

Simple Sales Page Outline

Does writing a sales page paralyze you?

Relax, it's not as hard as you think. In fact, if you imagine yourself chatting over coffee with your prospect, it gets much easier.

If you're selling a small-value product, say \$5 to under \$27, you'll find you don't need to sell your product so hard. Below is a simple outline that will help you write a sales page quickly and painlessly.

Go over each question and, when you answer them, keep in mind that you're communicating to one person and not the hundreds or thousands of visitors you expect to get.

Headline

This is an essential part of your sales page, although not the most important part. It's essential, because, unless your headline grabs the reader's attention, you'll never have the chance to make your pitch. So write a headline that makes your reader want to read the rest of your sales page. You're not trying to get their business with your headline; you just want them to stick around.

The easiest way is to make a grand, bold claim about your product. Of course, it needs to be true, but make the boldest claim you can possibly live with. Avoid cute headlines. Choose clarity over wit.

And make your headline a complete sentence. Complete sentences work better than phrases or key words.

What's the #1 problem your product is trying to solve?

(What problem keeps your prospects awake at night that they're desperate to solve?)

When answering, drive the knife deeper into your prospects' wound. Remind them how painful the problem is, and how much they really want to solve it. This makes them more open to...

What solution do you offer?

(i.e., your product)

Now that you've primed your prospect, you can talk about your solution. How does it work? What are its features? What are the benefits of those features? Remember, people buy for emotional reasons, but they need to rationalize their purchase with logical reasons. Features address their need for logic. Benefits address their emotions. For more on identifying your product's features and benefits, [read this \(http://alexisrodrigo.com/what-your-market-really-wants-features-benefits/\)](http://alexisrodrigo.com/what-your-market-really-wants-features-benefits/).

At this point, you'll want to include:

- all the different components of your product (ebook only, or ebook + DVD, etc?)
- bonuses
- price
- guarantee

How will your product change your prospects' life

What will your prospects' life look like after your product has solved the problem? Paint a picture of how your prospect's life will be after using your product. Make it so vivid, they can smell it.

Show proof that your product works.

You've made some pretty bold claims (and if they aren't bold, I would question either the quality of your product or your confidence in it), now you need to prove them. There are several ways to do this, including:

- testimonials
- demonstrations
- before and after pictures

Who are you and why should the reader believe you?

People won't buy from you unless they trust you, so don't think you can remain anonymous. Show your face. Share something about your background -- things that show you're knowledgeable and experienced about the matter at hand. Keep it brief, personable, and relevant.

How do they buy?

Tell your prospect what to do next: click the button, click the link, place your order.... Tell them what to expect. Will the PDF be emailed to them? Will they be redirected to another site (such as PayPal)? How quickly will they get their order?

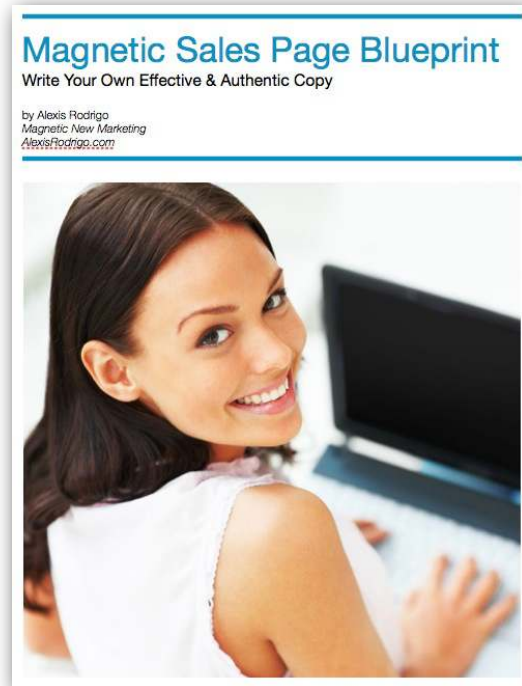
PS

They say the PS is one of the most-read parts of a sales page. I guess many web users read the headline then drag the scrollbar to the PS! Use the PS wisely. You can reiterate a limited offer, emphasize a benefit, or give one last, compelling reason why the reader must make their purchase RIGHT NOW.

Now you're done!

Put your sales page in a pretty lay out, add some images to break up chunks of text (but only use images if they're *relevant*), and you're set to go.

Do you need to write a longer, more expanded sales page?



Check out my guide, **[“Magnetic Sales Page Blueprint: Write Your Own Effective & Authentic Copy”](#)**

It's a complete package to help you write and publish a profit-pulling sales page without hiring a copywriter or taking a full-blown copywriting course.

Here's how it works:

1. Answer a set of questions about your target market, product, and yourself.
2. Plug your answers into a basic sales page template.
3. Paste your draft sales copy into either an HTML website template or a WordPress template.
4. Add graphic images and links to your your

shopping cart.

5. Refine your sales page using a checklist.
6. Publish the sales page and start receiving orders.

Get the full story [here \(http://alexisrodrigo.com/magneticsalespage/\)](http://alexisrodrigo.com/magneticsalespage/).

About The Creator



This **Sales Page Outline** was created by Lexi Rodrigo, a copywriter and online marketing consultant. Lexi works with self-employed professionals, solopreneurs and small business owners to help them attract more prospects and customers through the Internet and social media.

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