

+ BONUS #2

Design The Perfect SALES PAGE

CHECKLIST

Be sure to set up these key elements for great and high converting Sales page:

- Attention grabbing headline
- Hook (What is your offer and why does it matter?)
- Benefits of your product
- Features of your product
- Immediate call to action
- Problem/outcome summary
- Who are you? (Why you are worth of their attention?)
- Detailed description of what's inside when they buy
- Who is your product for?
- Introduce the solution
- Bonuses you offering if they buy
- Testimonials and social proof
- Price and Call to action
- Money back guarantee (If appropriate)
- FAQ (Frequently Asked Questions)
- Images and Branding
- Recap of your offer with clear benefit
- Urgency - a limited time offer