

**Sales Page Copy Framework**

Use this doc as a guide for us to create your sales page to ensure that it contains the following key elements:

**Here are a few examples of sales pages to help inspire you.**

<https://myfunnelacademy.com/>

<https://www.janetmurray.co.uk/build-your-audience-programme/>

<https://membership.lessonstream.com/>

<https://www.membershipacademy.com/>

**1. Main Headline**

Clear and concise headline so users can identify they are in the right place as soon as they land on the page.

**Example:**

*Building Your Personal Wealth Just Got A lot Easier*

**2. Sub Header**

Goes a little deeper in explaining exactly what the site is and how it can help the user

**Example:**

*You’re just seconds away from the essential training, advice & support you need to plan, create & grow your personal wealth and live a life of financial freedom*

**3. Pain/Problem**

Identify the problems and pains that your target customer has, and show that you understand and empathise with their situation and needs.

**Examples:**

*You want to invest and make your money work for you but you’re confused by all the options available*

**4. Solution**

Having identified the problem, now illustrate how your product is the solution or remedy.

**Examples:**

*The Academy is a leading training community for insert avatar here*

*And it’s packed with in-depth, practical training and resources on all aspects of planning, building, running and growing a your personal wealth.*

*PLUS the community support you need to ensure your finances achieves its full potential.*

**5. Features & Benefits**

Here’s where you start to give specifics of your membership product in terms of its features and – more importantly – why they’re beneficial. Try o add around 3-6 of these features and benefits

**Example**

***THE ACADEMY WILL HELP YOU TO:***

*Become infinitely better at managing your money on a day to day basis, so that you have way more time and far less stress*

*Unlock the negative internal money thinking that is holding you back from achieving your financial goals*

**6. About You**

People buy from people and want you to guide them, tell them about you and show them that you are real. This is your mini bio to tell people about your achievements are and what you're passionate about.

*Don’t forget to add a picture!*

**7. Social Proof**

Testimonials and case studies will help to establish trust and provide proof that you’re credible and your membership is worth joining.

**Example**

“Since Joining X - I have achieved transformational outcome or result based on what I have learnt from the membership”

**As featured in**

These add a good element of credibility and trust that you are an authority in your industry.

If you have been featured in any well know publications or won any awards lets get them added to your site.

**Example:**

**8. Transparent Pricing**

It’s important to ensure that your pricing options are clear and easy to understand. Be transparent about cost, recurring billing etc.

*Try and limit options to no more than 3 - If you give too many they will be confused and confusion kills conversions*

**9. Call to Action**

Ensure you have a strong call to action that encourages readers to take the next step not something fluffy and vague.

Example:  **Join Now - Sign Up**

Vague: **Get Started**

**10. Risk Reversal**

Money-back guarantees, free/low-cost trials and a fair refund policy help alleviate the perceived risk a customer feels when deciding to join.

These are very effective to convince people to sign up

Example:

**30 Day No Questions Asked Money-Back Guarantee**

When you join INSERT SITE NAME HERE you are fully protected by our 100% Satisfaction Guarantee. If you don't feel like you've received value and you decide you want to cancel any time within the next 30 days, just let us know and we'll send you a prompt refund.

I’m or We’re confident that you'll find the INSERT SITE NAME HERE a valuable resource in achieving your goals, and we won't make you beg or invoke any silly rules or conditions - if you're not satisfied within your first 30 days then we'll refund you without any fuss.

**11. FAQ’s**

Pre-empt any queries, concerns or objections that your potential members may have, and address them in a ‘frequently asked questions’ section.

**Examples:**

***Why should I become a member today instead of waiting?***

***What happens if I decide to cancel my membership?***

***What type of person is this for?***

***What if I don’t like it?***

***Do you offer a free trial?***