

# Smart Offer

SALES KIT

TEMPLATE

## Sales Page Copy Creator

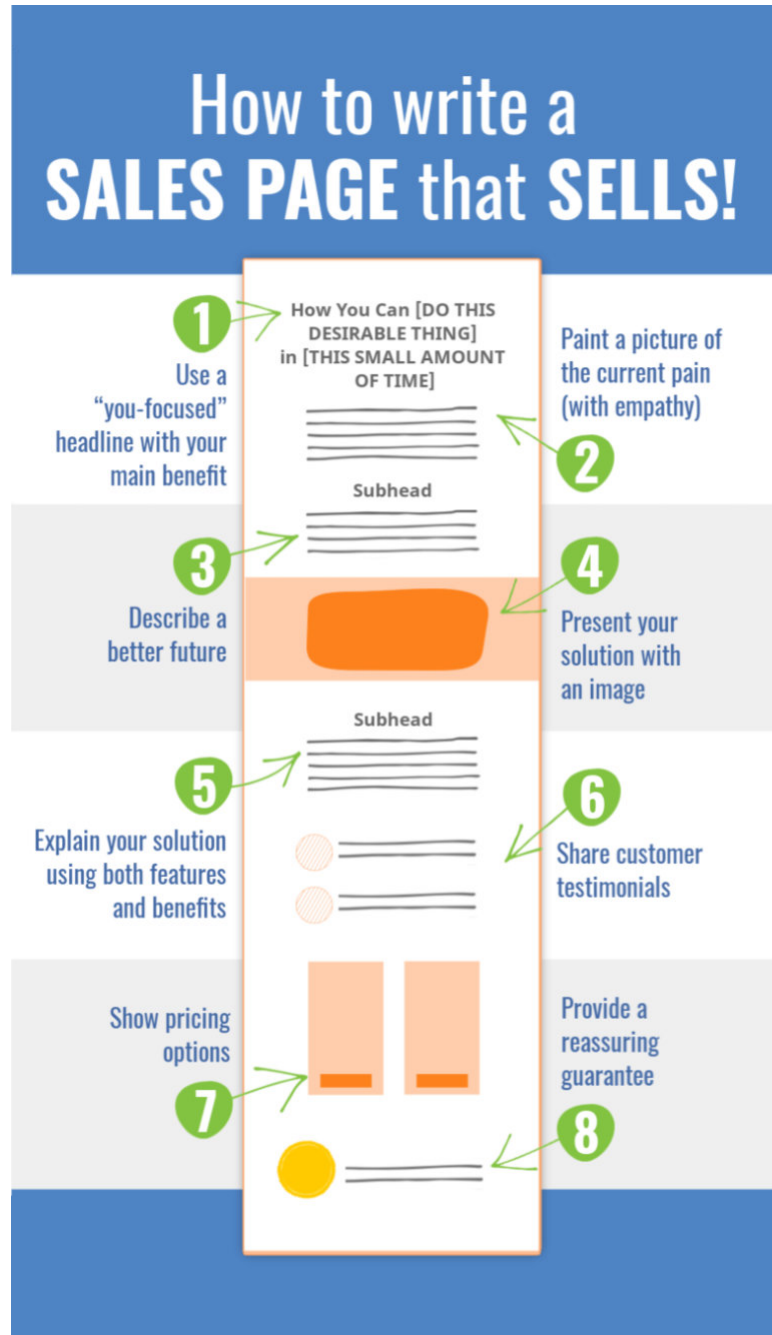
### How to use this template

This document will walk you through a step-by-step template for building your high-converting sales page, one section at a time.

Fill in each of the eight sections and you'll have written the copy for a clear, compelling, convincing sales page for your offer.

### How long should your sales page be?

The rule of thumb for sales pages is the more expensive the offer, the more information your prospect needs before they can make a decision to buy. That's why car dealers spend several hours with you – but a mobile phone sales person might spend 15 minutes explaining your options before you buy.



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### Headline and first paragraph



### Section 1: Headline

Your headline should reflect the core transformation your offer promises to deliver. This first statement on your sales page is crucial! Weave in the word “YOU” so your prospect knows you’re speaking directly to them.

**Write the headline for your sales page. Make it about the transformation your offer delivers and include the word “You.”**

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### Section 2: First paragraph

The first paragraph is an opportunity for you to empathize with your prospect and connect with them personally.

Some copywriters call the first and second paragraphs of a sales page the “two worlds” section.

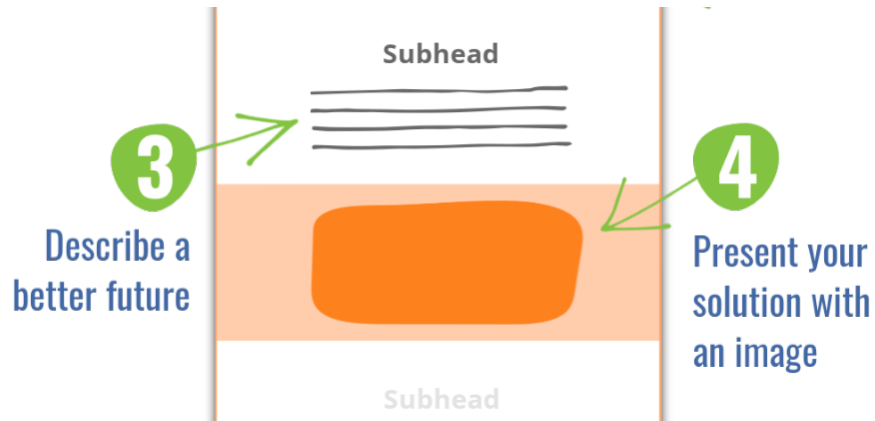
This first paragraph paints a vivid picture of their current challenge – their **current world**. Describe their struggles with empathy and demonstrate you understand how they feel.

**Write the first paragraph for your sales page. Describe their current world with empathy.**

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### Second paragraph and offer mock up



### Section 3: Second paragraph

The second paragraph is where you give your prospect hope!

This paragraph paints a vivid picture of their life as it could be – their **future world**.

Don't mention your offer yet – but talk about what their life will be like after they experience the transformation your offer delivers.

**Write the second paragraph for your sales page. Vividly describe their future world – give them hope.**

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### Section 4: Presenting ... your offer

This is the first place you mention your offer name on your sales page.

Run a large headline at the top of this section. Consider starting with the words “Presenting,” “Now Available,” or “Meet,” plus your offer name.

Under the headline, it’s important to share a mock up graphic that depicts your offer in a way that makes it appear tangible.

MOCK UP EXAMPLES:



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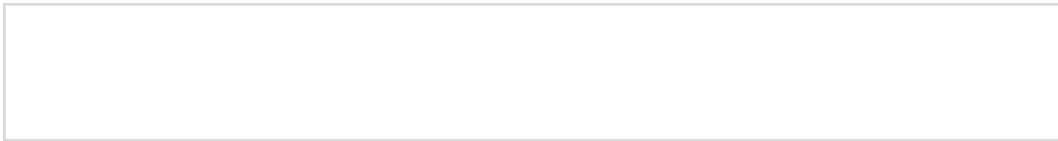
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**If you're offering a service**, represent your offer with a photo of a happy customer who looks like they've experienced the transformation you deliver. You can use more than one image in this section so that you can represent [more than one type of customer](#).

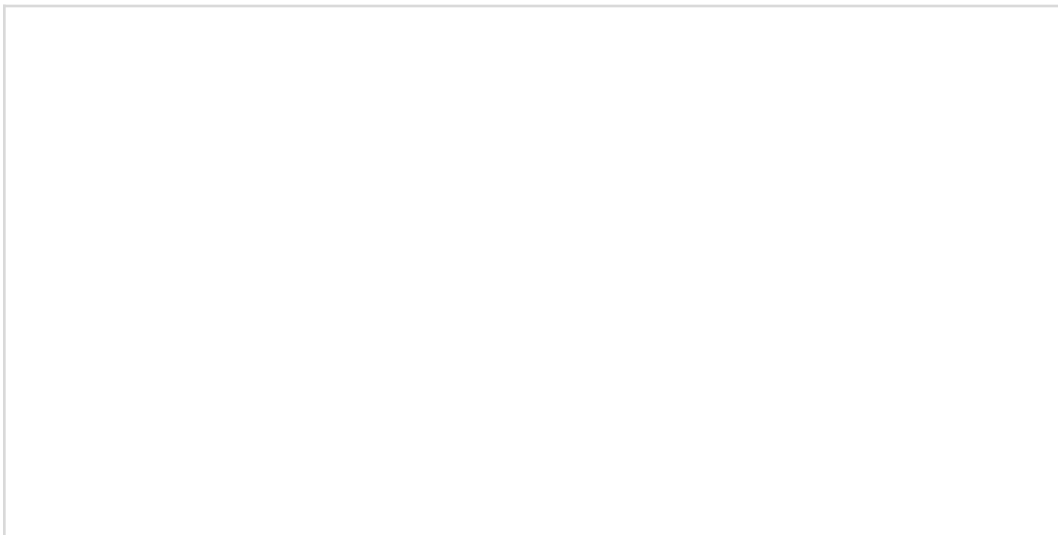
### SERVICE IMAGERY EXAMPLES:

- You offer web design packages: Show someone proudly showing off their website
- You offer family counseling services: Show a united family enjoying each others' company while doing a fun activity
- You offer business coaching: Show a confident business leader

**Write the headline for this section of your sales page. You can start the headline with the words "Presenting," "Now Available," or "Meet," then state your offer name and tagline.**



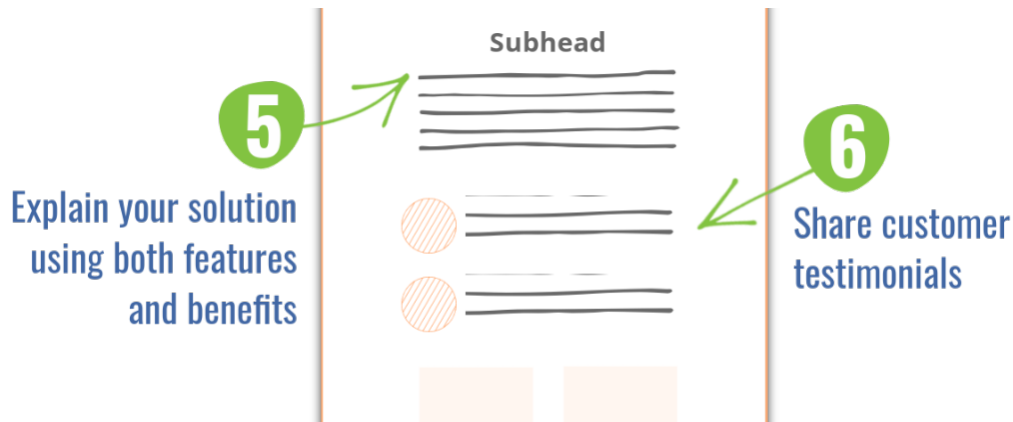
**Notes about the mock up or photo you'll use.**



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### Features and benefits, plus testimonials



### Section 5: Features and benefits

Now that you've presented your offer, use the next section to spell out the transformation it delivers.

To do this, you'll write a **short paragraph** that explains what it is. This is a brief description of the features – what your offer is.

You'll follow this with a **bulleted list** of benefits. This is a list of what your offer does. People buy benefits! They want the transformation – not the mechanism you'll use to deliver it. That's why we'll spend lots of time and effort on this bulleted list.

To ensure you list benefits and not features, [use this simple technique](#). You'll describe a feature then add the words “so you can” and describe the benefit.

#### EXAMPLE SHORT PARAGRAPH:

The Offer Accelerator is a 12-month, high-touch coaching program that includes a step-by-step curriculum, plus weekly coaching, projects reviews, and support. You get:

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### EXAMPLE BULLETED LIST:

- A step-by-step curriculum so you can follow a proven process to build your offer.
- Weekly coaching so you never get stuck as you design, develop, and optimize your high-value offer.
- Recorded project reviews so you have the guidance you need to produce professional-quality work.
- A private community so you can report your wins, share your challenges, and get support.

**Write a short paragraph that describes your offer's features:**

**Write a list of 5-7 bullets that describe your offer's benefits.**



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### Section 6: Customer testimonials

Customer testimonials can be some of the most convincing copy on your sales page, so don't skimp on this section.

Don't have testimonials yet? Consider sharing customer feedback that mentions you, your business, or your past offerings in a positive light. Once you have more specific testimonials, swap them in and use them here.

#### TESTIMONIALS NOTES:

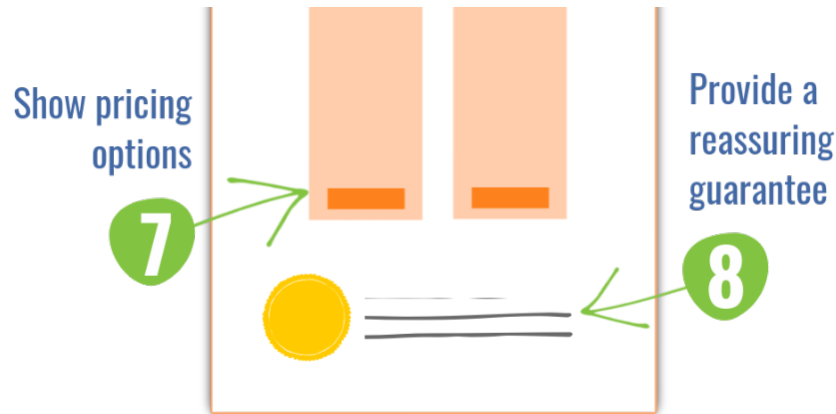
- **Do not put your testimonials in a slider.** Remember, we want people to read the testimonial! Don't make it hard for your site visitor.
- **Edit your testimonials.** Most testimonials are quite long. Pull out only the best parts and feature those. If the beginning of a sentence is great, and so is the end, but the middle isn't as strong? Do this: Beginning of sentence ... end of sentence. The ellipsis represents the part you delete.
- **Consider highlighting a single sentence.** Many testimonials have a single sentence that's a shining gem! Consider using only this sentence, or highlighting it as a "headline" at the top of the testimonial. See example below.



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### Pricing table and guarantee



### Section 7: Pricing table

It's the moment of truth! Time to present your site visitor with a way to buy your offer.

It's smart to offer two versions of your offer. These can be two payment plans:

- **PRICE 1: A pay-in-full plan** that offers a slightly overall lower price and possibly an extra bonus. It's smart to reward those who pay upfront: They save you money by eliminating the need to follow up on non-payment due to credit cards getting declined.
- **PRICE 2: A payment plan** for those who need to spread out their payments.

Or you could offer a regular and VIP version of your offer:

- **PRICE 1: A regular version** that delivers the essential parts of your offer for an easy price.
- **PRICE 2: A VIP version** that delivers extra products or services for those who want the complete solution.

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Make it easy to compare your two pricing options by running them next to each other, with the features clearly spelled out in list form.

This allows your site visitor to clearly see which payment option offers more:

BEST DEAL

### 1-Payment Plan

Get **Extra Bonuses** When You Pay in Full!

~~\$750~~

\$595

1 payment today, best price!

HERE'S WHAT YOU GET:

6 Modules that build your content confidence week by week

Captioned videos, worksheets, and custom content tools

Support in our **private Content Lab community** for 6 months

Access to **monthly LIVE content reviews** for 6 months

BONUS: **Best Practices for Search Engine Optimization (SEO)**

BONUS: **Plug & Play Email Marketing Templates**

PLUS THESE PAY-IN-FULL BONUSES:  
**Content Starters:** 75 Ideas to Get Your Gears Turning  
**Content Editing Training:** 7 Ways to Polish Before You Publish  
**Plug & Play Content Templates** for About and Home Pages

THE CONTENT LAB for \$750 1 payment of \$595

LIMITED TIME

### NEW 7-Payment Plan

Get Started for Less!

~~\$750~~

\$99x7

1 payment today, 6 more every 30 days

HERE'S WHAT YOU GET:

6 Modules that build your content confidence week by week

Captioned videos, worksheets, and custom content tools

Support in our **private Content Lab community** for 6 months

Access to **monthly LIVE content reviews** for 6 months

BONUS: **Best Practices for Search Engine Optimization (SEO)**

BONUS: **Plug & Play Email Marketing Templates**

THE CONTENT LAB for \$750 7 payments of \$99

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Use the space here to spell out what you'll add in each section of your pricing table:

NAME		
PRICE		
FEATURES LIST		
BUTTON COPY		

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### Section 8: Guarantee

This section should directly follow your pricing table. This section will reassure prospects who are hovering over your “buy” button and take away the risk of making this purchase.

**Guarantees are powerful persuasive tools** – spend some time making this section work for you.

#### TIPS FOR WINNING GUARANTEES:

- **Consider giving your guarantee a name** that reinforces what you deliver. The “Empowered Coach Guarantee,” The “Life Mastery Guarantee,” The “Confident Baker” Guarantee. These all describe how your customer will feel once you deliver your transformation – they become another small piece of marketing copy for your offer.
- **Be generous.** Refunds are rare. A strong, confident guarantee will help to increase conversions and boost your revenue. Consider 30, 60, or even 90-day guarantees.
- **Use trust symbols to reinforce your guarantee.** Represent your guarantee with images, not just words. Find stock art or have a designer create an image that represents your guarantee. Examples below.



NOTE: It's difficult to offer a guarantee on services! Once the service is delivered, you can't get that time back. You could guarantee an aspect of your service like the speed of delivery, 24/7 access, etc. Or you could get audacious and create a simple, unconditional service guarantee that offers all money back if your customer isn't satisfied.

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Once you feel 100% confident about your offer delivery, this kind of guarantee will help you sell more – guaranteed.

**Write your guarantee below:**



### Repeat as needed

If you're selling a relatively inexpensive offer, you can stop here.

If your offer is higher priced, consider repeating some of these sections.

You could add:


- A second list of features and benefits, described in a different way.
- Another set of customer testimonials.
- Another pricing table and guarantee.

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### Optional: Add a bio section

If you or your team is delivering the service or offer, consider sharing more about your background. This will help prospects connect with you personally.



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*“I can’t wait to work with you inside my course, The Content Lab. You’ll get my personal attention and guidance so you can create content marketing that builds an engaged audience and creates revenue for your business.”*

I’m Pamela Wilson. I’m the author of two best-selling books on content marketing, *Master Content Marketing* and *Master Content Strategy*.

You may know me as the founder of BIG Brand System, the website I started in 2010.

You may also know me for my work with Copyblogger, where I was the Executive Vice President of Educational Content. Copyblogger is an industry leader in content marketing.

I was not a writer when I started — not even close.

But over the years, I gained confidence as a content marketer. That confidence happened because I figured a few things out.

The Content Lab is where you can master my approach so you can enjoy all the promise of content marketing — without all the pain. I can’t wait to work with you — join me!

### Optional: Add an FAQ section

A Frequently Asked Questions section can help prospects get the information they need to make a purchase. It’s a great place to answer common objections!

State the questions using the exact language your customer uses, then answer in your own writing voice.

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### **HOMEWORK:**

Need to create a sales page?

Fill out this form and send in your sales page copy for feedback. Or use it to write copy and design your sales page — then send in your finished page for feedback.

Sales pages can be challenging — we're here to support you as you create this important marketing asset!