

## Section Three

### Introduction to Designing Your Sales Sheet

#### **Mary Lou**

Welcome to Section Three where you will learn how to use our seven-step method for designing an effective sales sheet.

#### **Dennis**

In Section One you learned how to use Canva's Tools and apply them to the design of your sample sale sheet. In Section Two you learned how to set up a tabletop studio, edit your photos and upload them to Canva. Now, in Section Three you will discover how to design attractive sales sheets that clearly communicate your product's prime benefit and its important features.

#### **Mary Lou**

When you follow these seven steps, your sales sheet will deliver the information your prospects need to understand your product and be motivated to buy it. This design process doesn't guarantee your prospects will buy, but it does guarantee they will understand your product. A professional presentation shows prospects that you care about your product. It makes them feel confident that you know what you're doing.

#### **Dennis**

So what is this Seven Step Method? Well, it's very simple. And when followed, it takes the guesswork out of design while leaving infinite room for creativity. These seven steps may seem obvious once you learn them, but you'd be surprised how often professional designers don't follow them. We see too many sale sheets cluttered with details that actually get in the way of motivating a prospect to buy. Keep this in mind when you are designing. A great sale sheet should not answer every question a prospect could ask. Its purpose is to whet their appetite and make them hungry to know more.

#### **Mary Lou**

Now, let's jump into the next lesson and find out how to create sales sheets that will make prospects hungry for your product.

## The 7 Step Method for Laying Out Your Sales Sheets

**Step One** is placing the Hero Image of the product prototype, or drawings. This is the prime focus of your sell sheet. The hero image is always at the top of the sheet because the eye is always drawn to images before words.

**Step Two** is your product name and any trademark ID, eg <sup>TM</sup> or <sup>®</sup>.

**Step Three** is your sub title, which describes your product's prime benefit, in other words, what problem your product solves.

**Step Four** is what we call the personality paragraph. This is where you can reinforce your subtitle by adding some flavor and humor if it's appropriate.

**Step Five** includes your detail photo or photos, including packaging if you have it, and any details that can be clearly shown in a photo showing the product in use or in action.

**Step Six** is where you show your secondary features and benefits and possible testimonials that you think buyers or licensees need to know.

**Step Seven** is adding your company information, including your physical address, telephone, email and website if you have one.