



# ***Build a Sales Page that Books Clients***

**[www.firstclassdesign.co](http://www.firstclassdesign.co)**

## Section #1: Opening Headline

The Opening Headline has 3 main goals:

1. Grab the attention of the *\*right\** people
2. Get them to keep reading
3. Spark curiosity

*"<Achieve most desirable outcome in a specific time frame>  
WITHOUT <their biggest pain point>"*

## Section #2: Paint the Problem

This section is where we want to point out our ideal customer's biggest problem and pain points. You want to call out their frustration and then dig into why this is holding them back and/or hurting them.

*"There are <#> huge mistakes I see when people try to <your offer's topic>"*

## Section #3: Look Into the Future

You want to show them what their life/business/situation *could* look like after working with you.

*Can you imagine how it would feel to <outcome they desire>?*

*How would your <life/business/etc> be different if you could:*

*Imagine being able to <outcome they desire> without <their biggest pain point>*

## Section #4: Introduce Your Offer

It's time for the big unveil. In this section, you're going to introduce your offer and share the core result your offer creates for your ideal customers.

## Section #5: Offer Differentiator

In this section, you're going to share what makes your offer different from every other offer similar to yours.

## Section #6: The Results

In this section, you're going to share the specific results your customer will see because of your offer. What will they be able to do, learn or achieve in order to help them reach their desired solution?

## Section #7: The Benefits (+features)

\*In my video I think I traded these two words my apologies!

In this section, you're going to break down what's included inside your offer.

## Section #8: The Investment

Now it's time to show them what the price will be - or payment plan options. If you only have one pricing option, then a simple 1 column grid will be perfect. Tell them what's included and how much it is. If you have more than one pricing option, format it into an easy-to-compare grid.

## Section #9: The Guarantee

The guarantee section is so important to put your reader's minds at rest. I like to include my guarantee right under the first pricing section so readers see it right away when they are weighing the investment in their heads. \*Not always necessary but sometimes good to have.

## Section #10: Hi! I'm \_\_\_\_\_

Show them your beautiful face! This is where you spill the beans on all things you and why you're qualified to teach them! Tell them about your background, your experience, and why you created this program.

## Section #11: Is This For You?

The "Is This For You?" section is all about helping your reader decide whether or not your course is a good fit for them or not. The best approach to this section is to come from a genuine place of caring for their time and money and helping them make the best decision for them. This is not about trying to convince them, it's about helping them make an empowered decision to work with you.

## Section #12: Now is the Time

This is where you'll seal the deal. Remind them WHY they need this course and why they need it NOW.

Don't let another year go by before you <outcome they desire>

## Section #13: Frequent Objections

AKA the FAQ section. This is your chance to both sum up your sales page into the most common asked questions that you anticipate your readers would want to know and overcome objections right here so you don't have to do it on a sales call.

## Section #14: Final Call-to-Action

This section is where we can catch our thorough sales page readers with one final push to enroll/buy/purchase/etc. It doesn't need to be as detailed as the "The Investment" section, but needs to at least include 1) a headline and 2) the payment options and buttons.

I hope you found this helpful and I am cheering you on!!!

Xo,  
Jess

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