

Sales Page Cheat Sheet

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Welcome!

Thank you for taking the time to sign up and get your free copy of your Successful Sales Page Cheat Sheet.

My goal with this free resource is to give you my personal outline of how I create sales pages for my clients so that you can put them to work on your own. I'd love to hear about how this helped you and welcome you send me a personal email at teri@terismart.com.

Enjoy!

Teri Smart

Sales Pages!

They don't have to be as hard as they look. Once you have the important basics down you'll have the majority of the work done. The tips I've included in this handy little download are those basics. What I recommend you do is create an outline for yourself using the tips below. Then you can go back and write your heart into each section.

Something that is very important to know before you start creating your sales page is who your ideal client is. You're going to be writing to this person specifically in your sales page so it's highly important to know who you're selling to.

1

Your Big Bold Claim:

What is your big bold claim? What are you promising to deliver? What is the direct benefit and result that you want your customer to receive? This should be stated at the top of your sales page. Every sales page is different, some start with the title of their program, some start with the claim itself. You can get some ideas from the following link that discusses "[How to write magnetic headlines](#)".

Problem and Pain Points:

What problem(s) is your prospect facing? What are their pain points? Make a list of them all and when writing your sales page you can create this section with bullet pointed questions. Example:

- Are you tired of editing your sales page?
- Frustrated, spending hours on end trying to get the words right?

Note: this is not the only way to set this section up. Too many questions can get annoying to the reader. You'll want to research the way other people write this section and get inspired (not copy) and then decide for yourself.

After pointing to their pain points, let them know (in your words) that it doesn't have to be this way, and what you are there to help them do.

2

3

Emotional Connection:

Do you have a personal experience with this situation that your customer can relate to? People will connect quickly and easily with someone that is like them. Share your story about what helped you to finally break through the same challenge your customer is having now. Try to stick to the main points and only write what is relevant. You don't want your prospect to drift off with too much text to read.

Setting yourself apart:

Why is your solution better than others in the market? Why are you different and why should they choose you? State the answers to these questions in a bold confidence. Explain how you are better than others out there and why your prospect should buy from you instead.

4

5 Creating a sense of urgency:

Why do they want and need your solution right now? Why should they not wait? You don't want your potential client to wait. That only gives them a reason to talk themselves out of buying. Even when they know they need your services. Help them make up their mind by telling them why they shouldn't wait.

6 Benefits:

What are the benefits of the solutions that your customer will experience from buying from you? You can add benefits in areas such as financial, emotional, physical and spiritual. These are indirect benefits, things they will experience as a result of using your product or service. Examples of what my customers can expect to experience can be found here in [Part 3 of my Sales Page Blog series](#).

Not all are required but are helpful if you can think of one for each). When writing these out, you can say something like: "Imagine feeling (financial benefit, emotional benefit, etc.)."

Include in a paragraph or bullet points what your prospect can expect to experience or get when they buy your product or service. List some of the key features and benefits that your prospect can look forward to.

7 Testimonials:

Also known as social proof. While reading your sales page you are developing trust with your prospect. Social proof, what others have said about you is important. Word of mouth is the best way to sell your product or service and when a prospect can read about another person's experience with you that will create trust in you and your product or service.

Extras

- Are you offering any bonuses?
- Do you have a guarantee? (this is a personal decision)
- Do you have an FAQ section?
- Does your call to action clearly state what to do to purchase?
- Have you stated exactly what to expect after the purchase is made?

Wrap Up

I know this is a lot to think about. But it's necessary to go through this process if you want to reach your potential clients and change lives. I want to help you do that and I hope that these tips have helped.

If you've done all you can and feel that you're struggling I'd be happy help. All you have to do is send me an email at teri@terismart.com.

I am currently offering sales page services as well as other web page services, editing for your Ecourses and eBooks, and also blog editing services. I would love to serve you with one of the above mentioned but if you need something else then just let me know and we can schedule a phone call to talk about your needs. I would love to connect with you!

It's been a pleasure serving you with this download and I truly hope that it's helped you. If you have a question or would like to let me know how this free download helped you, please feel free to reach out to me at teri@terismart.com or you can visit my site at terismart.com. I'd be honored if you stopped by.

I hope to connect with you soon,

Teri Smart

PS If you have any suggestions, comments or questions about this download, I would love for you to drop me a line at teri@terismart.com. I'm always looking to improve the way I serve you and I would love your feedback!