

HOW TO WRITE A MONEY-MAKING SALES PAGE

**And Generate Sales for
Your Online Business**



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INTRODUCTION:

What Are Sales Pages?

Sales pages are essential to online marketing, as they have the potential to convert traffic into sales. If you've ever received a long direct mail sales letter, then you already have an idea of what a typical sales page looks like.

With the internet becoming the predominant way people buy things, businesses had to adapt.

With the shift to online sales pages, it's more important than ever to make sure that your page is convincingly written and structured if you want to generate actual sales.

If you have a well-crafted sales page with quality offer and traffic, it has the potential to make over a million dollars per year. It's unfortunately more common than not for pages to get no sales even when they have traffic.

There's a long list of things that contribute to the efficacy of a sales page.

Things like:

- An effective lead
- Credibility delivered in the proper way
- Storytelling
- Social proof
- Many more

If you make any mistakes on your sales page, your conversions and sales will significantly decrease. What's more, there are multiple voices telling you how to construct your sales pages and materials, even though most of them don't have effective sales pages themselves.

You need to be aware that you are selling to people based on their emotional responses, and then giving them logical reasons to back up their purchase decision. This can be difficult to do well. Sales copywriting is a skill that takes time and practice to master.

What We Are Going to Be Covering

This guide will show you how to structure your sales page so that it becomes a reliable money-printing machine.

We're going to cover writing a compelling headline and how to write a lead that really intrigues your audience and get them to keep reading your sales page. After we finish with the basics, we're going to get into how to write a story that your audience will connect with on an emotional level. **Stories are one of the best ways to reach your audience, and they should be utilized as much as possible by any marketer or business.**

After we finish our emotionally powerful story, we'll move on to the credibility section of your sales page. It's critical to have a strong foundation of credibility for people who land on your site; they need to see that you're credible, knowledgeable,

and trustworthy. Only then will they be more willing to give you their time and money.

Next, we will introduce your offer. Making an offer has to be done with great care, so it doesn't come across as a sales pitch. **In this guide, though, you'll learn how to ethically and persuasively present your offers.**

Social proof is one of the most, if not the most persuasive tool you have at our disposal. If you can show people that you know how to help others like them, then they'll be much more likely to buy from you. By using social proof, you can increase your sales significantly without having to put in much extra effort. To further reinforce your offer, we will use persuasive methods such as future pacing, benefit stacking, and risk reversal to make our audience feel confident in their investment with us.

Last but not least, we will include an FAQ section. By addressing questions and concerns upfront, you are more likely to preempt any objections your reader may have before they reach the end of the sales page - thus increasing your chances for making a sale.

Let's get started!



CHAPTER 1: **Your Headline and Your Lead**

The headline is, arguably, the most important part of any sales page.

If you don't write an effective headline, the reader won't read any further. As a result, the rest of your sales page is rendered useless. There's an easy way to write headlines that'll make your readers want to know more about what you have to say on your sales page. You need to think about how you can word your headlines in a way that intrigues potential customers and gets them invested in reading further, instead of immediately dismissing you.

The best way to do this is to write a headline that combines a benefit, curiosity, and eliminates the risk.

The elements of benefit and curiosity are pretty simple: you want a headline that emphasizes the profound advantage our product or service delivers, written in a way that speaks to the reader's interest and gets them intrigued by our sales page. Getting rid of the risk in your sales page is a bit more complicated. You want to identify the main pain that's stopping someone from achieving their goal, or getting rid of their pain without your product.

Here is a quick template that you could follow:

How to {Benefit} in just three short weeks without the need to {{eliminate whatever is keeping them from doing this} while {{curiosity}}

Here is an example of this template used for weight loss offer:

How to lose those last two inches of stubborn belly fat without eating less or working out more. Your doctor will be stunned by this method...

Just remember, when it comes to headlines, your only goal is to get them to read the next sentence, and the best way to do that is with curiosity benefits and risk reversal.

Writing the Lead

What is the lead?

The lead, or beginning, of your sales page is key to drawing someone in and keeping them invested. A story is often the best way to achieve this goal.

Since stories are such powerful persuasive tools, it makes sense to use them in the lead of your sales page.

We'll cover how to exactly write those compelling stories in the next chapter but for now, I just want

to talk about the importance of your lead and how to structure it.

You are going to introduce the problem your audience is experiencing that you can help them with, through your product or service.

The purpose of your story is to demonstrate how irritating or bothersome this particular problem can be. You will then share how we discovered the solution to the problem and illustrate how it has evolved into your product or service. Quite often, a sales page's primary focus will be the story of how the company founder or CEO found out about the "secret" behind their product or service before bringing it to market.

Don't Lie in Your Sales Page

It pains me to say it, but I feel compelled to mention that sometimes sales pages feature fabricated leads instead of real ones. This practice is not only dishonest but also cheapens the overall customer experience. **Whenever you tell a story in an attempt to convince your audience to buy from you, always be truthful -- lies will only serve to damage your relationship with them.**



CHAPTER 2: **The Story**

The story is where you hook your readers.

The story will usually be the first part of your sales page, and it will contain the lead and transition into the credibility portion of your sales page.

The best way to hook your reader is to start in the middle of the drama.

This isn't a novel. You need to get them interested right away.

You do this by presenting the pain they are struggling with. It's the focal point of the story.

This pain usually impacts the company's founder or CEO and their character. What is the moment where they have an epiphany? Where does the solution to this problem come from?

This revelation needs to make an impact. Because ultimately this is the same solution you are going to present to our readers.

So what does this look like in practice? Let's look at the example below:

Here's the beginning of a story that someone might use for a weight loss supplement:

"Lights and sirens.

That's all I remember. I remember a pinch in my arm and the paramedic telling me he was going to be giving some medication that was too hard for me to even try and pronounce.

I remember my wife sitting on the bench seat of the ambulance. She was crying. Her hand was on my leg and she was clutching me so hard.

It felt like it took forever to get to the hospital. But it really only took seven minutes. But seven minutes feels like forever when there's an elephant sitting on your chest, your neck is on fire, and you can't get a full chest of air.

The nurses and doctors were all standing over me. Rolling me into the ER room.

Monitor after monitor was hooked up to me and that's when it all went to black.

I woke up in a few hours. My wife had dried tears all over her face.

A few minutes went by and a doctor came into my room.

I was too dazed to remember most of what he said. But I remember one phrase. And it has remained burned into my mind ever since.

'...myocardial infarction due to morbid obesity.'

I had a heart attack at the age of 34 because I was fat”.

This story is a prime example of how to get your reader in the right state of mind and to prime them for your offer.

The two components of an effective sales page story are:

- The conflict that your audience experiences is the same problem plaguing the character of your story.
- The solution your character discovers after going through a trying and difficult journey is the same one that your reader will be saved from by using your product.

Now that you have your reader emotionally invested in your story, it is time to introduce the spokesperson of the sales page and explain why they are an expert authority figure.



CHAPTER 3: **Your Credibility**

Everyone is naturally inclined to be skeptical. And this occurs more often on the internet since many people have had disappointing experiences with those who offer empty promises online.

This section of your sales page is where you handle all of their skepticism and doubt surrounding your offer. This is where you frame

the owner, the founder, or the spokesman for the business as the hero that is going to solve their pain.

The spokesperson's credentials and any relevant struggles that were overcome in relation to the product or offer being advertised should be displayed here.

The Best Ways to Build Credibility

The best way to build credibility is to show that the spokesperson is like the reader. The spokesperson once struggled with the same problems, had the same doubts, and felt the same pains.

Here is a quick list of ways that you can build up the credibility of your spokesperson:

- They had the same problem as the reader but was able to overcome it.
- They were deeply affected by the same roadblocks.
- They were able to overcome those problems.
- They have certifications relevant to the problem.
- They had amazing success in dealing with the problem that's plaguing the reader.

Try to think of any angle, that's true, that will help build credibility in the mind of your reader and make them think that you are a trustworthy source.

Here's an example of what this might look like:

“Before we get too far into this, why don't I go ahead and introduce myself. My name is Dr. John Roberts.

I'm a board-certified family health practitioner and for the past few years, I've been a huge advocate for weight loss via supplementation.

I have been practicing medicine for the past 33 years, and in that time I have helped thousands of patients lose weight, enjoy better, more active lives, and even save themselves from deadly heart disease, high blood pressure, and diabetes.

I became so heavily invested in weight loss medicine because I used to be morbidly obese myself. At the age of 34 years old, which is extremely young, I suffered a myocardial infarction...

I had a heart attack.

I knew it was because of my excessive weight, and from that moment on I was determined to not only fix myself, but to help thousands of other people fix themselves.

I have studied metabolism and weight loss for thousands of hours since my heart attack, and I have discovered secret biological hacks that we can use to force our bodies to burn the excess fat stores instead of carrying it around every day.

What I'm going to be telling you in the next few paragraphs is the result of all of my research and the culmination of decades of helping my patients lose weight and create healthier and better lives”.

This is an extremely abbreviated version of a credibility section, but it demonstrates how you want to position the spokesperson as a reliable and trustworthy source.

Now that your reader has been primed by reading an emotional story and has decided that you're a reliable and credible person, it's time to reveal what exactly we are offering.



CHAPTER 4: The Offer

Your offer is the main event. All we have done up to this point was to set the stage and reveal our offer in the most impactful way possible.

By now, your reader should feel emotionally invested in the problem and be vulnerable to its implications. They should trust that you are the

best person to provide a solution because you have carefully positioned yourself as an expert on this topic.

The way in which you reveal your offer is very important. You need to make sure that you don't reveal your offer in a way that makes it seem like everything before this was just a sham set up to sell a product.

When you introduce your product, it is crucial that you do so in a way that demonstrates to the reader that it was made to genuinely help people. This means having a spokesperson who genuinely believes in the company's ability to help others with their issues.

For the weight loss supplement example, this means that everyone in the company needs to be supportive of people on their journey and not just looking to make a quick profit.

Here's how you could position the offer if you were going to sell a weight loss supplement. Pay attention to how genuine it feels and how the spokesperson is selling the product to help people.

Here we go:

“After watching thousands of people struggle to lose weight, try diet after diet, and feel completely drained by not seeing any results, I knew there had to be another way. A better way.

Maybe people didn’t have to eat crumbs every day, avoid their favorite foods and run themselves ragged on the treadmill every day.

That’s when I discovered the secret behind InstaLoss (This is a completely fictitious product made up for demonstrative purposes). It is a special protein inside the sunflower, Llaveetinase, (again, completely fictitious) and it was shown to me by an herbalist friend of mine.

He said he had been studying its effects on squirrels who consume this protein too much.

He said that they frequently consume too much of this protein...

And then starve to death.

Their metabolism speeds up so much that their body turns to their fat stores for energy.

But since those animals don't have much fat, they die.

I knew as soon as I heard this that it was the secret to losing massive amounts of weight without drastically changing your lifestyle.

I knew I couldn't keep this information to myself. This had to get out. People need to know.

And so this protein is now the primary ingredient in InstaLoss, and it's in the hands of thousands of people already. And it's already changing lives”.

Notice how you aren't coming straight and saying, “Here's this supplement, it's awesome so buy it right now.”

You're still using the same story-telling techniques to convey to the reader that this product really was created to help people and not just make a quick buck.

Present your offer like a heartfelt solution because you don't want to see someone go through the same pain that you went through. And

you definitely don't want them to have to go through all of the trouble that you did to find the solution.

Now, presenting the offer by itself isn't enough.

You need to reinforce the idea that this product is their saving grace. But at the same time, you need to eliminate any skepticism they might have. If the reader has any doubts about what you're offering, then you're going to have a very hard time selling to them, and your sales numbers are going to stay pretty small.



CHAPTER 5:

Benefits and Getting Rid of Skepticism

You've presented your offer but, there's still going to be some hesitation from the reader. Remember, humans are naturally skeptical. It's your job to put their anxiety to rest and assure them that your product does what you say it does.

You're going to do this by stacking benefits and then reversing any sort of risk the reader might encounter from buying your product.

So, first things first. You need to stack those benefits.

Stacking Benefits

The easiest way to stack benefits in the eyes of your reader is bullet points. Most businesses get bullet points completely wrong. They focus entirely on the features of their products.

But your reader doesn't care about the features just yet. All they care about is knowing what your product is going to do for them.

You do this by writing bullet points to explain the benefits of your product to the reader instead of just listing the features of the product.

A basic and underperforming bullet point might look like this:

“Magnesium and potassium are key ingredients in InstaLoss.”

This is underwhelming and it does nothing to convince your prospect that your product is the superior option.

A bullet point that utilizes benefits would look something like this:

“InstaLoss contains healthy amounts of magnesium and potassium which are critical for effective fat-burning. They help to convert your stores of fat into energy faster, so you can get back to doing the things that you love.”

Obviously a much stronger selling point.

When you stack these benefits, make sure you're focusing on the benefits your products give and why those benefits are so important to the reader.

Risk-Reversal

Risk-reversal is all about easing your reader's minds and making them feel like this is a 100% safe purchase.

The most common way you do this is by implementing a guarantee.

There are dozens of different ways to create a guarantee for your offer. Some of the more popular guarantees include:

- Money-back
- 100% satisfaction
- Results
- Etc.

Make the offer a no-brainer. Make it so that there is literally no risk to the reader.

They should feel 100% confident that your product will either help them, or that they won't be negatively impacted by it in the slightest.

Social Proof

The most powerful tool you have when it comes to persuasion is social proof.

If your readers can see that other, regular people like themselves, have achieved huge results from your product, it's going to push them to buy more than anything else.

Whenever you write a piece of copy that is selling something, you need to pack it full of social proof.

You can get this social proof through a few different mediums like:

- Text testimonial
- Video testimonials
- Case studies
- Special reports
- Etc.

It can be very helpful to actually give scripts to the individuals giving the testimonials. That way you can make sure they stay on track.

Here's an example of a great text testimonial:

*“I had tried for years to lose weight. My doctor said if I didn't take my weight loss more seriously I would be at risk for heart disease. I'd been on many different diets and tried exercising, but none of it ever stuck. But once I tried InstaLoss I started seeing real results. After six months of daily usage, I've lost 41 lbs and I have many more to go. I don't think it would've been possible without InstaLoss.
-Tammy Beltran”*

After reading a testimonial like that, your reader is going to feel like this is the product that's going to solve their pain.

Often, testimonials from customers can be even stronger than credibility statements.

Once you've driven home the benefits and gotten rid of the risk with guarantees and social proof, it's time to revisit your offer and really make it completely irresistible.



CHAPTER 6:

Urgency, Scarcity and Future Pacing

By now, your reader has been prepared by an emotionally compelling story, they've decided that your spokesperson is authentic and an expert, they've seen all the benefits, and they've seen that it works for people just like them.

The only things left to do are to convince them that they need to take action now and overcome any objections they might have.

Let's get started with the first task.

If your readers don't have a pressing reason to buy now, they'll procrastinate, perhaps forever. So you need to give them reasons why it's in their best interest to act fast.

You are going to do this by introducing scarcity and urgency. You create scarcity by making the prospect think that there is only a certain number of the product available. You create urgency by showing the prospect that if they don't act fast something negative will happen.

Sadly, it's all too easy to fall into the trap of making false claims about scarcity or urgency in order to get people to buy a product. For example, saying "there's only a limited number available" when you have plenty of stock left, or claiming an offer is "only available for a limited time" when it's actually always available.

You have to be 100% ethical and truthful with your marketing and your sales. It always catches

up to you and will ruin the reputation of your business and your spokesperson.

So how exactly do we create ethical urgency and scarcity?

Here is an example showing how you can create scarcity and urgency while still being truthful:

“We overstocked this month on InstaLoss. The warehouse guys nearly hunted me down because the warehouse is about to burst open. So, to remedy this (and make the warehouse guys happy), we’re having a 50% off sale until we get rid of all the excess. Last time I checked we had around 500 bottles of InstaLoss. Looking at previous sales numbers it looks like this amount might last a week. So get yours before we’re back to normal inventory.”

The most important thing to remember with scarcity and urgency is to always tell the truth. Don’t stretch the truth to get more sales. It never ends well.

Lastly, we’re going to talk about future pacing. Future pacing is when you show the reader what

their life is going to be like if they either purchase the product or if they don't purchase the product.

If you were to pace someone in a positive way, you might say something like, "Imagine going to the store and buying a pair of pants four sizes smaller than what you're wearing right now."

If you were to pace someone in a negative way we might say something like, "Imagine it just gets harder and harder to play with your kids every day. Walking upstairs becomes something you can't do anymore. Your doctor's visits become more regular and more urgent and your doctor pleads with you to start losing weight, but you just can't."

Being able to paint someone's future for them, in either a positive or negative light, is a very powerful persuasion tool.



CHAPTER 7: **The FAQ**

Lastly, we have come to the FAQs section. This is where questions your audience commonly asks you are gathered and answered all at once.

The best way to compile an FAQ section is to take real questions that your customers and audience frequently ask you and order them by popularity.

Also, you have to be prepared to answer any objections a reader might come up while reading your sales page. For example, let's say someone is researching a weight loss supplement and they have used supplements before without success.

To counter that objection, you would need to emphasize that your weight loss supplement is different from others on the market and build trust in our product.

You should have between 10 and 15 FAQ questions. This allows you the space to answer any query a reader might have and increase their confidence in your product.

Here is an example of a very basic question and answer template:

Q: I've tried weight loss supplements before and none of them worked for me, why should I try this one?

A: Our weight loss supplant is formulated completely differently than most mass-market weight loss supplements. Our formula was designed and concocted by a professional herbalist and bariatric doctor. Not to mention the key ingredient in our

supplement is a fairly recent discovery that has been shown to have very promising weight loss qualities.

And that will wrap up our sales page. Remember, you will have to do some design work along with the copy. But don't try to override the copy with fancy graphics.

Good copy supported by graphics will always out-sell fancy graphics supported by weak copy.

Remember, throughout your sales page keep a conversational tone with your reader. Don't try to sound too elite or fancy with your words. You will always sell more when you prioritize clarity over cleverness.

A sales page can be a potent marketing and sales asset, but like I've said before in this guide, you have to remain 100% ethical and truthful in your sales materials. Otherwise, your entire business will come crumbling down eventually and your reputation will be ruined.

You have the tools, you have the knowledge, now get out there and sell.