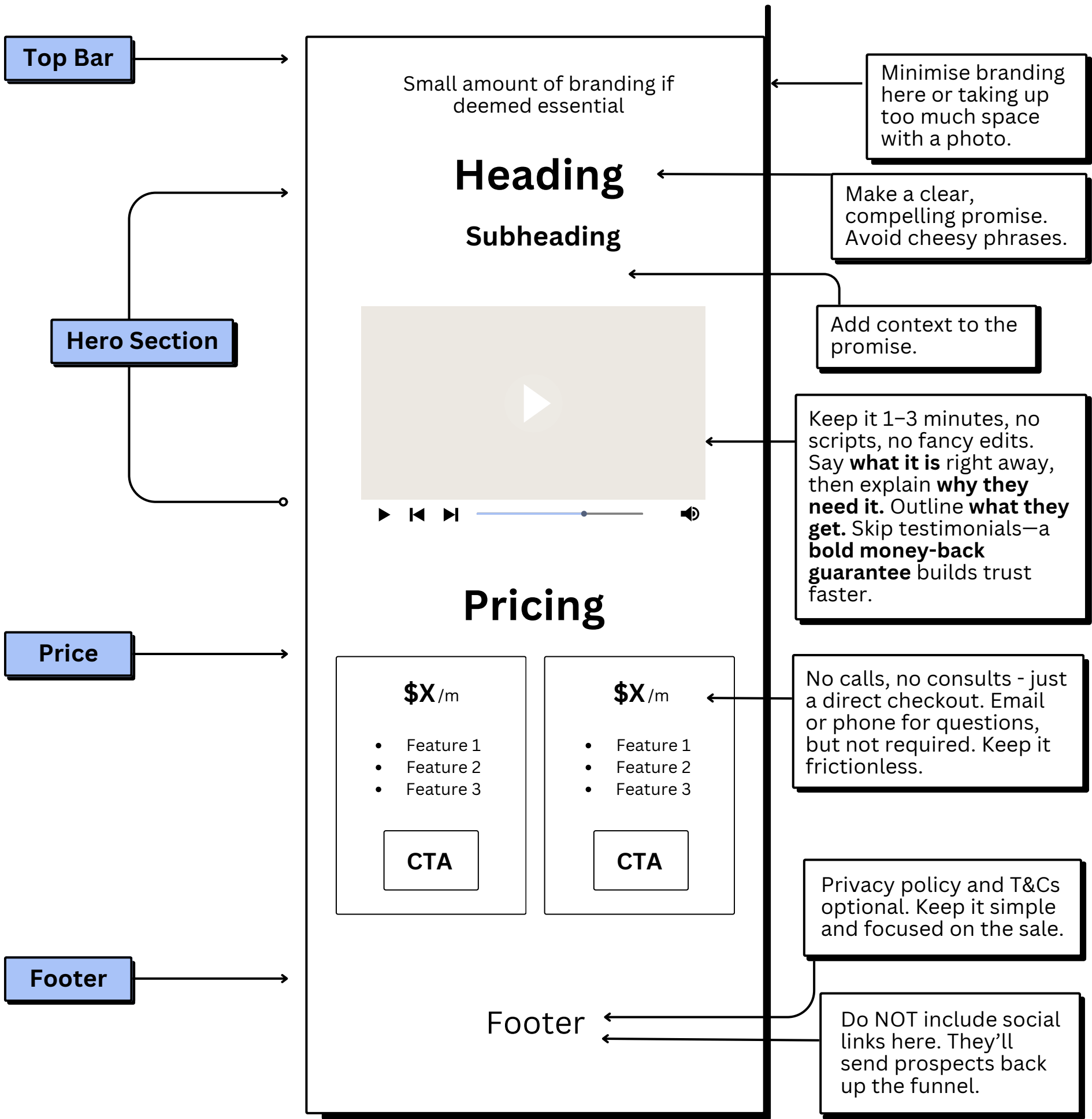


Anatomy of a Highly Efficient Sales Page

Platform: Use platforms like Leadpages for professional designs. Avoid email platforms like Mailchimp etc. —they look unpolished hard to read.



Golden rules for an effective sales page

Make sure that when the page loads *the first thing they see* is impactful in some way, whether it be your statement promise or even the VSL video. **Don't waste this first touchpoint with redundant text** or a picture you think looks good.

Don't model your promise on everyone else's. Make it specific so that whoever arrives here has a sure understanding of what you do before they even scroll down. *"How to stop smoking without ever getting cravings."* or *"Become an expert on pouring the perfect coffee."* or *"How to grow a million dollar personal brand on YouTube."* or *"How to create hollywood quality edits to blow up your editing business."*

The subheading is the uppercut that follows this. *"The 14 day system to stop smoking forever - or your money back."* or *"Create evergreen content on youtube that drive constant leads to your business."* or *"Level up your editing using with these simple hacks that will keep your clients wanting you back for more."*

Don't script your video, if you can't just rift from the heart about what you do, you're in the wrong profession. Just sit down, no fancy editing and tell me why I should buy from you, give me a bit of personality, a bit of vulnerability and just **be honest with me**.

No sales calls needed. For the majority of you, if you really want to save time and streamline your sales process. Swap out the arduous sales call for a money back guarantee. **This can 5x your bookings** because you take on the risk away from your client. It also gives you confidence in your offer which you can say verbally in the VSL video.

Sales calls aren't always successful, you have no shows, people messing you around, time zones and not to mention. That hour on a sales call could have been used *driving more people to this page*.

Using software like Leadpages means you can make multiple versions of the same page and look at real time analytics by A/B/C split testing various versions of the same page to see what converts more. More text, less text, longer video, shorter video etc.

Show your pricing, be proud of how much you charge. This is a great way to writtle out people who aren't right for the program. If you want to buy a porche 911 they don't wait for you to test drive it before revealing the prices. **So be transparent.**

Let this page do the selling for you, so **your job is to send traffic to it.** .