



Key Elements of a Sales Page Workbook

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Hey, I'm Kay

Thank you for joining me in the Marketing & Mindset Membership!

This workbook accompanies the How to Create a Magnet Sales Page masterclass.

In this workbook I will provide guidance on what elements to include on your sales page.

If you haven't watched the masterclass yet I highly suggest you do that now before diving into this workbook.

If you have any questions please drop them into the member's only Facebook group.

To your success!



Kay 

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Key Elements to Include

Make sure these key elements are included on your sales page, and ideally in this order or as close to this order as possible.

- Descriptive Headline
- Challenge / Desire
- Solution
- Who is this for / not for
- Testimonials
- Call to Action
- Bonuses
- Thank you page (upsell)

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A Final Note

Remember, as a personal brand, the magnetic part of a sales page is YOU.

You are the magnet.

Credentials and experience are important; those things make people trust you as a resource but they don't necessarily make people like you.

Your personality makes people like you.

Show up for yourself and your business every day.

Be active on social media if that's your primary marketing channel.

Send nurture emails allowing people to get to know you if you have an email list.

Create connections.

Be the magnet.