

# Smart Offer

## SALES KIT

### WORKSHEET

## Create a Payment Page That Converts

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### What's a payment page?

Online sales start with a link from an email, a sales page, a social post. But they all end in one place:

#### **A payment page.**

This is the page where your buyer types in their credit card information and pays for your offer. This page is the last hurdle they have to get past in order to become a customer.

It's important!

If you're using shopping cart software like SamCart, ThriveCart, or built-in cart pages from services like Kajabi, Teachable, or Thinkific, you can design this page to increase your sales conversions.

Keep reading to learn more – and see examples.


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### What does an optimized payment page look like?

Here's an example of an **unoptimized** payment page:

### Rewire Your Food-craving Mind

 SECURE CHECKOUT

 SATISFACTION GUARANTEED

**Contact information:** \_\_\_\_\_  


☐ I agree to the [terms and conditions](#)

**Choose a pricing option:** \_\_\_\_\_  





☒ One-time payment (\$487.00)

☐ Split pay (3x \$164.00)


**Payment information:** \_\_\_\_\_  

 Completing Payment With **PayPal**

**Complete Order** ➔

     
100% safe & secure

Total payment  
Rewire Your Food-craving Mind \$487  
Mind  
All prices in USD

Powered by  ThriveCart © 2021+

It's clean and clear, but if someone is wavering about buying this offer, this payment page doesn't reassure them or give them a sense of excitement about the offer.

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In contrast, the **optimized** payment page below is doing so many things right! Keep scrolling to read notes about this page.

## Break your stress and emotional eating habit

Your feelings don't have to rule the way you eat.

In Rewire Your Food-Craving Mind, you'll get lightweight, but high-impact skills to break your stress and emotional eating habit.

Enrollment closes on October 24, 2021 at 11PM Central US Time.


Contact information

Choose a pricing option






One-time payment (\$562.00)  
\$562.00


Split pay (3x \$189.00)  
3x \$189.00

Payment information



Complete Order





Secure checkout  
Your purchase is encrypted and secure.

This individual coaching program with Abigail Roaquin, BSN, RN includes

- 1 one-on-one coaching session
- 4 one-on-one weekly check-ins
- 6 weeks access to email coaching support
- 6 weeks access to science-based tools and exercises

Total payment

Rewire Your Food-Craving Mind	\$562
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All prices in USD

"Incredible value for the price.

The practical tools and strategies have helped me increase my **consistency** with low carb, fasting, and build healthy habits."

Emily P. Minnesota, USA

"Learn how to break the cycle of poor choices.

Understand why you think and do the things you do that might be leading you to poor behaviors and actions. And how to **break that cycle**."

Fleur S. Ottago, New Zealand

"If I had learned this 30 years ago, my life would have been very different.

I tend to be a bit black or white with regard to effort, the program has helped me to find the grey which is where sustained change can be found. This is the most self-compassionate program I've ever done. It works, and is **worth double the price**."

Marina R. Sydney, Australia

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Review the notes below, then move to the next page for a list of the items to include on your payment page.

Headline states  
the transformation  
this offer delivers

### Break your stress and emotional eating habit

Short copy  
reiterates this  
offer's big promise

Your feelings don't have to rule the way you eat.

In Rewire Your Food-Craving Mind, you'll get lightweight, but high-impact skills to break your stress and emotional eating habit.

Enrollment closes on October 24, 2021 at 11PM Central US Time.

#### Contact information

Your first name

Your last name

Your email address

#### Choose a pricing option

One-time payment (\$562.00)  
\$562.00



Split pay (3x \$189.00)  
3x \$189.00



#### Payment information



Complete Order



Secure checkout  
Your purchase is encrypted and secure.

This individual coaching program  
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includes

- 1 one-on-one coaching session
- 4 one-on-one weekly check-ins
- 6 weeks access to email coaching support
- 6 weeks access to science-based tools and exercises

Brief list of features  
so buyer knows  
exactly what they're  
paying for

#### Total payment

Rewire Your Food-Craving Mind \$562  
All prices in USD

#### "Incredible value for the price.

The practical tools and strategies have helped me increase my **consistency** with low carb, fasting, and build healthy habits."

Emily P. Minnesota, USA

Testimonials give  
reassurance that  
this offer works

#### "Learn how to break the cycle of poor choices.

Understand why you think and do the things you do that might be leading you to poor behaviors and actions. And how to **break that cycle**."

Fleur S. Ottago, New Zealand

#### "If I had learned this 30 years ago, my life would have been very different.

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Marina R. Sydney, Australia

Security symbols  
build trust

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### What to include on your payment page

To optimize your payment page for conversions, include as many of the items below as you can:

A headline that reiterates the transformation your offer delivers.

A mock up that represents the program, or an image of you if customers get access to you.

A line or two that restates the offer.

The decision deadline, if there is one.

A buy button in a bright, contrasting color so it stands out from the rest of the page.

Trust symbols to reassure that the purchase is secure.

A bulleted list of features that spell out exactly what your customer is paying for.

At least two or three strong, concise testimonials (highlight the best sentence or two).

Guarantee symbols and terms if you offer a guarantee.

A small link to any legal terms and conditions you are using.

**IMPORTANT:** As you put this purchasing page together, keep in mind that it needs to look visually related to the page your prospect is coming from.

If they're coming from a sales page that uses your brand fonts and colors, make sure this purchasing page reflects those same fonts and colors as closely as you can so they're reassured that they're buying the offer they just read about.

Send in your payment page for a review if you need feedback!