

# SALES PAGE TEMPLATE

**ONLINE**  
business marketing

1

**RESEARCH :**  
**OFFER / PRODUCT / AVATAR**

- Emails
- Socials
- Past, Present & Prospects
- Headline Research
- Competitors Analysis

2

**KILLER HEADLINE**  
**PIC OF YOU / LOGO**  
**SALES VIDEO**

- 1) Go from \_\_\_\_\_ to \_\_\_\_\_ in just \_\_\_\_\_
- 2) Do you want to \_\_\_\_\_ without \_\_\_\_\_ and \_\_\_\_\_
- 3) Are you ready for (process) to \_\_\_\_\_ and \_\_\_\_\_

3

**PAIN & PROMISE**  
**WHO IS THIS FOR?**

Can you Imagine?  
Does this sound familiar?

When it comes to \_\_\_\_\_  
You struggle with :  
1.  
2.  
3.  
4.

You want to \_\_\_\_\_ because  
Benefits:  
1.  
2.  
3.  
4.

4

**WHY ME?**  
**WHY THIS?**

Qualifications / Credibility / Experience  
Point of difference  
Your Beliefs / Values / Successes  
Make it relatable to client's feelings

5

**TESTIMONIALS AND**  
**SUCCESS STORIES**

Screen Shots  
Measurable Results  
Visuals

6

**WHAT'S INCLUDED IN INVESTMENT**  
**ROAD MAP - INFOGRAPHICS**

Value, Bonuses,  
Pricing, Payment Option  
Guarantee, Terms & Conditions

## 7

## FAQ'S

Do I need this?

Who is this for?

Will this help me?

When does this end or start?

What's the schedule / outline?

Refund Policy?

Can I talk to someone?

What happens after purchase?

How long will this take me?

Can we work 1 on 1?

How is this different?

How can we communicate?

Payment Options?

Is this right for me?

Can I find this info online?

Who is this not for?

What mistakes people make

Benefits of Program