



Sales Page Success

So you're ready to create a 'say yes' sales page for your latest offer on a product or service you're ready to put into the world? Great!

THE MOST important thing you can do to get clients and customers hitting the 'buy now' button on your page is to COMMUNICATE YOUR MESSAGE WITH CLARITY.

And by message, I don't just mean the thing you share in blog posts and newsletters. I mean, that IS your message, but now you need to communicate it in a way which has your ideal client saying "I felt like you were reading my mind whilst I read that."

This means you must, must, MUST know...

- a) Who you're speaking to. Directly. There are a number of ways to identify them but you've got to imagine them at their threshold moment of investing in you. What are they thinking and feeling? One of my favourite ways to understand this is to write a journal entry from THEIR perspective at the point of "I need Naomi's help!"
- b) What OUTCOMES/RESULTS your product or service is going to provide for your ideal client or customer. It's no use saying '6 calls, 3 workbooks etc etc...' That stuff is important to include (we'll get to that) but first, you've got to talk about the REAL results. For example, a health coach might talk about being able to support their client in reaching a particular fitness goal by the end of the program.
- c) Why are YOU the go-to person for this offer and not somebody else? Chances are, there's at least one other person in the world who is doing what you are. Why should your ideal client work with you and not them? This is the point where you need to show off a little bit and own the expert status you've earned in the pursuit of your life's work. In short - if you don't believe in you, you can't expect anyone else to either.
- d) How does it work? This is the part where you talking about the amount of videos, audios, workbooks etc is important. Break down how the product/service will be delivered so that your ideal client knows exactly what they'll be getting when they invest.
- e) How much does it cost and where do they sign? Providing you've NAILED everything else, this is going to be the question your ideal client is asking at this point and so whatever you do, don't overcomplicate the process. An obvious button, a clear link and a 'buy now' type message is all you need here. Confused customers don't buy.

Now that you've got the basics of what you need to include for a 'say yes' sales page which has your ideal clients pulling out their purse to pay you, let's talk about how to structure it and put it together so that your page flow is perfect and your ideal client reads from start to finish as opposed to dropping off halfway through...



Sales Page Structure

In truth, providing that the components I shared on the previous page are present on your sales page, you shouldn't have much trouble getting clients who are excited to pay you. However, structuring your sales page right can mean that you truly have your ideal client reading your page from top to bottom rather than scrolling down to the price point to work out whether or not they can afford it before anything else (don't deny it, we've all been there!)

Use your own creative licence, but here's how I like to do things...

1. **HEADLINE** - (catchy title) and **SUB-HEADING** (still catchy, but explains in a few more words exactly what it is you're offering)
2. **VISUALISATION** - By this I mean help your ideal client visualise what life could be like once they've invested in your product/service this could be with a series of bullet points starting with 'Can you imagine what it would be like to...' (For example) or you could share a short paragraph starting with 'Imagine how it would feel to....' (For example). Essentially you want to map out a scenario your ideal client can visualise and wants.
3. **PAIN POINTS** - What is your ideal client *currently* experiencing which is just not cutting it for them and leaving them needing what it is that you're offering. You could start this section with something like 'But right now, you're...' (For example).
4. **THE SOLUTION: AKA YOUR PRODUCT/SERVICE** - You've painted the picture and addressed what they're dealing with, now it's time to give them the product/service they need in order to obtain those outcomes you outlined at the beginning.
5. **WHO IS YAY & WHO IS NAY?** - This is the point where (potentially in bullet points) you outline who this product/service is for and who it isn't for so that your ideal client is still super clear you're speaking to them. (Which you will be if you've got the first 4 steps right.)
6. **INTRODUCTIONS** - They've got what your product/service can offer them and now they want to know why you're the person they should trust to deliver it to them. Tell them who you are and the experience you've had in doing what you do so that they not only fall in love with your product/service but you as well!
7. **BATTLE CRY** - I mean, I'm calling it a battle cry, but it probably doesn't have to be that dramatic... Essentially, this is a final call to action before you talk about the investment. You could (For example) start with something like 'so, what's it going to be?...' etc.
8. **INVESTMENT** - What does it cost and where do they sign?
9. **FAQ's/QUESTION BOX** - You can play this either way. Either list some answers to some FAQ's which you know are going to come up, or create a form where your ideal client can submit questions if they'd like to.
10. **TESTIMONIALS** - Last but not least - include some testimonials! (If you've got them.) These don't have to be at the end but they can be. They can also be scattered around the sales page. Your call!