



- YOUR KILLER -
**SALES PAGE
SEQUENCE**



**6-FIGURE BIZ
ACADEMY**
FOR NUTRITION PROFESSIONALS



YOUR KILLER SALES PAGE SEQUENCE

It's always good to start with a blueprint and sales pages are no different. Once you have the framework in place, one that hits all the right touch points, you can tweak it and put your own personal spin on it.

Here is a proven template for you to follow. You don't "have" to use all of these sections, but they all serve an important purpose, so I wanted you to understand them all.

1. The Headline The job of the headline is to get your audience to be intrigued enough to keep reading. That's it. But that's a lot and it's why the headline is probably the most important part of the entire sales letter.

2. Greetings "Dear Passionate Entrepreneur..." This is where you start to "pre-qualify" your readers. You want to describe them in some way that makes them want to self-select into the group you're talking about.

3. Client Magnet Questions You MUST address the problems right up front. These are the problems they know they have (not the ones you think they have) and they must be significant pain points. This is getting more buy-in and pre-qualification.

4. Deepen the Problem You want them to connect emotionally to the severity of their problem and the cost of not solving it. This is a great place for your personal story of struggling with the same thing. You can also use a client story here.

5. Your Solution This is the second half of the story you started in #4. If you're using your personal story, it's the "This is what my life is like now" section. If you're NOT using a personal story, you can go with an "Imagine if this was your life/business" kind of description. Ideally you are giving them a taste of the "ownership experience" - what it would be like to have their problem solved.

6. PROOF Put proof in your letter EARLY. It can be at the end of your story, as in "since then I've tripled my income." It's also a good idea to have at least one client case study here.

7. Your Solution This is called "Here's what I've got." This is when you first mention that you can solve their problem. This is not a detailed explanation, more of an overview of what's to come.

8. Announcement of the Offer As part of #7, you want to mention your specific program or service here. We do it as a big banner (at least do it in large letters in a complimentary color).



9. Results, Results, Results This is CRUCIAL. Here you get to paint a very impactful picture of the specific results and outcomes that you will deliver. Bullet points are a good way to do this as they are easy to read. (Remember, people buy the results – what’s in it for them – more than they buy the logistics). The end of the this section is a great place for more client case studies.

10. The Components What, exactly, will your clients get? This is where you spell out exactly what is included in your offer. Even though you are describing features and benefits, you should still use results oriented language. Explain what these features will actually do for someone who joins you. Here is where you may choose to put a detailed description of the content for each “class” or each “segment” of your program.

11. Bonuses These can be anything from transcripts, to extra reports, to an online forum, to special bonus calls you’ll do. These can ALSO be free gifts that you have colleagues donate. The point is, calling these out separately from the curriculum increases the perceived value of your irresistible offer.

12. Social Proof Here’s a good place for some more case studies.

13. The Investment By using the word “investment” you remind your potential client that this is not a “cost” but an investment in themselves. Before you present the investment, you can use price juxtaposition to lessen sticker shock and decrease resistance.

14. Guarantee Always offer a guarantee on programs and products (but not on private coaching). Nothing creates more ill will than having a bad refund experience. Having an iron-clad guarantee creates trust and is a gentle persuader that puts many objections to rest.

15. Call To Action This is more than just a buy button. There are two questions your sales page must answer in no uncertain terms. First, “Why this?” and the second is equally if not more important, “Why now?” Early on you presented the costs of not solving their problem. Here you can nudge them further with a time sensitive offer (the early bird savings disappear on a certain date) and / or a scarcity limiter (the first X number get this super sweet bonus).

16. Sign Off This will be your usual signature or some variation.

17. Postscripts Believe it or not, after the headline, the second most read part of your sales letter, are the PS’s. That’s why the PS must pull them back into the meat of the letter. One option is to present your guarantee here. Or mention the bonuses (without naming them) and how awesome they are – that way people will scroll up to find them! Case studies can work well here too.

18. Footer There’s room for another buy button here. And don’t forget all the legal language that the government insists on. This is also a good place to add contact info, copyright, etc.