

ATTRACT CLIENTS ONLINE

Long-Form Sales Page Training

Sales Pages

Sales pages have one purpose and one purpose only - to convert visitors into SALES. Similar to landing pages, there are generally two choices:

1. Buy
Or
2. Leave

Again, where a website might have a header, blog posts, and multiple actions for a viewer to take, a sales page is meant for a visitor to take ONE specific action (i.e., buy) on ONE offer.

Sales pages are typically how you will present your **paid offers**. A visitor might come to your sales page from a Facebook live, blog post, webinar, or video and have some general information about your offer. Having a sales page that converts is critical for making all of that hard work pay off!

In this module, we'll discuss:

- Types of sales pages
- Sales page principles
- Sales page structure and movement
- The story of a sales pages
- Sales page templates with examples
- Tips & Tricks to increase conversion rates
- Top sales page mistakes (and what to do instead)

Types of Sales Pages

There are generally five types of sales pages including:

1. Short-form sales page
2. Long-form sales page
3. Sales letter
4. Video sales letter (VSL)
5. Hybrid or combination (combining video within a sales page)

A short-form sales page will have all the elements of a landing page with a direct CTA to buy. Note: Products, services, and programs \$2500 and under can generally be sold directly from the sales page. If your product or service requires a higher investment, you will most likely invite someone to get on the phone with you. However, if set up right, your sales page can do a lot of

the heavy lifting for you. This will often be written in a personal nature, similar to a letter you would send a friend.

A long-form sales page includes all the elements of a short-form sales page, but there is much more copy. In fact, the copy is the star of the show, so if copy is not your strong suit, you may want to opt for a short-form sales page or video sales letter (VSL).

A sales letter is much like your long-form sales page, although it is written like a letter you would send to a friend. A personal greeting (Dear {First Name}), a close (Warmly, {Your Name}), and a P.S.

A video sales letter or VSL is a video version of your short-form or long-form sales page and can have a personal tone like a sales letter.

A hybrid sales page combines a short video within a sales page. Video is so prevalent these days. It can increase know, like, and trust faster and give people a chance to get to know you better. It's also a great idea to have formats that appeal to segments of your audience that prefer to read at their own pace or watch a video.

Before we look at examples and individual components of these types of sales pages, let's discuss general sales page principles.

GENERAL SALES PAGE PRINCIPLES

1. Like landing pages, sales pages are written with one ideal client in mind

It is essential that your sales page speaks to the pain points and desired outcomes of your ideal client. You want your target market to know that they are in the right place and you have the solution(s) to their unique problem(s).

In fact, you will notice that many sales pages will call their target market out above the headline.

Example:

[Attention Coaches, Healers, and Consultants](#)

2. Sales pages are personal with a purpose

A sales page is often called a sales letter, because it is written like a letter you would send to a personal friend. It is personal with a purpose - to inspire your reader to TAKE ACTION on your offer.

- Infuse your personal story or a client's story that CONNECTS to what you are offering. This version of the "hero's journey" should be one your audience can relate to.
- Make sure you have perspective on the experience. You want your audience to know, like, and trust you. If your story isn't relevant to the transformation, make it about a client, colleague, or friend.
- You don't need to share every detail of your life. It is great to be open and vulnerable with your audience, but remember that people are busy! Share enough details to make your story personal, but not so much that the story gets lost in the details.

3. **Sales pages include real, authentic scarcity, urgency, and real discounts**

A sales page will compel the reader to take action, but must include reasons to act now (rather than later.) Authentic scarcity and real discounts can encourage your prospect to hit that buy button more urgently.

- **Authentic Scarcity** - Are there a limited number of spots available? Perhaps a set of bonuses will be offered to the first 5 people who take advantage of your offer, etc.
- **Urgency** - Is there a deadline? You can use a countdown to a deadline, or have bonuses disappear over time. If you are putting your offer out for the first time, try offering an initial price or 'early bird' discount. Give people a deadline for a real discount.

4. **Sales pages should be skimmable, scannable, and include lots of white space**

When it comes to the design of your sales page and sales letters, remember that your readers are busy and might not read every word. Consider the following to make your sales pages:

- **Skimmable** - Use highlighted subheadings throughout your sales page that can relay the critical information even if that's all your audience will read. Use concise bullet points instead of long paragraphs or sentences.
- **Scannable** - Again, highlighted subheadings in a contrasting color and bold font will allow your reader to scan your sales page for the information they want to know. Make it easy for your readers to find each section including: benefits (what this will do for them), features (what's included in your package), modules (or steps to your system, product, or service), bonuses, price, testimonials, guarantees, etc.
- **Include lots of white space** - You will notice that sales pages usually include 1-3 line 'chunks' or small sections separated by whitespace. This is especially true for sales letters, which are mostly text. White space makes your sales pages easier to read, skim, and scan.

5. **Sales pages should make it easy to press the 'buy button'**

Beyond the copy and design of your sales page, the buy button(s) should be easy to find and easily accessible. Don't make your reader scroll up and down your page to find the buy button. Include more than one, especially for long-form sales pages and sales letters. Make sure your buy button pops with a contrasting color from the rest of your page.

Sales Page Structure & Movement

No matter which format you choose for a sales page - short, long, sales letter, or VSL, there is a general structure that can be found for each.

THE FOUR STAGES OF EVERY SALE

1. Problem/Pain
2. Benefit/Relief
3. Process/ How to move from one to another
4. Why your offer is the best vehicle for that

Because sales pages must resonate with your ideal client, stories are often the best mechanism to deliver your sales page or sales letter.

The Story of a Sales Page

A sales page has to tell a story. You're having a conversation with your ideal client, but since you don't hear what they are saying, you have to imagine their part of the dialogue and keep your part of the dialogue going.

Sales Page Story Format:

- Meet your client where they are (pain points.)
Let them know that you understand (your story.)
- Share with them what's possible (imagine the benefits.)
- Assure them that other people have done this (social proof.)
- Lay out your offer, positioning the price.
- Overcome objections
- Provide a guarantee to reduce risk
- Provide a reason to act urgently.

P.S. – Remind them again of why they need to do this and what happens when they don't.

Sales Page Templates

Short Form Framework:

If your offer is lower-ticket, consider using a short-form sales page.

Short Form Sales Page Template

1. The Headline
2. Open
3. Enter the conversion already going in the reader's mind
4. Intro to offer
5. Expansion of the value
6. Bullets
7. Transition to offer
8. Offer
9. Bonuses
10. Guarantee
11. Call to action
12. P.S.

Short Form Sales Page Template with Examples

MIRACULOUS TRANSFORMATION CD



READY TO EMBRACE ALL OF THE LARGER-THAN-LIFE POSSIBILITIES YOU'RE DESTINED FOR? I'VE CREATED THESE TEN GUIDED MEDITATION SESSIONS, EACH DESIGNED TO RAISE YOUR VIBRATION IN LESS THAN 20 MINUTES.

It's in the meditative space that we get to connect to our spiritual essence and feminine energy, opening ourselves up to truly Divine inspiration.

Maybe you're craving a 7-figure program launch, or a swoon-worthy wardrobe for yachting around the Mediterranean. Or perhaps you desire to actually sleep through the night, forgive a family member, or practice gratitude for all that you've been given.

This example comes from Gina Deveen's Meditations for Miraculous Transformation CD. Visit <https://www.divineliving.com/10-meditations-miraculous-transformation/> to see the full sales page.

1. **Headline-** [Asks an 'implied yes' question, then introduces the product]
Ready to embrace all of the larger-than-life possibilities you're destined for? I've created these ten guided meditation sessions, each designed to raise your vibration in less than 20 minutes.
2. **Open-** Connect your offer to the solution you are providing to your ideal client in a language that most appeals to them.
It's in the meditative space that we get to connect to our spiritual essence and feminine energy, opening ourselves up to truly Divine Inspiration.
3. **Enter the conversation already going on in the reader's mind** - What keeps them up at night and what do they want?
Maybe you're craving a 7-figure program launch, or a swoon-worthy wardrobe for yachting around the Mediterranean. Or perhaps you desire to actually sleep through the night, forgive a family member, or practice gratitude for all you've been given.
4. **Intro to offer**
Whether you seek inner peace or an epic life, you can download these meditations

instantly and prep for success by connecting with Source.

5. Expansion of value - What does it look and feel like? What's included?

▶	1. Introduction: Tapping Into The Miraculous Realm
▶	2. The Art of Relaxation
▶	3. Say Yes to Sweet Success
▶	4. The Freedom of Forgiveness
▶	5. Loving Yourself Fully
▶	6. Body Bliss
▶	7. The Feminine Power of Gratitude
▶	8. Transforming Your Relationship With Time
▶	9. A Reflection On Financial Abundance
▶	10. High Vibrational Health for Busy Women
▶	11. Manifesting Miracles Today



Notice how each meditation track is named in a way that ties to the core desires of her target audience. Also, this digital product is shown in a tangible way with 'play' buttons and an image of her product featured on an iPad.

Tip: You can use mocuphone and other sites to generate mock-ups of your digital products.

6. Bullets

The names of each meditation track functions as a bullet. Each reflects a benefit, core desire, and solution for her ideal client.

7. Offer

Since this is a low-ticket and low-commitment offer (\$11.99) that has been so eloquently explained and displayed, the buy button is perfectly sufficient for presenting this offer.

Purchase Gina's Meditations Now!

For a higher-ticket offer, bonuses, guarantees, CTAs, and a P.S. might sweeten the deal, but this short-form sales letter is perfect for this product.

Long-Form Sales Letter Template

A longer sales page will include all the elements of a shorter sales page with additional sections that reinforce authority positioning (biography, as seen on TV logos, best-selling author status) and social proof (testimonials and case studies). Multiple buy buttons will be included on the page, so you reader doesn't have to scroll up and down to purchase. You will also include more details about your product or service such as Modules and Milestones or steps you will take.

Note: You do NOT need all of these elements on this long-form sales page. This is an example of a successful sales page to show you what can be included.

Long-Form Sales Page Template with examples



This example comes from the Signature System Blueprint sales page. Visit <https://www.thesignaturesystemblueprint.com/> to see the complete page.

Step 1: Pre-headline - Call your target audience out [Let them know they are in the right place.]

For example,
[Attention coaches, healers, consultants, trainers, speakers, and other transformational entrepreneurs](#)

Or

[Attention coaches, consultants, healers and other conscious business owners](#)

Step 2: Compelling Headline (Big Promise)

[Discover How to Have a Big Impact on the World, Make \\$3,000 – \\$10,000 Per Client, and Work Less \(While Serving Your Clients More\)](#)

Step 3: Buy Button #1 with CTA

Some people may come to your sales page via personal reach-out or referral. They may already know they want your product. Don't make them scroll to the end of your sales page to sign up.

Get Instant Access

Step 4: Your before-and-after story

Your before and after story is your personal introduction which not only introduces you and your business, but it reflects the transformation your ideal client desires (including their pain points and core desires.)

For over 4 years I had what I call an “imaginary coaching business.” That’s the kind where you say you’re a coach, but you only have 2 clients, and 1 of them you’re coaching for free. (Can you relate?)

I had a love of coaching, and a passion to serve and help others, but I struggled with what so many transformational entrepreneurs struggle with... marketing.

I was terrified to put myself out there, and I was making the embarrassingly low amount \$375/month as a coach.

While I wasn’t happy about the money, what really ate at me was that I wasn’t making the difference in people’s lives that I wanted to make.

Step 5: The ONE thing

And then 9 years ago... EVERYTHING CHANGED.

When I discovered what I’m going to share with you on this page, I went from \$375/month to OVER A MILLION DOLLARS a year in just 3 years.

Step 6: Qualify your audience and let them know they are in the right place

This is your opportunity to show that you understand your ideal client. You know how she or he ticks. You know what keeps them up at night... You may have worked so many that you can identify trends or types within your target market.

If you're on this page I'm guessing you likely fit into one of three categories:

1 – You’re a “starving genius.” You’re an active or aspiring coach, healer, therapist or other transformational entrepreneur who is struggling to find clients and make a full-time living, leaving you frustrated and unfulfilled.

- You have a gift you want to share with the world, but you know that you aren’t being paid what you’re worth.
- You provide incredible transformation to your clients, but you’re uncomfortable charging for the work that comes so easily to you.
- You struggle with networking, marketing, websites, messaging, and everything in between that gets you the clients you need to be able to run a sustainable business.

2 – You’re an “overworked giver.” You’re a coach, healer, therapist or other transformational entrepreneur who has created a decent income, but you’ve maxed out private time.

- You’ve hit an income ceiling and can’t grow, and you have little to no time freedom.

- Perhaps you want to play a bigger game — with more money, more clients, more visibility — but you can't imagine how to get there.
- Or perhaps you're drained and overworked, struggling to come to terms with how you can keep your income up at your current pace of work, knowing that your transformational work takes lots of energy.

3 – You're a “compulsive creator.” You're frustrated with trying to be an online expert, creating blog posts, podcasts, videos and other online content, along with products and programs but you're struggling to reach enough people and sell enough products to earn a living.

- You're frustrated with an overwhelming amount of “internet marketing” information on the web and it's complexities, never knowing in which direction to go to get reach and impact...
- You're tired of having to constantly learn new strategies when all you really want to do is help people...
- You want to help people but you're not clear on your message and how to develop it and articulate it to the world in a way that is unique, relevant and digestible to people online

Regardless of the category you fit in, let me tell you one important thing...

Step 7: Reinforce the ONE thing and what it will do for your ideal client

If you want to earn more money, have more time freedom, and have a bigger impact on others through coaching, speaking and online marketing, then what you'll discover on this page will change everything for you...

Step 8: Let them know why YOU are the solution to their problem

Again, reinforce that you know what they are going through. You've been where they are. You struggled too, and you want to shorten their learning curve. (so they can achieve the same results faster, without all the struggle and overwhelm.)

It also helps if you can create an ‘us versus them’ mentality. You know they've tried a lot of stuff before, and here's why you are different.

I've been where you are and I know I can help.

It's been my life's mission and passion to help transformational entrepreneurs just like you to succeed.

Why you may ask?... Because I'm a transformation entrepreneur just like you!

My story is probably a lot like yours: I always hated marketing and sales.

After all, I was offering my spiritual gifts to the world. Why should I have to market myself?! So I struggled to get clients, felt inadequate, wasn't making money and wasn't having fun.

And the biggest problem was – I really WANTED to do the work. It wasn't about the money for me. I wanted to feel fulfilled, knowing that I was helping people transform. Eventually, I sought some help. The spiritual folks taught me about mental blocks and mindset. The marketing folks fed me techniques and tactics.

They were all important parts of the puzzle, but for years I was unclear on how to put it all together. And sadly...

There's a lot of misinformation about what it takes to build a transformational business (a lesson I learned the hard way) and if you go about it the wrong way, you'll struggle.

I don't want that for you. I don't want you to be stuck in a pattern of being a “starving genius,” or “overworked giver,” or “compulsive creator.”

I've helped thousands of people just like you to actually build the business they dreamed of when they first followed their passion and made the career switch to becoming a transformational entrepreneur (do you still remember that dream you had?).

And while I've helped people develop in different areas such as with their one on one coaching skills, or with how to market through networking, speaking and internet marketing, or how to grow and scale their business and much more...

Step 9: Hinting at the Offer

The most important first step I have always taught, that has BY FAR the biggest effect on income, time freedom and impact for transformational entrepreneurs is learning how to build an effective and profitable Signature System.

Step 10: Put the 'what' aside, and focus on the WHY

Before you go into details about the ins and outs of your ONE thing, explain all the reasons WHY it is important for your ideal client (and what it will do for them.) Remember to focus on BENEFITS and results and feel free to use bullet points.

I'll detail exactly what a Signature System is in a minute, but first let me explain why having a Signature System is essential and how it will transform both your business and your life...

Because I know that above all else, you want to know that what I'm sharing with you today will have an actual impact on the quality of YOUR life, and your ability to serve others without the stress of money, marketing, and running a business.

Imagine if you could:

- **Have rock-solid systems for pricing your services in a way that ensures a powerful transformation for your clients**, and has your clients thrilled that they invested!
- **Never again feel judged for the dollar per hour rate** that you're charging, because nobody will even be looking at that.
- Earn a much more comfortable living — or **make BIG money — without compromising your integrity**, service or values.
- Confidently price your services so you **double or triple your income** in as little as a few weeks, while working LESS!
- **Break the cycle of fear and procrastination**, wondering if you'll have enough clients from month to month.
- **Find your ideal high-paying clients** so that you no longer have to work with the energy-drainers that aren't willing to do the work to transform.
- **Get your work out to a much wider audience**, so you can FINALLY earn more money while making a massive impact.

That's what a Signature System can do for you!

Step 10: Testimonial / Social Proof



"\$70,000 in three months!"

"Hiring a business coach was part of my strategic plan to take my business to the next level because of my wide exposure to many excellent business coaches. Pamela Bruner stood out head and shoulders above the rest as a master business coach with the exact experience and expertise I needed and wanted. So I expected great things when I hired her...but that's not what I got. The first week she had me "tweak" something that resulted in a 4X increase in revenue that literally paid for my entire investment in her coaching program twice over! Next, she helped me design and launch a brilliant set of programs – based on what I love to do most – that grossed over \$70,000 in 3 months. She coaches from both her heart and her brilliant mastery of business and I trust her completely as a key player in my business and in my future."

Margaret M. Lynch Success Coach, EFT Expert

Step 11: Address an objection

Why should they pay attention to your ONE thing?

You may be thinking..."But shouldn't I just follow my passion and the money will follow?"

You can if you'd like to... but my guess is that either you've gone down that path already and seen the fruitless and frustrating results... or you're on the path to learning that now.

I can tell you from my personal experience and the experience of working with thousands of clients that eventually you'll come to the same conclusion I did...

Doing what you love, and having the money follow **ONLY** works if you have a system.

***Without a system** for getting more clients, and earning more money per client, and getting stronger results with those clients... **you'll always be trapped** in an endless dollar per hour cycle.*

So do you want to transform your business and your life?! Are you ready to finally make things easier than they've ever been before?

Then get ready because developing your Signature System will be the most effective asset you'll ever have to transform your business, your life, and the lives of others.

And the best part is...

***I'll show you exactly how to do it** so that you can focus your energy on transforming people's lives, rather than stressing out about growing your business and your income...*

Step 12: What your ONE THING is (and what it is not)

Your audience may have heard of your ONE THING. They may have some misconceptions about it. Show them that you get this and understand where they are coming from.

Here's What a Signature System Is... AND What's It's Not!

Step 13: Introduce your offer as the solution to their problem

Introducing the Signature System Blueprint



Imagine for a minute what your life would be like if in just a few short weeks you could transform your business so that you no longer had to stress about money and marketing...

Within weeks you could **double or triple your income**, with less one on one sessions in a way that **gets your clients BIGGER results!**

That's what the Signature Success Blueprint will do for you!

Step 14: Testimonial / Social Proof



"I just brought in \$200,000."

"From working with Pamela, I went from being awkward and uncomfortable when the conversation would come up about money, to actually loving the whole conversation where I get to know someone. I love to do sales now because it feels like tremendous service. And I just enrolled a program of 26 of my ideal clients into a year-long mentoring program for yoga teachers and I couldn't be more pleased. I had my most amazing income year ever last year. I just brought in \$200,000. And it's really from getting comfortable with being authentic, being of service, having that difficult moment of a conversation with someone. And Pamela helped me get comfortable with that and create space for the client to step in if it was right for them. So thank you so much, Pamela.

Laura Cornell DivineFeminineYoga.com

Step 15: CTA and buy button

Get Step by Step Guidance on How to Create Your Signature System So That You Can Start Earning \$3,000 to \$10,000 Per Client!

Get Access Now

Step 16: Paint the before and after picture

What pains are going to be alleviated? How will their lives change for the better? Show them in a concise and tangible way.



No more getting stuck in an exhausting trading hours for dollars model where you risk burnout and fear that any interruption in your life will drop your income...



No more cap on your income based on the numbers of sessions you can get done in a month or year...



No more stress from month to month, wondering if your clients will see the value in working with you and book more sessions (even though you know the value is there!)



No more sharing the same information with client after client in a way that isn't valued, so you aren't appreciated or compensated for what you're offering.

Step 17: Introduce your step-by-step program

Show your audience that you have a proven formula and will walk them through the steps.

The Signature System Blueprint Will Show You EXACTLY, From Start to Finish, How to Build Out Your Signature System and How to Find Your Ideal Clients That Will Line Up to Purchase It!

I'll give you the exact steps you need to take your business to 6 figures and beyond.

It'll be straightforward, with no reading between the lines, no guesswork. You'll leave with a system for success you can immediately put to work.

PLUS, we'll also work together to make mindset changes, and clear old blocks, FAST with cutting-edge techniques such as EFT Tapping.

EFT Tapping has been used by hundreds of thousands of people worldwide for issues ranging from fear of public speaking to PTSD, and many other issues.

This is one of the KEYS to success, and why so many other programs like this just don't deliver. You MUST have the mindset and clearing techniques in order to succeed.

You won't just use these techniques in the program. You'll learn the formula for how to use them for every aspect of your business, so doing business constantly becomes easier and easier.

Step 18: Show them the steps

If you are selling *your* Signature System, here is where you will show your modules with the irresistible why. Why is each step important and what will it do for them?

Success tip: You can also start mentioning bonuses (if applicable)

Here are the steps I'll take you through...



MODULE ONE:

IDENTIFY YOUR SIGNATURE TRIBE

Discover the ideal group of hot buyers that you're meant to serve, so you're paid top-dollar for what you do!

- Map the connection between your expertise & gifts, and the money you desire so you do what you love and are well-paid.
- Find the perfect application of your spiritual gifts so you serve the world in a much bigger way.
- Identify the most lucrative application of your expertise, so you make the maximum profit while doing what you love most.

Bonus: "Unlock Your Gifts" bonus call and worksheet.

Bonus: Signature System Hot Topics List

Do this for each of your modules, milestones, or action steps.

Step 19: Show them the features

Each Module Will Have 3 Main Components:

#1 – TRAINING PRESENTATION

Each module will start with a detailed training that you can access as audio or video. In each of these trainings, I go in depth on the ins and outs of that week's topics, leaving no stone unturned, revealing everything I can possibly share so that you can implement quickly and effectively!



#2 – SIGNATURE SYSTEM TRAINING GUIDES

You'll get a handout and worksheets, so you can go through all of the essential elements of the Signature System creation process step-by-step.



#3 – LIVE Q&A AND MINDSET TRANSFORMATION SESSION

Each training is followed up with a LIVE Q&A session so you can ask your burning questions. These sessions are designed to address the most common issues and questions that arise during each module of the program.



Step 20: Bonuses



ALONG WITH THESE 3 MAIN COMPONENTS, YOU'LL ALSO HAVE...

Templates & Examples

If you're someone who says 'just give me an example!' I've got you covered! You'll get templates & examples for each step of the process, so creating your Signature System becomes SO much easier!



The Signature System Facebook Group

You'll get access to a one of a kind group forum with other transformational entrepreneurs to keep you on track. This is, of course, optional depending on how involved you want to get but I highly recommend it as it's an amazing support structure and a great place to get answers as you go through the program...



Kick-start Unlock Your Gifts Call

One of the biggest challenges I see with transformational entrepreneurs is how to focus their gifts, and niche down into something that works as a system. On the 'Unlock Your Gifts' call, we'll look at this both strategically, and from a mindset perspective, to help you discover the perfect way to focus your talents for maximum transformation, and price.

Step 21: Testimonial / Social Proof



Just sold a \$5000 package!

I just sold a "HELP! I Need a Miracle" Package. I was talking to myself in my head about lowering the price and cutting the student a deal (because, before working with Pamela I just charged \$100/hour), BUT, I remembered what Pamela wrote to me, "If you're making miracles happen, you need to be paid for miracles!" Sooo, I stuck with the price. And, her biggest concern was if she could make two payments and from where and how fast she could get that first payment to me! This whole process... has truly transformed my life.

Dr. Irene Blinston Ph.D.

Step 22: CTA and buy button

**Get Step by Step Guidance on How to Create Your Signature System So That You
Can Start Earning \$3,000 to \$10,000 Per Client!**

Get Access Now

Step 23: Guarantee



Happiness Guarantee

I understand that I make this investment at no risk. If I don't love all the great information and transformation, I can let you know before the 3rd class and get a full refund.

Step 24: Increase urgency with more bonuses (optional)

Also, if you act now...I'll add 3 bonuses worth \$1694. You'll get access to 3 exclusive BONUS Trainings.



Bonus #1: 19 Ways to Find Your Ideal Client Training (\$300 Value) Easily locate those people eager to purchase your high-ticket, high-value package. Identify places that your potential clients are hiding that you never even considered! Systematically discover new ways to connect with groups of your ideal clients.

Do this for all of your bonuses. Show the value (in dollars) what your bonus is worth and what it will do for your ideal client.

Step 25: Testimonial / Social proof



\$68,000 in six weeks!

I'm so happy I joined Pamela's program. In the first six weeks of working with her, I have booked \$68,000 of clients for my programs!

John English
JohnEnglishCoaching.com

Step 26: Restate the package (and total value)

So Are You Ready to Catapult Your Income, Business and Life Forward With Your Very Own Signature System? Choose the Option Below That Is Right For You...

Yes, Pamela!

I'm in for the Signature System Blueprint.

I understand that I'll receive:

The Signature System Blueprint Program

- ✓ 6 Signature System Training Presentations (\$497 value)
- ✓ 6 Signature System Training Guides (\$497 value)
- ✓ 6 LIVE 90-minute training/Q&A calls (\$397 value)
- ✓ Templates, examples, and handouts (\$197 value)
- ✓ MP3s of all calls (\$197 value)
- ✓ Private Facebook forum access (ask me questions 24/7!) (Priceless!)
- ✓ Kick-start "Unlock Your Gifts" call (\$217 value)

I'll also receive:

Bonus 1: 19 Ways to Find Your Ideal Client Training (Valued at \$300)



Bonus 2: PROFITABLE FREE CONSULTATIONS (Valued at \$497)



Bonus 3: Ticket to 3-day Live Event 'Transform: Tapping Into Wealth and Business Mastery' (Valued at \$997)



Total Value of \$3796

Step 27: Show them the price

Pay Only:

\$297

Today

And then three monthly payments of \$297 (\$1,188 total)

ADD TO CART



Pay Only:

\$997

With one easy payment

ADD TO CART



Step 28: Testimonial / Social proof



"I've tripled my business"

"Six months ago I was at a point in my business where I was actually thinking about giving it up and quitting because I just was so paralyzed by my own fears. I didn't know what the right steps were. And then I met Pamela Bruner. And six months later I've tripled my business. I have so much confidence because I know now that I'm not alone. And I don't know everything and that's okay. I don't need to know everything because I have the support and the resources through Pamela that I need to be successful in my business and it's truly transformed me into a fledgling business owner into a true entrepreneur."

LeeAnn Shattuck WomensAutomotiveSolutions.com

Step 29: Tell them exactly what happens after they buy

What Happens After You Order?



Access the Members Only Area

1

After you order, you will be directed to The Signature System Blueprint members only area. You will also receive an email with your unique logins to get access at any time.



Access Your Bonuses

2

Once you log in to the members area you'll get access to your three special bonuses to enjoy until the course starts on Monday.



Join the Facebook Community

3

While not a requirement of the program, we do encourage you to join the private Facebook group designed to support you with this program.



Access the 1st Webinar Presentation on Monday

4

Mark your calendar and then make sure to join us on Monday for the beginning of the 7 week program!

Step 30: More testimonials / Social proof

Step 31: FAQs (which overcome common objections)

Frequently Asked Questions

Don't I have to get people to buy something cheap from me before they invest in something expensive?

-No, this is, unfortunately, a myth. People invest at the level that is right for them, and more importantly, they invest based on 3 things:

- 1 - The pain they're experiencing.
- 2 - The result that you're offering
- 3 - And their personal money set point (how they value different things).

The reality is that there are people out there right now who would be looking for your services, but you're priced too low for them to think it's valuable. You're priced below their money set point.

Also, when you discover the secrets of how to offer and talk about your Signature System, you'll find it's much easier to have someone say 'yes' to a \$2000-3000 Signature System than it is to sell a \$100 session.

I don't like networking. Will this still work for me?

ANSWER: Yes, absolutely! Networking is only one of the several ways I teach to sell your Signature System. Plus, I'll show you how to change the way you communicate with others about the work you do to make it enjoyable to talk to others about your work and not like you're constantly trying to pitch everybody you talk to.

I already have a full practice. Is this for me?

YES! If you haven't created your signature system, the best you can hope for is to be an over-worked giver. You may be offering sessions of 5 to 10 sessions, which just means you're getting paid less per hour. You have no time freedom and you'll top out at \$70,000 to \$90,000 per year. And if you stop working for a day or a week, your income drops.

Building your Signature System will allow you to earn more income with less time and all while have a BIGGER impact on the people you work with!

Tips to Increase Sales Page Conversion:

1. Overcome objections before they arise

Your sales page can do most of the selling for you. However, it is not like a sales call where you can address and overcome objections in real time.

If you can anticipate the objections ahead of time and include objections within your sales copy, your sales page can do most (if not all) of the heavy lifting for you.

Example Objections with tips to overcome them:

- **Price** - Discuss ROI (return on investment) and the price of not taking action. What's it going to cost them if they don't change? [Time, money, energy, relationships, etc.]
- **Time or lack thereof** - Address the time they have already spent trying to solve their problem and the time they will spend (with little results) if they don't take action.
- **Lack of experience, list, etc.** - Explain that your product or service will work *even if* they are new to the game or only have x, y, z...
- **Settling for the way things are now** - If your prospect has the option of choosing to do nothing, get them in touch with their pain and discuss what their

competitors are doing. There's nothing like a little pain and competition to get someone past complacency.

- **Trust that you can solve their problem** - You will have to demonstrate your expertise by not only telling, but *showing* your prospect that you can solve their problem. Your bio and testimonials will show authority positioning and social proof that you know what you're talking about and you've gotten great results from your past clients.
- **Trust that they can change or improve** - Sometimes your prospect has to overcome their own self-doubt as to whether or not they can achieve the results they want. Speak to this by including testimonials and case studies from people that had their own self-doubts, but quickly overcame them. Also, address aspects of your program or service that provide support in working through these issues and provide many "little wins" within your program or service.

2. Increase urgency and use authentic scarcity

Your sales page should inspire your ideal client to take action and take action sooner, rather than later. You can increase urgency by using authentic scarcity within your offer.

Examples:

- **Reduced price** - Make sure to tell your audience why your program, product, or service is being offered at a reduced price. (Holiday special, cleaning out inventory, beta testing, etc.)
- **Introductory price or early bird discount** - *The initial price is \$197.00. After [date], the price increases to \$497.00*
- **Limited bonuses** - *The first ten people who sign up will receive this bonus worth x.*
- **Deadlines** - Use a countdown timer to reinforce that there is a deadline to take advantage of your offer.
- **Limited number of spots** - *"I'm looking for 12 amazing women entrepreneurs to become a part of my year-long mastermind. Once those spots are gone, that's it."*

You can utilize a few of these authentic scarcity tactics to increase urgency. Just remember to make this *genuine* and authentic.

3. Spend time on your shopping cart page

Sometimes your shopping cart page can make the difference between a sale and an abandoned shopping cart. Your shopping cart should be congruent with your sales page and convey that your buyer's information will be safe and secure. Consider the following shopping cart elements which are known to increase conversion.

Shopping Cart Elements to Increase Conversion:

If your sales page directs buyers to a separate shopping cart page, the following elements are said to DRAMATICALLY increase conversion.

1. Your logo and brand name - Maintain congruence from one page to another.
2. A way to contact - For example, Need support? Email us at _____.
3. Guarantee badges and stickers
4. A short statement of the benefits of what they are purchasing
5. The items included in their purchase: For example, Here's what you get: (then a series of short bullets spelling out what's included in their package.)
6. Testimonials - Keep them short and include pictures. Use either 1, or use 3 or more.

7. Security badges - Show that their information is protected and will be kept safe.
8. Offer more than one way to pay - For example Paypal and Stripe or Paypal and a credit card processor.
9. A nice big order button (highlighted in a contrasting color, similar to the landing page.)
10. A short summary of what happens after they hit the buy button.

Examples:

- Your download will be delivered to your inbox within 5-10 minutes.
- Download digital files immediately after purchase using download summary or order receipt.
- Your _____ will be mailed to you via USPS and will arrive within 3-5 business days.

Note: You do NOT need all of these elements on your shopping cart page. Consider adding a few and see if you notice a difference in your sales.

Top Sales Page Mistakes (and what to do instead):

1. Writing to the masses with no ideal client in mind

It's tempting to want to serve as many people as possible with a product or service. However, if you are writing to 'everyone,' you will sell to no one.

Instead, choose an ideal client and write your sales page with that ideal client in mind. Don't be afraid to call them out! Let them know they are in the right place and you've got them covered!

2. Selling high-ticket offers to cold-traffic

When starting to sell online, it's normal to have visions of putting up a sales page and having money instantly deposited into your paypal account on a regular basis (automatically.) Unfortunately, this is not the case.

First, it's important to understand that in order to make money online, you must have traffic to send to your offers. Second, not all traffic will be ready to buy. You must "warm up" your traffic so they know, like, and trust you, which will increase the likelihood that they will buy from you.

Generally, "cold traffic," or those that are brand new to you and your brand will need to be warmed up with valuable free offers before they are sold to. Or, present lower-ticket offers to colder traffic. Unless your product or service solves a VERY specific problem that your target market is highly motivated to solve, expect that high-ticket offers will generally sell better to warmer traffic.

3. Not solving a specific problem

Remember that your sales page must be selling an offer that is THE SOLUTION to a very specific problem your ideal client is motivated to solve. [They must also be willing to pay for a solution.]

4. Selling to need and not want

As the expert, you understand the exact steps your ideal client must take in order to get from where they are now to where they want to be. It is important to understand that they are going to be most motivated by what they WANT and not necessarily what they need.

For example, a business coach understands that choosing a niche and ideal client is important to be able to market effectively. What their ideal client wants most is more clients and cash. Every part of the program or service must be positioned in a way that gives the ideal client what they want.

5. Making too bold a promise

While it's important to be excited about your offers, be careful about making too bold of a promise. First, your prospects will be less likely to trust you. Second, if you're using Facebook ads, your ad could be rejected for making unsubstantiated claims.

Focus on the specific solution your product or service provides for your ideal client (in their own words.) Use the testimonial section to show what is possible.

6. Trying to solve all your ideal client's problems in one paid offer

You may be able to solve many problems for your ideal client. However, for the most part, you will want to focus on solving one problem for each offer, especially for cold traffic. The more 'wins' you can provide for your client, the more they will come to trust you.

7. Focusing on features

Your Signature System may include in-depth workbooks and 40 printable PDFs. While these components may have taken time to create, your prospects will not necessarily value these features of your package.

Instead, you want to focus on results and benefits throughout the copy of your sales page. Remember to use 'so that' statements for every module or feature so they understand exactly, 'why is this important?' and 'what's in it for them.'

8. Ignoring bonuses

For low-ticket offers like \$7.00 Tripwires, bonuses aren't necessary. However, bonuses can really motivate your sales page visitor to hit that 'buy' button!

9. Stuffing your offers with too much fluff

It may be tempting to pack your offers with a ton of value and bonuses to increase the likelihood that people will buy. However, a confused mind never buys. Also, remember that people are busy. You may have a hundred hours of video content, but chances are they won't have time to consume the information.

Instead, only include the pieces and components that will lead to the desired result. There is real value in helping your clients achieve their desired result with the least amount of work on their part. Provide bonuses that will help your clients expand their results or achieve results in less time.

10. Not using authority positioning and social proof

It may be tempting to keep your sales page short and sweet. Or, you may want to avoid 'tooting your own horn.' However, we are bombarded by information and content 24/7. It's important to show and tell people why they should buy from you.

If you have great testimonials, use them! They don't even have to be for this particular

product or service. Testimonials that speak to the results you provide can be quite compelling. They can also show your ideal client what is possible and overcome objections at the same time.

11. Not overcoming 'hidden objections'

Your ideal client will most likely have 'surface' objections and hidden objections. Remember to target both. For example, your client may tell you that they are not sure if this program will work for them. However, the hidden objection may be that they do not believe in their ability to transform.

Address surface and hidden objections in your copy and show what is possible through your testimonials. Give them enough 'quick wins' in your free offers to show them that they are capable of progress and change.

12. Not telling the reader exactly what will happen when they press that 'buy' button

Remember that your sales page is one step in the customer journey. You want to lead them on their journey by telling them what will happen, which will put their mind at ease.

13. Not giving reasons to buy NOW

A sales page can be a great tool to do your selling for you. However, it's important to give your buyers a reason to act fast and buy now. Use urgency and authentic scarcity to motivate them to buy sooner, rather than later.

Urgency and authentic scarcity elements:

- Deadline
- Countdown timer
- Only 5 spots left
- Early-bird discount
- The price goes up at this date
- The first 5 people sign up get this bonus.

14. Not spending time on the shopping cart page

It's common to spend hours and hours drafting the copy and designing a sales page. Then, not much thought is put into the actual shopping cart page.

Remember to make your shopping cart page congruent and in alignment with your sales page. The last thing you want is for a buyer to say, "Am I in the right place?" or worse, "is my credit card information safe?" when they land on your shopping cart page.

Assignments & Facebook Challenges:

1. Draft the copy for your sales page. Start with the short-form template and add elements as you see fit.
2. Pick 2-3 objections to overcome in the sales page copy.

Facebook Challenge(s):

1. Share your sales page copy in the Facebook group for feedback.
2. If you create your sales page (or have it created), share it in the group. Who knows? You may get a few buyers from the group.