achieved that point, go you!

0.5 = You're almost there, but could improve / tweak

N = Oops, you missed something. No worries, just look at including it when you do your revisions.

This is a useful tool I use whenever I review client sales pages, as it makes the areas we need to work on 'pop-out.'

Once you've addressed the areas you need to look at you can improve your copy and make sure your next revision is more compelling than before.

Need more help with sales pages? I also offer sales page critiques:

<http://harrisonamy.com/sales-page-review/>

Any questions, as always, feel free to get in touch with me. I love getting emails: amy@harrisonamy.com

Sales Page Diagnostics Chart

No.	Section	Criteria	Y	0.5	N
1	Headline. Does it follow Bob Bly's 4 Us rule?	Unique			
		Urgent			
		Ultra-Specific			
		Useful			
2	Sub-headline	Does it build on the promise in the headline and provide 1-2 specific selling points of your product.			
3	Opening	Does it make a big promise?			
		Does it sound 'new' or 'different'			
		Does it directly address a BIG pain the reader knows and feels emotional about OR			
		Does it directly address a BIG desire the reader wants and feels excited / emotional about			
4	Structure and flow	Is it easy-to-read with accessible language?			
4a		Does the copy read in a logical order, or does it stop/start between sections?			
5	Subheadings	Do they sell the benefits?			
5a		Do they encourage people to read the copy by either making promises or arousing curiosity?			

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5b		Could someone scanning the copy and only reading the headlines get a feel for what the sales page is selling?			
6	Buying details.	Is there a clear summary statement early on about what the product is? (e.g. <i>a 6 month 1:1 mentoring program</i>)?			
6a		Does the page explain specifically how the product or service works?			
6b		Is there a logical and believable link between the results promised and the way the product works? (e.g. “because of X we can deliver Y)			
6c		Does it answer questions customers may have about the product?			
6d		If a reader is scanning the page can they see “at-a-glance” what is involved / included?			
7	USP	Is the product unique?			
7a		Is this uniqueness communicated?			
8	Credibility	Is experience mentioned?			
8a		Qualifications / awards?			
8b		Are illustrative examples used to show HOW customer's benefit from this credibility (e.g. <i>because I have been doing this for 20 years I can let you know what has worked in the past and still working today for businesses like yours</i>)			

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9	Testimonials. Are they:	Believable, stating specific benefits?			
9a		From people the reader can relate to, or admire?			
10	Show don't tell. Are there illustrative examples (not just labels) to help the audience...	Recognise themselves (e.g. <i>this is for you if you are self-employed and work from home</i>)			
10a		Recognise the problem (e.g. <i>if you get embarrassed at parties because you feel you have nothing to say...</i>)			
10b		Visualise the product (e.g. <i>In the group session, you'll arrive at the classroom and sit in a circle with other attendees</i>)			
10c		Visualise the results (e.g. <i>Your office is clean, tidy and you can access any file you need within seconds</i>)			
11	Customer filter	Is it clear if the product is NOT suitable for a particular customer			
12	Does the call to action:	Have urgency?			
12a		Clearly explain what customers should do?			
12b		Re-state the benefits of taking action			
12c		Explain what happens AFTER they take action?			

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13	Design	Have you used a landing page template which strips away navigation bars and side bars to minimise distractions?			
13a		Have you used images throughout the sales page to break up the text and illustrate the product?			
13b		Is the text a large enough size so it is easy-to-read?			
14	Benefits	Give your copy to someone to read. Can they clearly identify the benefits of your product?			
		Have you linked the benefits to positive emotions? (<i>e.g. enthusiasm / peace-of-mind / excitement</i>)			
15	Objections	Have you listed potential objections and explained why these shouldn't put people off your product or service?			