



Sales Page Checklist



Copyright Christy Jo Lightfoot

Sales Page Checklist

A sales page can make or break the success of your offer! You can have an amazing offer that would change your customers business but, if your sales page isn't up to par. no one may ever know about it. This checklist will make sure you included all of the important pieces of a sales page!

Mockups of your program such as computer, ipad, ebook, mockups.

**You may not have your content created yet but, you'll still want to create mockups for what is included.*

Complete Course Outline (know what this is before you get started)

All bonuses that you will include (and mockups for those)

Photos of your pretty face

Attention grabbing title/headline (no, this shouldn't be your course name)

An introduction sentence or statement

(how they will feel, what they are tired of, the end result, etc)

Problem(s) that your offer helps solve

Testimonials from customers or similar offers in the past

List of FAQs, typically 3-5

Refund or Guarantee specifics, should you decide to include one

Payment button color that stands out and is something not used for other buttons

A short description about yourself to add to the page for those that don't know you

Link to your payment or shopping cart (have this handy ahead of time)

Thank you page, emails, and other automations linked up

