

A desk with a calculator, pen, paper clips, and a dollar sign graphic.

Launch Like a Boss

THE SALES PAGE FRAMEWORK

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Module 5 | Action Plan

THE SALES PAGE FRAMEWORK

Sales Page Sections

Here's the big-picture overview of all the sections of the sales page framework. Of course, you don't have to include all of these on your sales page, but it's seriously recommended that you include most of them!

- product details
- benefits
- how it works
- who it's for (and not for)
- testimonials
- the results
- urgency
- call to action
- FAQ's
- fine print
 - ◆ guarantee
 - ◆ refund policy
 - ◆ support policy
 - ◆ terms of service
 - ◆ disclaimer

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Write Your Sales Page

Writing a sales page is a big project, and it can certainly feel overwhelming. The easiest way to get it done? First, just get all the information out on paper. Don't worry about it being polished, persuasive, or anything you'd want anyone to read. Just get the facts out there, bullet-point style.

Once you've filled out the outline below with all the details about your offer, you'll find it much easier to write each of your sales page sections. I'd recommend you complete that step inside a word processing program.

Product Details

What is it? _____

What's included?

- _____
- _____
- _____
- _____
- _____
- _____
- _____

Product specs:

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Benefits

What big result will the product create? _____

What are three specific ways your customer's life will change?

1. _____
2. _____
3. _____

How It Works

How does your product create the promised results? _____

Exactly what will happen after they buy? _____

Who It's For (and NOT for)

What specific **type** of person is your product for? _____

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What **situation** might someone find themselves in that would necessitate your product? _____

What **feelings** might indicate that your product would be a good fit? _____

What are some factors that might mean your product **wouldn't** work for someone?

Testimonials

Do you already have testimonials? If so, where are they? _____

If you don't have testimonials, how do you plan to procure some?

Suggestions:

> beta testers

> friends

> quotes that offer "supporting points"

Testimonial "Formula"

I was [feeling a certain way/in a certain situation].

I wasn't sure [product] would work for me, because [something about my situation].

But, I'm so glad I tried it, because [it did work]!

Now, [my life changed in this specific way]!

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The Results

If a customer buys your product and gets the result you promise, what will their life look and feel like?

Urgency

Why should prospects buy NOW? _____

Why will they miss out if they don't? _____

Call to Action

*More than simply asking your customers to buy...
CHALLENGE THEM to change their situation.*

"Stop settling for _____."

"It doesn't have to be this way. You can make the decision to _____."

"Stop struggling with _____. Do yourself a favor and [buy product]."

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What will you **challenge** your prospects to do?

FAQ's

What questions do people often have about your product?

→ _____

→ _____

→ _____

→ _____

→ _____

→ _____

→ _____

→ _____

→ _____

What doubts might prevent people from feeling confident enough to buy?

→ _____

→ _____

→ _____

→ _____

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What *should* your prospects be asking about your product?

→ _____
→ _____
→ _____

Fine Print

What guarantee do you offer? _____

What's your refund policy? _____

How will you support your customers after they buy? _____

Are there any particular points that are important for you to cover in your terms of service?

→ _____
→ _____
→ _____

What legal disclaimers should be made about your product or the results that you promise? _____
