

Brown Bag Workshops from BIG Brand System

The Essential Elements of a High-Converting Sales Page

*Use this worksheet to put together
everything you need to write an effective sales page
for your new product or service.*



*Use the spaces below to add notes about each of the essential
elements you'll use on your sales page.*

A detailed description of why people seek out your solution.

What are the current challenges/issues they want to solve ... as they would describe them in their own words?

A detailed description of how they feel and what they experience when they use your product or service.

Use their own words if possible.

Common objections people would have to purchasing your offer.

Think of *internal objections* (this will never work for me, everything else has failed, my situation is too difficult to fix, etc.) and *external objections* (this will take too much time, I can't afford it, etc.).

Internal objections:

External objections:

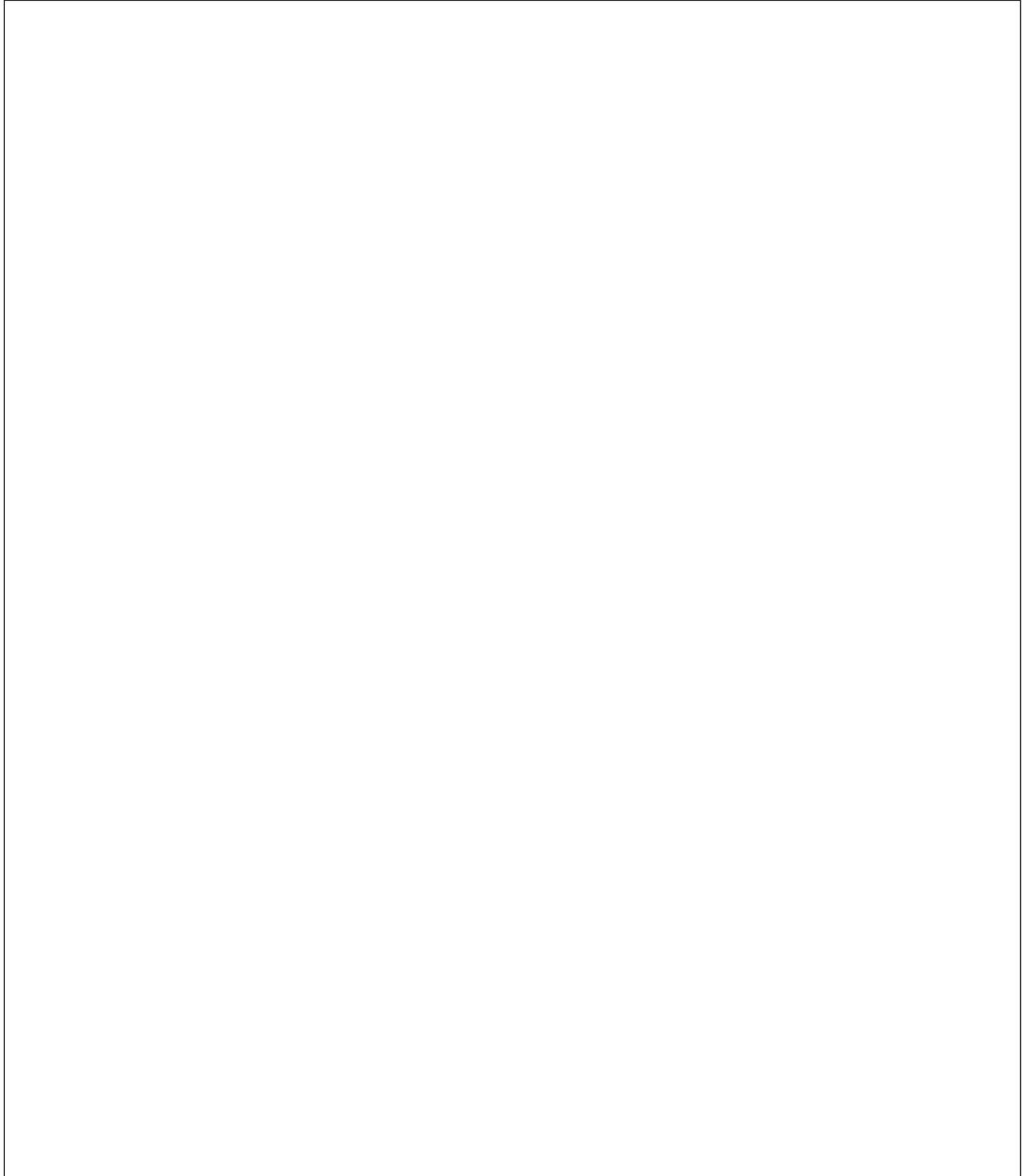
What makes your offer different?

Describe your unique approach. How do you stand out from your competition?

This can be something as simple as “you get my personalized attention” or as complex as “you get access to our proprietary formulas.”

5-7 of your best testimonials.

Add any awards you've won, organizations you belong to, certifications you hold.



Testimonials and awards (continued)

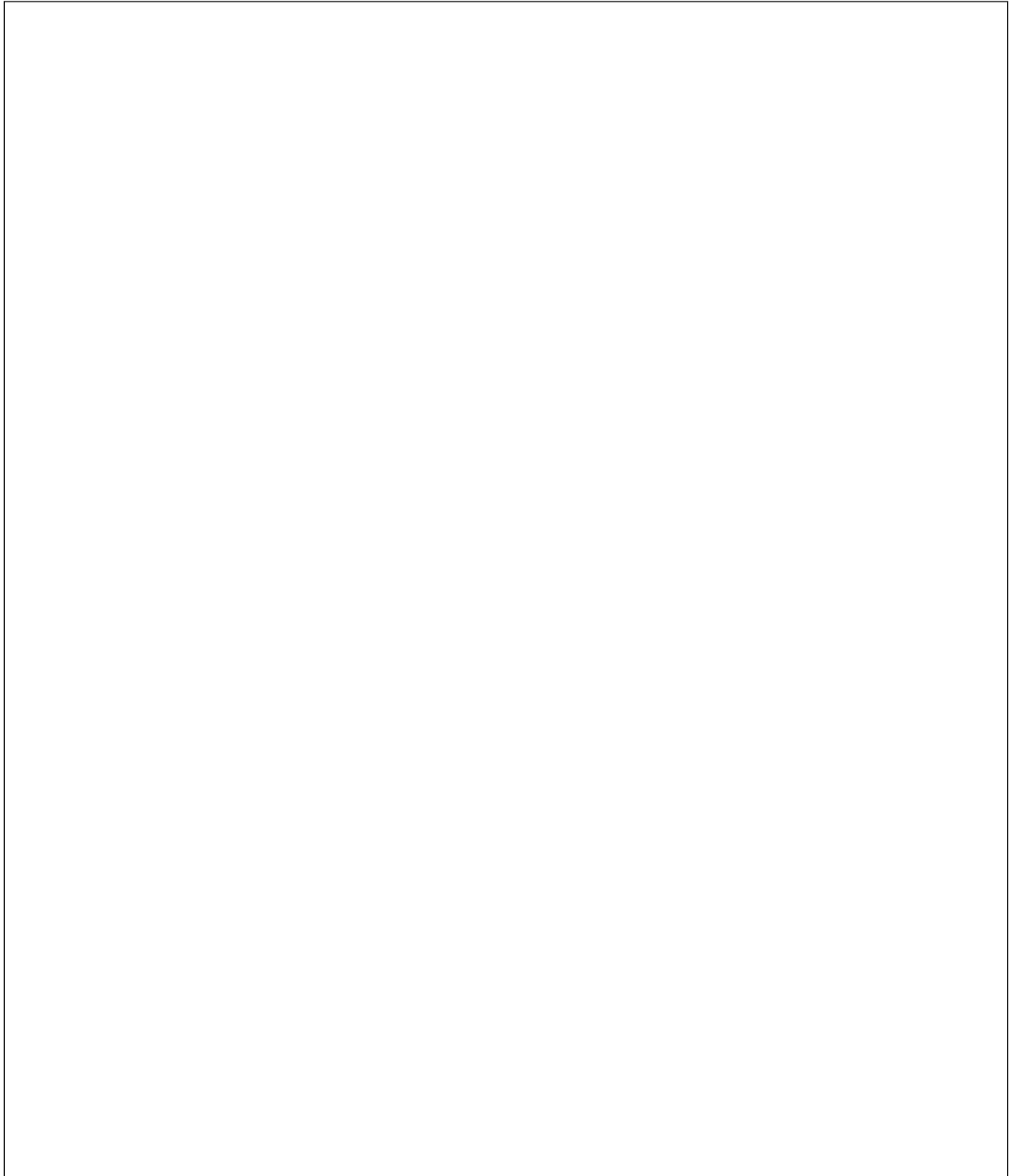


A concise description of your offer.

How does it work? What exactly can they expect? Include timeframes, lists of content like “X modules, X lessons, X hours of coaching time, X workbooks” etc.

Pricing/packages descriptions.

What will they get at each level?



Your guarantee.

Offer a guarantee if possible and describe it in the space below.

Use these essential elements to begin writing your sales page copy. The Brown Bag Workshop presentation will show you how to add your copy to a page and structure it so it's easy to read.