5 SALES PAGE HACKS FOR COURSE CREATORS *THAT BOOST CONVERSIONS!*

WORKBOOK

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WHAT YOUR SALES PAGE IS REALLY ABOUT

Your sales page is _____ about sales!

It is about _____!

And _____ comes down to _____ rate.

The higher _____ rate, the better the _____!

So how do you increase performance of your sales page?

Like an orchestra, your sales page is made up of several different instruments

(_____ to be exact).

DO YOU KNOW YOUR SALES PAGE CONVERSION RIGHT NOW?

Most people think they have a _____ problem, when in reality, they have a _____ problem.

When you increase performance, you automatically increase _____.

SALES PAGE HACK #1

How to use _____ to actually _____ sales.

"The principle of social proof: The tendency to see an action as more appropriate when OTHERS are doing it." - Robert Cialdini

But the problem with testimonials... People don't read them!

How do we get people to read our testimonials?

~~5~~ 7 things you can add RIGHT NOW to get more people reading your testimonials!

1. Have enticing _____ to get people to read your testimony section

2. A _____ picture of your clients _____ at the camera.

3. _____ a juicy _____ from their testimony!

4. Look at ways to break-up the copy with effective _____.

5. Provide name and context about the client providing the testimony.

6. Find ways to show before's and _____'s.

7. Use the _____ to show case testimonies to maximize your sale page space.

SALES PAGE HACK #2: WRITING FOR SKIMMERS!

BIG Misconception: People don't read the full sales page. BUT they skim to find them

_____ pertinent to _____!

If they don't find what _____- are looking for, they won't buy! This is why it

is important for your sales page to have all _____ sections.

Skimmers Crosshead: a _____ that breaks up copy in your sales page

Level 1 Sales Page Mastery: Put in the crosshead in each page scroll.

Level 2 Sales Page Mastery: Create crossheads that are _____ together,

that if someone only read the crossheads, it would all make _____.

SALES PAGE HACK #3: MAKING YOUR COURSE CONTENT <u>SEXY</u>

You don't just want to talk about your _____.

And easy fix to this is to spruce up your _____ names!

Each of your module names need to stand on their _____ and

_____ themselves.

How to spruce up your module names so that people actually are intrigued by them!

2 questions to ask yourself to discover your module names that sell themselves.

Step 1: Ask: What will they _____.

Step 2: Ask: So that?

SALES PAGE HACK #4: PRESENTING YOUR PRICE

The price becomes an awkward moment. When you are awkward, people feel it.

2 things you can do to be unapologetic with your price!

1. The _____ & _____ comparison Present a _____ alternative that is more _____.

2. Payment plan _____! ALWAYS! Leading with a payment plan _____ those who want to pay in full instead of making those who want a payment plan feel like they are being _____.

SALES PAGE HACK #5: HOW TO ADD MORE REVENUE WITHOUT ANY WORK

Add a _____ off & _____ chart.

There will always be a segment of your audience that wants the VIP! So why NOT give it to them?

The Comparison Chart shows the _____ between the two.

Question Time:

How much of an impact will even just one of these hacks have on your sales page?

Great Sales Pages aren't written, they are _____. And every great Sales Page has _____ sections that serve a _____ towards getting you the _____.

Leave a _____ out and you leave _____ on the table!

Creating Your Sales Page this way creates:

- _____ & _____ in a crowded market place

- All the relevant information your prospect needs to make an _____ _____.

- _____ people who are the WRONG fit, ONLY _____ the right!

- Does a lot of the _____ for YOU!