

How to create the perfect sales page

An interactive workbook



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Part one: 8 components of a successful sales page

You might have your course exactly how you want it, but you still need a sales page to convince students to click “buy.”

There are eight elements that make up the ideal sales page. We’ve broken them down exactly so you can write yours with confidence.



1. Headline or “hero”

This is a single sentence or phrase where you describe your course.

2. Course description

Write a few paragraphs to explain your course and what problems it's going to solve for students. Go into further detail on what your course covers and who it's for.

3. Student testimonial

Testimonials can help prove that others have taken your course and found it valuable. This builds your credibility and helps legitimize your course to potential students.

4. Call-to-action button or “CTA”

Add a call-to-action button to directly urge your audience to make a purchase. These CTAs are usually buttons on a page that say something like “enroll now.”

Pro-tip: Be sure to explain the transformation your course offers and who your students will be after completing it in your course description.

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5. Instructor bio

Add a little blurb explaining yourself to your students or potential students. (A welcome video introducing yourself goes even further, they have a conversion rate **five times higher** than pages with no welcome video.) People want to feel connected to their instructor. Be sure to highlight your qualifications and experience and remember to let your personality shine.

6. Case study or testimonial

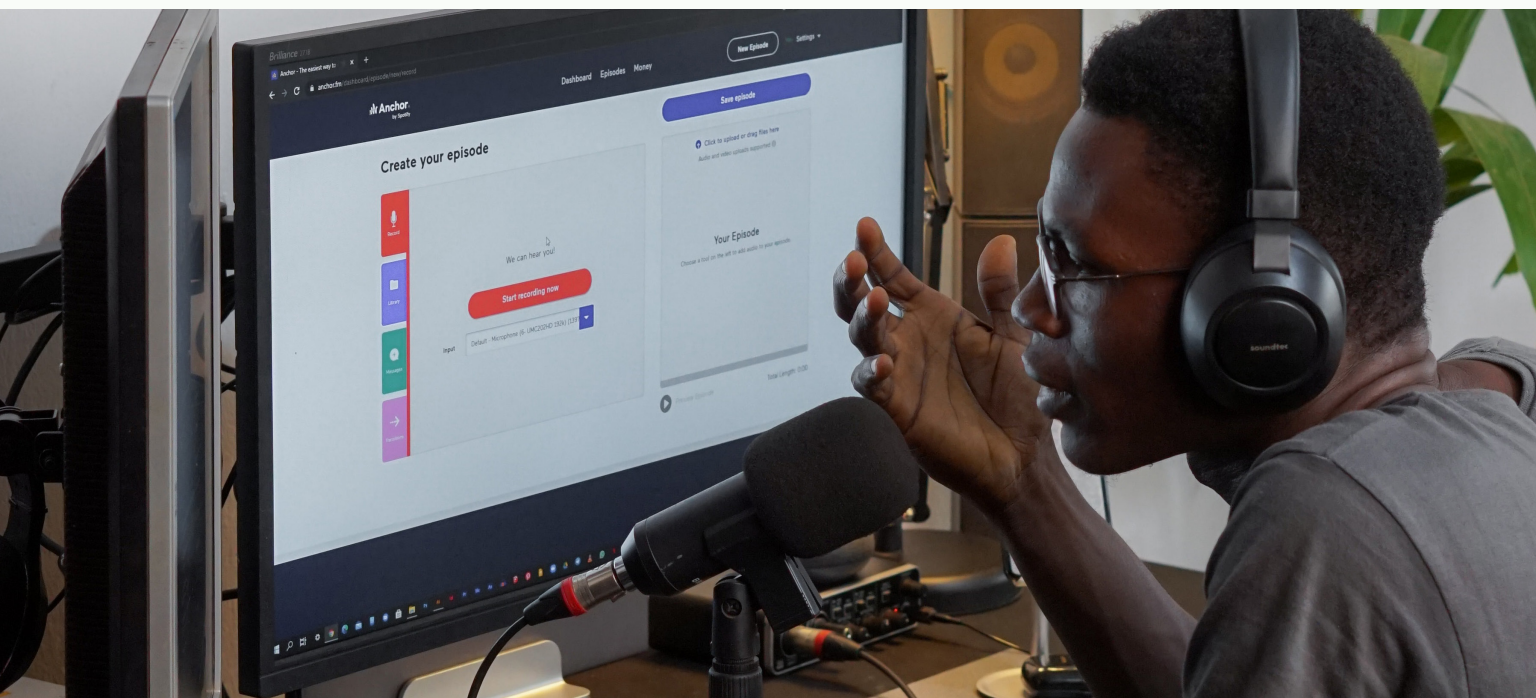
Add another case study or testimonial to really give people that final nudge they need.

7. FAQs

People are going to have questions. It's in your best interest to answer the most common ones in one place right on your sales page.

8. Call-to-action button

Add one more CTA that can act as that final push convincing people to purchase.



Part two: Writing the perfect sales page

Now that you know the components that should be included in your sales page, you can simply plug and play the perfect sales page copy right onto your page using this template.

Remember: These are simply suggestions. Fill in the blank and then adjust the copy as necessary to each section. Make it personal and customized to your course so students can really get a feel for what they're signing up for.



Example sales page

Headline

Course
description

× ☰

Learn how to

from a

This course includes:

- lessons
- downloadable PDFs
- worksheets
- group coaching sessions
- [anything else your course includes]

.....

**After this course students
will be able to:**

- Complete _____
- Effectively _____

.....

Your online instructor will guide you through
_____ over the course
of _____ weeks/months.

↓

Student testimonial

Pro-tip: If you have a student testimonial video, that's even better!

Call to action

Instructor bio

Case study or second testimonial



“[insert quote from student who’s taken the course here]”

- *Name of student*

.....

Get started now!
I’m ready to learn!
Sign me up!

I’m in!

[anything else that’s fitting]

.....

Your instructor,

is a _____. They have _____ of training under their belt and have taught _____. They’re passionate about _____ and teaching online has given them _____.

.....

[Highlight another case study or testimonial here. Or highlight something from social media. If past students have shared your course or the work they made in your course, highlight it.]





FAQs

1. **When does this course start and how long does it last?**

· Answer

2. **What is your refund policy?**

· Answer

3. **Is there a payment plan available for the course?**

· Answer

4. **How long will I have access to the course after purchasing?**

· Answer

5. **Do I need any extra materials to take part in this course?**

· Answer

6. **Is coaching offered?**

· Answer

[any other question you frequently get]

.....
Get started now!

I'm ready to learn!

Sign me up!

I'm in!

[anything else that's fitting]

Call to action

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Teachable resources

Not sure what to do next, or need help getting unstuck?

teachable:hq

Head to [teachable:hq](#), our members-only community hosted inside Teachable. Your paid plan gives you free access to the community where you'll connect with other creators in your same business stage. Get encouragement, advice, and insider tips.

Support

Submit a [Support Ticket](#) to get an answer straight from Teachable's dedicated customer care team.

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Those on Teachable plans can consult [teachable:u](#) for detailed, step-by-step videos and articles on using Teachable and get answers to common questions.

Teachable blog

Peruse [Teachable's blog](#) for case studies, tips, and in-depth articles on how to start your online course business, create your content, and market your course.



Teachable exists to help people like you turn their knowledge into a successful online business. We're here to help, and we can't wait to see what you create!
