



SALES PAGE MASTERY

Workbook

WELCOME!

A killer sales page takes the idea in you head and turns it into an actual product you sell on your website or socials.

Having the ability to turn ideas into products is what has both made my business fresh, fun and exciting with new programs to sell all the time AND profitable too.

It's not unusual for me to have the idea for a new program and be selling it within the hour and so this means when I take something to market I do it fast and this means I'm able to bring all of the excitement I have for the program to my marketing of it and this goes a very long way towards making early sales....people will always pick up on your excitement because it's infectious.

With all of that said I don't want you to feel hamstrung by the tech stuff and think that if you can't build your own sales page quickly (or at all) that you won't be able to use this bundle because what is REALLY important is what I'm about to share with you next about the actual content for your sales pages.

Nail the writing of your sales copy and you can sell your new program or coaching package from an Instagram or Facebook Post and a solid call to action.

What is more important than anything else is your ability to write in a way that connects with your potential clients AND inspires them to act and take the next step.

In all of the years I've been doing this I've never studied copywriting or taken any courses and you won't need to either if you follow what I'm about teach you.

I know it can be tempting to hire a copywriter and I've certainly done it myself but the problem is no-one knows your products and your market better than you and when you hire a copywriter, they can only do a really great job for you if you can provide them with that information....information about how your dream clients think, the problems you're solving and everything in between. I believe that if you have to provide that information anyway you might as well use it yourself to write copy that comes straight from your heart.

I've never had a copywriter do a better job than me at writing for my people and I believe the same will be said for you too once you get into the swing of things.

My method is really quite simple once I have my new program idea in mind, at this point I am assuming you have your offer mapped out, at least in your mind and you know what you're selling, are 100% confident in your ability to deliver the product and are now ready to write your sales copy.

If you haven't then head to the Foundations Masterclass where I cover this in more detail and then come back.

<https://secretcoachesbusiness.com/foundations-masterclass/>

On the following pages is a stepped out version of how I create my sales copy for you to follow, in time you won't need to work through the steps because the style of writing will become second nature to you but in the meantime here we go:

MAPPING OUT YOUR SALES COPY

STEP ONE - GETTING INTO THE MIND'S OF YOUR DREAM CLIENTS & MEETING THEM WHERE THEY'RE AT

Connection is about meeting your readers where they're at right now, as they search the internet in need of help.

Think about your new program and the problem it's solving then list out all of the ways your people are suffering and struggling through this problem and what it's costing them.

For example if you're a weight loss coach right now you can imagine how they're feeling if they've been forced to the internet looking for a solution right?

They'll be feeling unattractive, they'll be avoiding intimacy and events....being unhappy and cranky....embarrassed etc....how is this impacting them? What is remaining in this state costing them?

You need to let your people know you can feel their pain and understand it without judgement...do that and then you're ready to meet your readers where they're at in a really powerful way.

NOTES:

STEP TWO - SHOW THEM YOU KNOW WHAT THEY WANT

Think about all the ways life is going to be better for your readers once they do your program and solve that problem...what will be different? List those out too.

Using the same example this would look like you painting a picture for them of what life can be like....also letting them see you know what they want.

NOTES:

STEP THREE - WHY YOU

So far you've been able to show your readers you understand their problem and you know what they want and now you need to let them know why they need to listen to you.

Why would they choose you over anyone else on the internet?

Here it's important to establish your credibility by showing them your experience in THIS particular area.

This is not the time for listing every qualification you've ever achieved or for a full bio.

A quick paragraph that shows them you know your shit is all you need to establish credibility.

NOTES:

STEP FOUR - SHOW THEM HOW YOU CAN HELP THEM

Coaches often have trouble articulating HOW they can help their clients, they know they can, but getting the words out about how is often a real challenge.

The way I help my clients get around this is to have them map out the journey from where their clients are now to where they want to go and the steps they will take them through.

Look at any of my sales pages and you'll see how I do this.

NOTES:

STEP FIVE - LOGISTICS

Map out the details...things like cost, call times, what's included in the program etc

NOTES:

STEP SIX - CALL TO ACTION

What do you want them to do next?

Book a discovery call?

Buy now?

Inspire them to take that next step.

NOTES:

STEP SEVEN - BRINGING IT ALL TOGETHER

Now you have all of the pieces of the puzzle it's time to do the actual writing.

The simplest way I can explain this is to say that I want you to write this as though you're writing a letter to someone you know who is struggling with this very problem.

Write from the heart being mindful to cover all of the things above. When that feels complete read it over once then walk away.

Come back and read it over one more time, make any changes you feel necessary and then it's done.

NOTES:

YOUR COPY & SALES PAGE

GETTING INTO THE WRITING FLOW

What can you say right off the bat to let your dream clients know you understand their struggle?

ie: I see you there, struggling with.....

What can you say to quickly sum up what this program is about in a results focused way?

ie: Over 6 months I'm going to show you how you can....

What can you say to show them what's truly possible?
ie: Imagine 6 weeks from now being able to....

What can you tell them about you that's relevant to this particular package?

The Logistics

What's being covered in the program?
ie: In Week One we.....

Times / dates / call logistics

Any Bonuses?

Price.

FAQ's

(You'll use this to overcome any objections and to cover any questions you're often asked)

SALES PAGE LAYOUT

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Visually appealing to your market.

Lot's of spacing and chunking of content for skimming.

Clear Call To Action.

TO GET A FEEL FOR THE FLOW AND DESIGN OF A GREAT SALES PAGE HERE ARE SOME OF MINE FOR YOU TO LOOK AT AND USE TO GUIDE YOU

<https://www.michellehext.com/high-ticket-coach/>

<https://www.michellehext.com/5k-formula-2020/>

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<https://www.michellehext.com/start-up-coach-2020/>

PHOTO RESOURCES

[Unsplash.com](https://unsplash.com)

[Pexels.com](https://pexels.com)

**STRESS
TESTING
YOUR OFFER
&
CONFIDENCE**

BEFORE you launch or go ahead with creating your actual sales page it's important to do a gut-check on your product so you can go into your launch feeling 100% confident...you can do that by answering the questions below to ensure you fully get behind your product, your ability to deliver results and the value it holds for your clients...once you're satisfied you have the green light to go for it.

What's your promise?

Are you 100% certain you can deliver this easily AND have a blast doing it? Why / Why not?

Why do your clients need this?

Why is it worth \$XK?

On a scale of 1-10 how excited are you about your product?