

Anatomy of a Great Sales Page

CONVERTING VISITORS
INTO PAYING
CUSTOMERS



PIGGY MAKES
BANK

Workbook Included



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About The Authors

We are Tracy Roberts and Susanne Myers and together we run the highly successful PLR site www.PiggyMakesBank.com. Between the two of us we have over 30 years of online marketing experience. We've built hundreds of list and email funnels and we've created dozens of lead magnets from scratch.

We make our living through writing emails, and have done so for over a decade. Along the way, we've learned a thing or two and we look forward to sharing that with you.

Any questions about this report, or list building in general? Shoot us an email at piggymakesbank@gmail.com. We're always happy to help and would love to hear from you.

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Introduction

Developing sales pages is an important aspect of having a business today, whether online or offline. If you sell products, physical or digital or even services, you will need to create a sales page at some point. Some studies show that the more sales pages you have on your site, the more traffic you'll get and the more sales you'll make.

A sales page is simply a page designated on your site to specifically sell one product to your audience. The page includes a buy button that takes them right to the shopping cart. The entire point of a sales page is to convert a visitor to a paying customer.

To create a sales page that converts, you need to understand your audience, your products (or services), and how to use that knowledge to pick the right words and phrases that will encourage sales. You'll want to overcome objections, reduce their fear, and make them feel glad to buy through the words that you use on the sales page. You'll use your audience and product knowledge to create the content including the sale page that really converts.

Your sales page can be long or short, and in fact, you may have more than one for each of your products - depending on how many segments of your audience need the product you're offering. For example, if you are selling a mattress, there really isn't anyone who doesn't need one, so you may have many segments of audiences you can market to.

If you have a digital product, that may be the same thing. For example, if you are offering a weight loss book, you will want to direct the copy you create to a specific audience, but you may have several audiences interested in your plan. Start with the biggest portion and then add sales pages for the smaller segments. For example, one sales page may be focused on women who just gave birth while another might be focused on the middle-aged man.

As mentioned above, there are some studies that show that having more sales pages is always better than having fewer. Knowing that sales pages are important to have, it's apparent that being able to create converting sales pages and landing pages is not only a lucrative career to enter, but as a product creator, an affiliate marketer, or anyone who wants to sell online – it's a lucrative way to promote your products and services.

In the following pages, you're going to learn about the components included in a sales page and why you should include those aspects.

You'll learn:



- ✓ How to create a headline that will hook the traffic in and get clicked.
- ✓ Why and how to focus on benefits over features.
- ✓ The importance of showing over telling.
- ✓ Why and how to show social proof.
- ✓ How to overcome objections including some general objections.
- ✓ Plus, the most important part: How to ask for the sale.

As you read this eBook, you may want to take some notes so that you can create an action list of things to do when you finish this book. After all, if you already have a product or service to promote, more sales are just one website page away. Might as well get started so that you can experience the success you deserve.



The Headline & The Hook

Your headlines are some of the most important words you'll ever write. They are the first thing your audience reads. Your headlines enable your audience to realize your offers. If your audience doesn't resonate with the headline you write, they aren't going to see the amazing sales page you crafted, and that means they'll never learn about your problem-solving offer. That's tragic. Thankfully this travesty can be prevented if you learn how to write headlines that hook them in.

Let's look at what is involved in ensuring your headline gets more clicks, makes more sales, and makes your bank account healthy. The main thing you need to do with any of these ideas is to make sure you are stating your offer, showing the benefits, and identifying the problem you're solving all in one headline on the sales page.

Start with a Key Benefit

When you create the headline, it can be helpful to start with a key benefit to the audience that they have shown they care about the most. For example, if you sell a cream that stops itch, you probably will want to put something in the headline that makes people think of itching.

"Got an itch you can't scratch? Get No Itch Product Now."

Ask an Interesting Question

This is a wonderful way to start a headline. Just ask a question. However, you want to word the question to bring up their problems and your solutions at the same time. Imagine that you are trying to figure out how to write headlines so you can get more sales. For example, *"Want to Write Headlines That Convert? Know your audience's problems."*

Use Terms That Make It Feel Exclusive

Be careful about dissing people, but you do want to mention people who fit your demographic. For example, if you want to sell a special operating system to PC users, you might want to start your headline bringing them up. Rubbing salt in the wound without being too offensive is a tactic that works with some audiences.

"For PC Users Who are Done with Windows."



Make Your Audience Curious

You know what they say about curiosity, right? Well, it “killed the cat, but satisfaction brought it back.” Your audience is already slightly curious, or they would not be searching for you. You want to stand out, so choose terms that make them curious. If you’re going to use this type of headline, you may want to double check that the info they click through to does not disappoint. Never try to trick your audience.

“Shoppers Save Hundreds with This Trick.”

Use Subheads to Get More Interest

If someone clicks through, the next thing you must do is ensure that they keep reading. Remember that people tend to read in an F shape online. That means they read the headline, the sub-headline, and part of the first paragraph before skimming and choosing to read something else. That’s where subheadings can make all the difference. If your headline is something like: *“For PC Users Who are Done with Windows”* can have a sub-headline on the sales page that says something more, like: *“An Operating System for the Rest of Us.”*

Consider the Medium You’re Using

No matter where you place the headline that you create, it’s important to know first where it’s going. You may place ads in many different mediums and on many different platforms both online and offline. Consider how much space you have, what shows up when it’s shared, and other factors that are at play for your sales page headlines. If the medium is your website, know what shows up in search so that you can create headlines that really work.

Don’t let yourself take the easy way out when it comes to developing headlines. You can create one and then tweak it over time to ensure that it’s really the best headline you can use for your product or service. Creating headlines is truly an important aspect of your sales pages but don’t allow yourself to get stuck there. Instead, get something created, test it, and tweak it to make it work better.



WIFM – Focus on the Benefits for Your Customers

The most important person in the sales page development equation is your customer. Your ideal customer calls the shots on the language you use, the colors you pick, and the products and services you sell. They also call the shots on how and where you sell the items because they're only going to buy from you if you get that right.

Most of all, what they really want to know is the answer to the question, "What's in it for me?" - also known as "WIFM."

Do you know what your customers care about the most?

Themselves.

This is not to say that they are bad people, of course. But a customer is a person who is looking for a solution. And as they search for it, they are going to put their needs ahead of yours. They are not buying a solution from you so that you can buy something or live in a nice house. They really don't care how much money you make. They are buying something that is a solution for them, and that is their main consideration.

With this in mind, you need to always think about the words you write, the products you create, and the sales pages you publish through your ideal customer's eyes.

Then ask the question, ***"What's in it for me?"***

Meaning what is in it for the customer? What do they get out of buying your offers or using your services or reading your content? In order to move on, you need to know the answers. You need to know how your product benefits them in no uncertain terms. With that in mind, let's talk about benefits versus features as the distinction is important.

Benefits versus Features



Let's first talk a bit about the benefits and features. It will help to first get into your mind what the benefits of your offer are rather than just what the features of it are. This sometimes takes some brainstorming and thinking, but it is well worth it.

Both benefits and features are important, so please don't misunderstand and think features aren't important. They are, but it's all in how you describe everything to your audience that makes a difference.

Make a List

Make a list of benefits and features that you can look at any time you want to write to your audience about your offers. In fact, this can work to help you with any content you want to write to your audience. Therefore, the exercise is worthwhile for more than just your sales pages.

When you have the list completed, it is going to help you get it straight. Let's look at how you can pick what a benefit is and what is a feature for your audience.

First, let's look at the definitions of the words from Dictionary.com:

- **Feature:** *A prominent or conspicuous part or characteristic.*
- **Benefit:** *Something that is advantageous or good.*

One way to look at it is this way:

- **Feature:** The specs
- **Benefit:** The result

When you look at it like this, it's easier to determine the factors about your offers that are features or benefits.

One example that you can look to is an advertisement for a mattress. There are lots of those today on Facebook offering all sorts of deals from trying free for 365 days to free shipping and returns and more. Mailed mattresses are all the rage.

What are the benefits of having a good mattress?

- ✓ More restful sleep
- ✓ Fewer body pains

What are the features of a good mattress?

- ✓ Pillow Top
- ✓ Memory Foam
- ✓ Size



One way to phrase this so that you can easily remember the differences between a feature or spec and a benefit. If it's describing the product, *it's a feature or spec*, and if it's describing a *result*, *it's a benefit*.

Let's Talk a Bit About Advantages

Keep in mind that you may also want to list the *advantages* your product has because neither a benefit nor a feature fits in with the idea of advantages. Knowing the advantages of your product can be very helpful when creating sales copy.

A good example of an advantage, in case you're still unsure, is below -- let's use the mattress idea.

What are the advantages of a particular mattress?

- ✓ Ships Fast
- ✓ Free Shipping
- ✓ Easy to Set Up

Understand that benefits describe the results of a product. In fact, a particular benefit can be assigned to any feature of the product. When you notice that a feature has a particular benefit, it should be pointed out.

For example, maybe the **pillow top** is the reason you will experience more **restful sleep**. The pillow top is a feature (or spec), and the benefit (or result) of that pillow top is a restful sleep.

When you can do this, you'll literally be able to turn any feature you have into a benefit for your audience.

Now, next to every single feature you've listed, write down the benefit or results of that feature.

The pillow top is a feature of your mattress, the comfortable and restful sleep is the benefit. Getting pizza delivered to your home is a feature of Dominos, the benefit is not having to cook dinner or go pick it up.

Regardless of which benefits you choose, remember that they need to be assigned to the audience in question. For example, you may market to more than one segment of an audience. In that case, you may need to switch out the benefits you're listing on the sales page based on the audience because different audiences may care about or experience different results or benefits.



The sales page is always supposed to be all about the target audience. It's designed to attract. It should start out strong with the headline, focus on benefits over features, and speak directly to the audience.

Most people love to hear information about other people, which is why telling stories works so well. One way you can accomplish this is by showing your audience the benefits through storytelling and by use of descriptive words to show not tell, as all great storytellers do.

Show Don't Tell

A sales page in many ways is a way to tell a story. But you don't want to just "tell them," you want to show them. Showing benefits through storytelling is a very effective way to create an emotional connection with your audience.

Using the mattress idea, you can tell the story of a customer who had severe back pain, restless sleep, and illnesses associated with lack of sleep. Due to his pain and lack of sleep, he was calling in sick a lot and almost lost his job. But, after sleeping on this new mattress, he started falling asleep faster, and within a few weeks his pain was lessened, and he was not exhausted at work. In fact, he felt so good, he found a better job.

The target audience here are people with back pain, if you're wondering. A mattress can have many target audiences since almost everyone prefers to sleep on a comfortable mattress rather than the floor or a chair. Therefore, the audience you choose to target is the audience you should tell the story about.

The writing technique that uses the show-don't-tell style of writing is very effective and allows your audience to experience first-hand the content they're reading or watching with real feelings and emotions.

Examples of telling versus showing:



- **Telling:** The sun is shining
- **Showing:** The hot, bright light flickered on the window, blinding me.
- **Telling:** I love you
- **Showing:** Giving you a hug

Essentially, whatever you're trying to describe needs to be described using descriptive language that encompasses the senses of the reader or viewer rather than stating what happened.

Aside from the language you use when you show-don't-tell, you'll want to include images, graphics, plenty of white space, and so forth. It's not a made-up stat that an image can tell a thousand words - it's true.

Now, don't misunderstand. You don't want to write 100 pages for your sales page, so you will have to do some telling and some showing in your sales page to get this right. It does, of course, depend on your audience, but for the most part, someone who is looking for a solution to a problem is not going to want to read a novel to get to the point. While you can do both long and short form sales pages, and include video and images, you don't want this to take longer than 10 minutes for the potential buyer to get through.

One way to ensure that you get the information to them in this show-don't-tell method is to think about the different ways you can present the information via the sales page.

Different ways to set up your sales page:

Step-by-Step

One way to tell your story is to do a step-by-step run through of the entire buying decision and what happens after it's bought for the customer. As you go through that process, you'll likely think of ways to make the sales page lead your viewer through each buying process without having to go anywhere but that one sales page.

Present a Case Study

A case study usually explores the before, during, and after the entire buying and using experience of a particular customer. A sales page with a case study on it is a great way to demonstrate and show-not-tell about all the benefits of the product. The case study can be presented in video or written out with images on the sales page. It's up to you.

Create a Demo Video

One of the best ways to sell anything is with a demonstration. That is why YouTube has so many food stars on it. Watching people create food and eat food is a favorite pastime



of YouTube, but a demo video also makes sales. Vitamix, a popular high-powered blender brand, became super popular after foodies started using it on YouTube.

Incorporate Customer Testimonials

On your sales page, including more than one customer testimonial is also a good way to tell the story of your product. For example, find customers who talk about different benefits and highlight each one as you bring up that benefit. “Sally was unable to sleep all night until she got her special mattress.”

The main thing is that you want to avoid lecturing your audience on the sales page. You want the sales page to give enough information that they feel like they learned something, but that leaves enough questions that they will need to buy the product to really solve their problem.

Everything you put on the page matters. You can tell stories via images of people using the product, the product in different views, as well as images of the results. For example, if someone can sleep better, a picture of someone sleeping soundly is a good choice.

As you can see, one of the most powerful story-telling methods is providing social proof that your product is popular, that it works, and that you are honest and can be trusted. Let’s look more into how you can add more social proof to your sales pages.

Social Proof

One of the most important things you can build up in your business to help make more sales and connections is social proof. When you can show your audience that you are a trustworthy person and that other people believe in you too, you can really take your sales to the moon and back. If you have a good product and you can get more people to talk about it, and you can show that they are on your sales page, you have it made.

But what is social proof?

A good example of social proof is when you get on Facebook, and you see that several of your friends have liked or interacted with a particular product, or they have left a review for a particular product, or that you see that they are doing something that you might also be interested in doing. Many people call this using “emotional data.”

Think about it this way: when someone comes to your sales page, they have no way of knowing who you are, whether this is a good offer or not, or if it works at all. All they must go by is whatever is on your sales page or what they can find out on the internet



via search. You want to be the source of the information in search, therefore adding social proof to your sales page can add that all-important emotional data.

Customer Quotes

Having quotes from customers that your audience can find is a good way to encourage social proof. If some of their friends have liked or somehow connected with your product, that will work even better because people trust their friends.

Embedded Tweets

If you have a Twitter for your products, include an embed on your sales page if you do get lots of complimentary tweets on that account. Seeing those is another form of social proof that helps your audience trust you more.

Member Testimonials

If you have a membership site, for example, you'll want to include member testimonials on your site. Depending on the system you use, you may be able to add those to your sales page using a widget of some kind that keeps up with the compliments.

Customer Testimonials

Adding customer testimonials - especially if you can link to the person in some way - is going to help also boost sales. People trust it when other people make claims about a product over the owner or seller of the product. If people bought the product and liked it, that works great.

Wisdom of the Crowd Proof

Adding the ability to show how many visitors, buyers, or lovers of your product to the sales page is a great way to emotionally manipulate your visitors to be afraid of missing out. This is called FOMO. Fear of missing out. You can call on it by including stats on the number of people who have been successful.

Expert Quotes

Another way to add social proof is if you can get an expert or industry leader to mention your product or service. They may do that if they're an affiliate of yours automatically. Just ask them if you can quote them.

Celebrity Quotes

Today, a celebrity may not be the type of celebrity you may be thinking. It could be an actor or sports persona or anyone famous. But it can also be someone famous in the niche only, or just to your audience, otherwise known as an influencer.



Using these types of social proof will improve your sales exponentially. However, there are some ways to do this that works best.

Let's look at some ideas for you.

- **Include Photos** – Including product photos with the testimonials, especially of the customer using the product. If you have a digital product, that might be a little harder but if you use your imagination, you can figure it out.
- **Include Press Mentions** – If you've been mentioned in the press, that is important to mention. You can include the logos of every single press mention you've had without even going into details about the mention.
- **Include Popular Client Information** – If you work with a mover and shaker or an influencer, you may want to find out if you can use their logo to show that you work with them or they work with you.
- **Include Plenty of White Space** – You have a lot to show your audience on your sales page but don't forget that people are reading it online. That means they probably read it differently than if they were reading a magazine or newspaper. Studies show that most people read in an F online, so they start with the headline, perhaps read some sub headline information, and maybe the first paragraph and then they skim.
- **Include Their Friends** – A really great way to market your sales page is with Facebook Ads. You can take advantage of social proof by delivering the advertisement to people who like your page and their friends. This means that they'll see that their friend likes this and since people trust their friends more than anything, that will encourage more sales.

Incorporating as many of these types of social proof into your sales page copy might seem daunting but doing it will improve your sales exponentially. Another thing that will improve sales is overcoming objections in the copy of your sales page.



Overcome Objections

On your sales page, one of the things you need to accomplish is to reduce fear and overcome objections. Overcoming objections has everything to do with how much you know your audience and your product or services. You must know both inside and out in order to get across the value of them to your audience.

There are many common objections which we will go over, but you must study your audience to find out what their objections are in order to ensure that you are covering all your bases.

Price



Normally the first thing that stops people is the price. You don't want to change your price. Assuming you've priced your product based on the value it provides and understanding what your ideal audience can pay, it will work out. However, you must think of ways to overcome the price objection.

Fear of Change

Include something in the copy that helps lessen the emotional impact surrounding change. You can use words that make the change exciting and simple instead of overwhelming and scary. You can also elicit feelings from your audience regarding the excitement of change. For example, you might acknowledge that change is scary but that the results make it worth it.

The Status Quo

Some people, while they know they have a problem they need to solve, are just happier with the status quo. It sometimes seems that just staying the same is good enough for them instead of breaking out of whatever is holding them back.

Trust

They probably don't know you; you have to think of ways to encourage trust. For example, using a FAQ to answer common questions, using a generous refund policy, case studies, testimonials, or offer free trials can help with trust. So can pointing out friends, family, or others who are using the product.

Personal Issues

Sometimes they may not want to buy from you because they told someone else they'd buy. For example, maybe they told someone else in the family or a friend of a friend they'd use their person instead of finding someone else. To overcome this objection, you'll need to focus on the benefits that only you can provide.

Other People

Many times, and this is common, the customer must talk to someone else first before they can spend the money. This may be a spouse. Sometimes spouses have other ideas of how money needs to be spent. This is usually a bigger issue for high-priced items such as retreats and travel. You can add to the sales copy a way to present to anyone that you should go to this thing and why. Show them they deserve it. Agree to talk to the other person if needed.

Timing



Sometimes it just seems like it's not the right time. So they say. Often, this is just a stalling tactic. If someone says call me in three months or claims they want to work with you or buy from you, but they never do, assume a timing issue. To overcome this objection, you'll simply need to include more information about the benefits of working with you and how it won't take any time for them at all.

When looking at the sales page in its entirety, you can get tired and overwhelmed. If you address one section of your sales page at a time, it'll be a lot easier to get it right. The point of the sales page is to overcome objections, and you can do that one at a time through storytelling, through client testimonials, and through examples of the work.

Ask for the Sale

You would be shocked at how many people make a sales page and forget the most important part of it. **The call to action, or CTA.** The CTA is when you are going to ask for the sale. If you don't ask for the sale, you probably won't get a sale. People are



interesting that way. They might even know they want it, but it won't occur to them to click anywhere to buy if you don't tell them and show them how to do it.

Develop Your CTA

On a sales page, asking for the sale usually involves a buy button or a hyperlink that will give them the information to buy the product or send them to a shopping cart check out. In many ways, the entire sales page is a CTA, but without adding the specific words and a way to do it that's obvious, your viewers may not buy.

Convert

To ask for the sale, you need a good call to action because they work well if you also include the education needed to get them to convert. Most people who want something and have the money to buy it have no problem clicking and buying if they see how to do it.

To write a good CTA, you need to know your goals. In the case of a sales page, the goal is to make a sale. Once you know that is your goal, now you can figure out the best phrases, buttons, words, and lines to use to get your audience to do what you want them to do by imparting to them the clear benefits of your product.

Tips to Write an Effective CTA

Let's look at some tips to help you write an effective CTA but also realize that the CTA is only part of the way you close the sale. The CTA goes on the buy button, but there are more things besides the buy button in the area you're using to close the sale.

Use Strong Verbs

Using action words always helps conversions over other types of words. The days of "buy now" buttons are over. You want to be more creative than using positive action words. You may want to use words such as, "*Yes! I Want to Lose 100 LBS!*" Instead of just, "buy now."

Use Multiple CTAs

Don't just put the CTA at the end of the sales page. You should have them above the fold for people who already wanted to buy the item before they even read your sales page and for people who need it in multiple spots. You can give them several opportunities to buy. Start with at the bottom and above the fold, then if the page is long, add some more in the middle because they're not going to want to scroll to find it.

Make a Promise



Within your call to action, make them a promise such as offering a money back guarantee or put something on the button like, *“Yes. I want to save time creating content now.”* You’ve now promised that they’ll save time creating content which is a benefit of buying PLR (private label rights content) or hiring a writer.

Create Scarcity

Even online offers need to be limited or appear to be limited. No one is saying lie, but an easy way to do this is to make the price limited in that it’ll go up next time. When you create the fear of missing out in the audience, they’re more likely to click and buy. *“Price will go up in 24 hours.”*

Minimize Risk

Within the call to action area, where you are asking for the sale, you always want to put language that minimizes their risk. For example, if you can offer free exchanges, or no questions asked refunds and so forth, that will help immensely. *“No Risk. Try Now. Pay Later.”*

Focus on Value

Also, you want to discuss how valuable your product is around the place on the sales page that you put the buy button and call to action. This way they will see the true value of what they are buying spelled out. You’ve probably seen this on some sales pages where they list the value of each item included in the purchase. If your product saves money, you can also include that information.

Create Curiosity

The information you provide when you ask for the sale should make them so curious to get the product or service that this itself overcomes any of the other objections or risks. Describe the results other people have received and then ask them to imagine what it will be like when they experience the benefits of your product. *“Join 2000 satisfied losers.”*

Show Benefits

A really great way to handle a call to action and to ask for the sale is to show them the benefits of doing so on the buy button. For example, you can put a lot of words on the buy button and around it. Say something like *“Sleep Soundly Now”* for that nice mattress.

Show Social Proof



Don't forget to show social proof again in some way as you develop the closing sales remarks on the page. You can do it with a simple quote around the buy box like *"Trusted by over 2000 customers since 2015"*.

If you can include all or most of those tips in your call to action when you're asking for the sale, you will close more sales. Everything on the sales page makes a difference. The images, the text, the font – it all goes together to speak directly to your ideal audience to try to get them to convert to a paying customer.



Conclusion

A sales page can be long or short. It can include video or just text. It can include images, testimonials, FAQs, and more. It's all up to you what you put on your sales pages to help convert your audience.

The best way to know what will work is to put everything you can into that sales page including the kitchen sink, then conduct A/B testing to find out what works best for your audience.

You do have some “to do” items from the book here as a reminder:

- ✓ List your product or service features
- ✓ List your product or service benefits as they relate to the features
- ✓ List any other benefits
- ✓ List any advantages
- ✓ List any benefits of the advantages

Doing this is going to help you get past the brainstorming phase of creating your highly converting sales page using copywriting techniques that are known to work to create more sales for any product. For your own product, you may want to add even more items to your to-do list because no one can know your product as much as you do.

You've learned a lot. Let's go over what you've learned:

- ✓ The importance of and how to create headlines that hook your audience in.
- ✓ Why you need to focus on benefits over features.
- ✓ How to show over telling.
- ✓ Why you need to have and include social proof.
- ✓ How to overcome objections
- ✓ Why and how to ask for the sale with effective calls to action.

As you focus on creating your sales page, focus on these six aspects of creating a sales page that converts at a high rate. When you do that, you can't lose. It may take a little practice and testing, but it's all part of the fun of perfecting your sales pages so that you can get your product into the hands of more people, thus solving one problem at a time for your audience.



Creating a sales page doesn't have to be hard or expensive. There is technology such as Leadpages.net, Instapages.com, and other expensive landing page software options. These are awesome because they have templates included and all you do is fill in the blanks, however, you don't have to have that before you can create high-converting sales pages. The real key is to just get started.



Welcome to the Improve Your Copywriting Chops Workbook.

This workbook is designed to supplement and complement **The Anatomy of a Great Sales Page eBook**. These pages are a great way to explore the ideas in the eBook and sort out the tasks that you need to do in order to take your business to the next level.

Find a comfortable spot, grab your favorite beverage, and a pen. Alternatively, you can open a document and use this as a guide.

This workbook is going to focus on learning about crafting headlines, benefits versus features, how to show rather than tell, the importance of social proof and how to ensure your sales page overcomes buyer objections. Plus of course, we'll go over how to ask for the sale and the call to action.

Together we will explore the concepts in the eBook and begin to open your mind to the idea of using copywriting techniques in your content creation process including your sales pages.

Exercise #1: Benefits Over Features

We know from the eBook that it's important to understand how to focus on how your product or service benefits your audience. One way to do this is to list all the features then describe a benefit for each.

Try to list all the features for your product or service below. Next to each feature try to describe at least one more benefit of that feature to the user.

List Your Product or Service Features

Feature	Benefit

Each feature will have at least one benefit but probably more than one.



If you don't have your own products yet, that's okay. Choose something you want to promote and go through this practice so that you can do better coming up with content for your blog and sales pages.

Q? Which feature offers the most benefits to your customer?

Q? Which problem does the product solve and how does that benefit the buyer?

Q? Which of the benefits listed are a key benefit for your audience?

Q? Can you come up with a few headline ideas off the top of your head based on the features and benefits list? We'll use these later.

Exercise #2: Creating Effective Headlines That Hook the Reader

Now that you know the benefits of your product based on the problem you want to solve, it's time to work on some headlines for a sales page or a blog post for that product.

Write Down the Headlines You Came Up with Above:



Take each of the practice headlines you wrote without much thought from above and transform each of them based on the questions and information below.

Q? What is the offer? Describe based on the results of the product.

Q? What is a key benefit of a product?

Q? Ask an interesting question of your audience. (keep it positive with yes answers)

Q? Evoke exclusivity in the headline.

Q? What can you do to elicit curiosity?

Q? Include subheadings for your sales pages and blog posts to provide more information.

***Where will it be posted?** This matters due to the length of the headline and how it looks in search. For example, a blog post headline should only be as long as it needs to be so that it shows up in Google Search correctly, and the same with other type of headlines.



Exercise #3: Show Versus Tell Practice

One of the things that are important to learn regardless of what you are writing is the skill of showing what you want them to know over telling them. This makes your writing a lot more creative and can help touch their emotions.

**In your eBook there are some examples of showing versus telling that you should check out before doing this exercise.*

Describe your product, its benefits, and how it solves problems and which problems it solves in minute detail. Yes. Use flowery words, you can edit later. Add extra words. Try to get to the idea of showing instead of telling in your words.

Another way to help yourself is to work on describing emotions related to those that your product brings out in your audience. For example, if your product saves time, what could your customer do with that extra time?

Write one to five sentences describing each feeling your audience will have when their problem is solved.

Exercise #4: Earning and Using Social Proof



In the eBook, you learn how important getting social proof is. This assignment will mean that you need to set this up in your system with your autoresponder.

1. **Set up an email** asking for testimonials & recommendations to automatically go to new customers once they have enough time to use and see results from your product.
2. **Set up a form** on your site that allows your customers to submit a testimonial, a review, pictures of themselves using the product, or just a headshot so that you can get more referrals. Incentivize with a coupon off future purchases.
3. **Set up social sharing** buttons on your website and blog.
4. **Improve and update** your social media profiles.
5. **Set up automated promotions** of all your blog posts and content on social media.
6. **Look up industry statistics and facts.** Collect them in a spreadsheet to use in your content.

Workbook exercise #5: Overcoming Objections

Your audience, like most audiences, often have some type of objection to buying. It's important for you to study your audience and know what those buying objections may be. The most common objections across all niches are listed below. Write a sentence that overcomes this objection.

Price

Fear of Change

Liking the Status Quo

Quality



Trust

Personal Issues

Other People

Timing

Exercise #6: Asking for the Sale: The Call to Action (CTA)

One of the most important things you learn how to do when you learn copywriting is how to frame and form an effective call to action and to ask for the sale (or other conversion you want, like signing up for a newsletter).

This exercise is designed to help drive home this concept and help you write calls to action.

Remember to focus on:

- Action Verbs
- Problem, Solution, Action
- Know Your Goal
- Making it Obvious
- Value
- Relationships
- Curiosity
- Anticipation



- Being positive
- Benefits
- Social proof

If you need help writing calls to action, you can use a plugin for your WordPress that has [templates like this one from Wpsuperstars.net](https://www.wpsuperstars.net).

Pick one of your products to work on your calls to action for each platform you plan to market it to.

Sales Page CTA

Social Media CTA

Blog Post CTA

Other

A good template to use for a CTA is to ***state the offer, the problem, and mention the benefits*** of it using keywords in the sentence that make sense to your audience.

This completes the workbook portion of **The Anatomy of a Great Sales Page eBook**. Be sure to read the entire eBook to ensure that you don't miss out on learning any of the important concepts inside the book.

I am available for questions and comments and welcome your feedback. Thank you for participating and enjoying the eBook and companion workbook.