

Anatomy of a Sales Page

Sales pages will have some or all of the following sections:

- Headline (pretty much always the first section; can just be one line)
- Frustrations (addressing the frustrations they may have that your product/service can help with)
- Potential results (what they can ultimately get out of it, how it benefits them)
- Your offer itself (describing what's in your product or service, what they can expect, the cost, a guarantee if you'll offer that)
- Testimonials (from people you've already helped)
- About you (so they can be confident you're qualified to help them)
- Why you're offering this (helps them understand you and the product/service better)
- Why it's for them & a good time for it/why it's not for them (sort out who would benefit and who shouldn't get the product or service)
- Objections (think of the reasons why they may think they can't but should)
- FAQ (your frequently asked questions; if it's the first time, then think of questions that people may ask you, like technical questions, delivery, payment methods, refund policy, etc.)
- Buy/signup (places to get your offer or service on the sales page)

Lower-priced offers (under \$100) generally don't need all of this. Higher-priced offers can have all of these and some duplicated, like testimonials, about you, and objections.