

SALES PAGE

Checklist

My top 12 secrets to turn your sales page into a money machine.



- [] 1. Speak to your ideal client [Remember, if you're trying to reach "everyone", your sales page will speak to no one]
- [] 2. Demonstrate that you understand the pain points and core desires of your target market
- [] 3. Include your before-and-after story until the ONE THING changed it all!
- [] 4. Your offer solves a specific problem faced by your target market [You are not trying to solve all of your client's problems in one offer]
- [] 5. The benefits and results are front and center.

- [] 6. Sell to what your ideal client wants and not just needs.
- [] 7. Your copy compels them to take action and take action now.
- [] 8. Bonuses are offered to inspire your ideal client to take action ASAP!
- [] 9. Authentic scarcity (deadlines, limited spots, etc.)
- [] 10. Social proof (testimonials, case studies, your results, etc.)
- [] 11. Demonstrates the before and ideal after.
- [] 12. Don't ignore your shopping cart page, make sure the branding matches the sales page.

Hi Beautiful ,

I hope you found this checklist useful! If you'd like to continue to receive FREE resources that will help you create a business and life you love head on over to MakaylaMcRorie.com and sign up for my weekly newsletter and don't forget to follow me on Instagram [@MakaylaMcRorie](https://www.instagram.com/MakaylaMcRorie) for all the behind the scenes tips and inspiration that I don't share anywhere else.

Makayla