

Sales Page Tips & Tactics Printable

Workbook

Now, it's time to dig deep and learn more about yourself. Try to find a quiet place so you can spend some time reflecting on the questions. Share your honest thoughts here – there's no judgement or right answer. You are free to journal, brainstorm and doodle in this space.

Journal Your Thoughts

[From: The Essential Elements of a Great Sales Page]

1. What will you use as the main headline for your sales page?

2. What's the most important information your visitor needs to know about your product?

3. What subheadings would you like to include on your sales page?

[From: Design Your Sales Page Images Today]

1. Do you have a 3D image creator you could use for your sales page?

2. Have you experimented with mockups? How does your community respond to them?

3. Do you already have screenshot tools that you use regularly? If so, which one is your favorite?

[From: Convince Your Visitors to Take Action]

1. What are some of your favorite call-to-action phrases (e.g. add to cart, buy now,)?

2. Do you offer a guarantee with your products? Why or why not?

3. How will you sum up your offer in the PS section of your sales page?

[From: Make the Sales Decision Simple & Easy]

1. Do you have any "thank you" messages or shout outs from customers that you could use as testimonials?

2. What statistics would you like to share on your sales page?

3. On your sales page, will you feature a real story from your own life or from someone else's?

[From: Sales Page Secrets for Social Media Ads]

1. Have you tried social media advertising? Which social networks would you like to use to promote your product?

2. Who is your ideal customer and what does she want? How will you target her on social media?

3. Which product benefit will you highlight in your social media ad?
