



HOW TO CREATE A *magnetic* SALES PAGE

KEY ELEMENTS OF A SALES PAGE

- Descriptive headline
- Challenge / desire
- Solution
- Who it's ideal for
- Testimonials
- Call to action
- Bonuses
- Thank you page

REGISTRATION EXPIRES IN: 17:04:38
JOIN NOW FOR JUST \$37!

6 STEPS. 1 SKYROCKETING EMAIL LIST.

SUBSCRIBED: A Live List Building Bootcamp with Amy Porterfield

Master the 6-step framework to grow your email list fast

SUBSCRIBED is a BRAND NEW *LIVE* list building intensive

It'll be hands-on with you as we kickstart your list, amplify your reach, and nail down a rock solid long-term list building strategy in your biz.

And did I forget to mention it's only \$37? That's right!

Get ready for lots of "Subscribed" notifications in your (very near) future.

I'M IN! TAKE ME TO THE BOOTCAMP

BUSINESS INSIDER Entrepreneur Forbes FORTUNE Mashable MSNBC

WHETHER YOU HAVE AN EXISTING BUSINESS OR YOU'RE HOT ON THE HEELS OF STARTING ONE, A HEALTHY, GROWING EMAIL LIST MEANS →

No. 1
You have a **dependable, algorithm-proof line of communication** to the community you love (or would love) to serve

No. 2
You stand out as the **go-to expert** for real people who need exactly what you have to offer

No. 3
You can **make money in your business at any time** because you have a faithful and engaged following of kick-the-door-down fans. (Like the time I **made an extra \$100k by sending 2 emails!**)

BUT HERE'S THE PROBLEM...

- You don't know where in the digital world to find these perfect subscribers
- You're O-V-E-R creating content and casting your line... and getting 1 or 2 bites in exchange for all that work
- You sure as heck don't have the energy, time, or money to waste on outdated or ineffective list building methods

LET'S FIX THAT

Over the last 13 years, I've helped more than 45,000 online entrepreneurs create and grow a business-changing email list.

And after \$43 million in revenue in my own business, I can confidently say – when your email list grows, your business grows with it.

Your list is the most powerful metric you've got when it comes to measuring your success trajectory, and it's

DESCRIPTIVE HEADLINE

Descriptive (be specific):


- Join a live list building bootcamp

Not descriptive enough:

- Join my email marketing bootcamp

REGISTRATION EXPIRES IN: 17 : 04 : 49 : 38
DAYS HOURS MINS SECS

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CHALLENGE / DESIRE

Address:

- Where is the ICA right now
- Where does the ICA want to go

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And after **\$43 million in revenue in my own business**, I can confidently say — when your email list grows, your business grows with it.

Your list is the most powerful metric you've got when it comes to measuring your success trajectory, and it's surprisingly **simple to get started and gain major momentum FAST**.

If you're willing to commit to your email list, **spend 3 days online, learning what I have to teach you, and 4 days implementing alongside your virtual community**...I promise to reward your energy with only the latest and most effective strategies that will have you leapfrogging over everyone else competing for your audience's attention.

A QUICK NOTE

Effective marketing must address "pain" points – this is an industry term and does not mean you have to make your ICA feel pain.

It simply means showing your ICA you understand they have a specific goal or desire.

Ideally, you do it in a way that also evokes emotion.

EXAMPLE



"Do you feel like a failure every time you post to Instagram because you get practically no engagement? Hire me and I'll fix all the things you're doing wrong so you finally get engagement."

vs.



"How awesome would it feel if you knew every time you posted to Instagram you would get engagement from your ideal client because you have eye-catching graphics and copy that strongly resonates with your followers? I'd love to help you refresh your strategy to make this a reality!"

SOLUTION

Share both the features & benefits

- Features = what's included
 - Modules, facebook group, zoom calls
- Benefits = end result
 - Expected results if they complete the program

That means... when you sign up
for **SUBSCRIBED**, you'll get...

- ⊖ Training #1: Kickstart Your List: Create Your Irresistible Lead Magnet & List Building Funnel (\$97 Value)
- ⊖ Training #2: Amplify Your Reach With Social Media & Authentic Online Engagement (\$97 Value)
- ⊖ Training #3: Your Long Term List Building Strategy: Master Your Weekly Content & Nurture Life-Long Subscribers (\$97 Value)
- ⊖ Exclusive Access to The SUBSCRIBED Pop Up Facebook Group (\$197 Value)
- ⊖ FREE 30 Day Training Extension (\$47 Value)
- ⊖ Step-By-Step Training Workbooks (\$47 Value)
- ⊖ FREE Bonus Masterclass

Snag over \$580 in value...
FOR JUST...

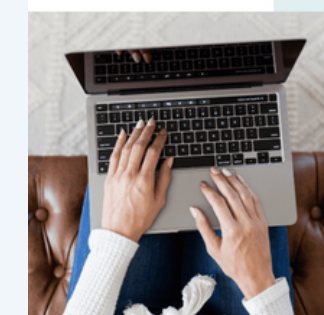
\$37

ENROLL NOW



By the end of SUBSCRIBED, you'll have:

- ⊖ **Honed in on the lead magnet and corresponding opt-in page** that will bring your unique business eager subscribers for months & months to come
- ⊖ **The confidence of knowing what to post, when, and where** so you're maximizing the content you already have
- ⊖ **An intuitive long-term list building strategy** that feels right for you, your business, and your audience so you never have to reinvent the wheel again
- ⊖ **Your trickiest list building questions answered**, plus a crystal clear understanding of the list building systems that will run your business in the background
- ⊖ **The 3 C's to simplifying your weekly content** and the industry's best-kept secret to nurturing your subscribers into happy paying customers
- ⊖ **BONUS digital marketing resources and templates** worth thousands \$\$



WHO IT'S FOR

- Spell it out
- Don't be afraid to say who it's not for
 - And don't be shy about this
 - You only want your ICA to join

SUBSCRIBED: A Live List Building Bootcamp is a right fit for you if you are:

- A teacher, consultant, realtor, watercolor artist, stay-at-home parent, sourdough baker, zoologist... you name it... who wants to build a profitable business online
- A list building newbie with zero audience, zero subscribers, and zero clue how to find your perfect audience online... but you're 100% committed to starting and growing a faithful following of future buyers
- An online business owner and this isn't your first digital marketing rodeo... but you want to see your reach and revenue go WAY up without spending more hours chained to your desk
- At a place where your profits have plateaued and you need a dependable way to secure recurring revenue, month in and month out



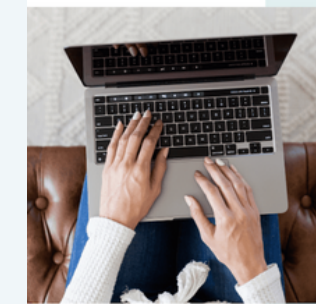
THAT'S 100% ME. SIGN ME UP!

TESTIMONIALS

- Use video testimonials if you can
- Weave the right testimonials throughout
 - Match up testimonial with what you're saying
 - Example: if you say "learn how to create a lead magnet"
 - The testimonial you use near it should mention lead magnets
- Bonus: add a section near the bottom with multiple testimonials

"Amy's step-by-step list building plan gets results. Because of Amy's course, I have built an engaged list of over 12,000 people in less than 2 years. Most importantly, they're the right people - they're the students who I want to teach, and the audience I want to engage with."

ANNE LAFOLLETTE
Artist and Educator



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Here's what Amy's previous students have to say:

"I feel like I'm an elite mastermind with all the amazing resources, tips, ideas, and hacks! I love this bootcamp!"

– Melanie Ota

"I've started everything I've learned from Amy, started with list building and my conversion rate is at 65% and in less than 2 months I have 4500 highly targeted leads! I'm beyond thrilled!"

– Amy Udani

"I have loved the energy, camaraderie, encouragement and support given and received here! It's been an experience and I don't want it to end!"

– Rita Coward

"SUPER VALUABLE AMY! You are a God sent with all of this phenomenal information. My vision is so much clearer now."

– Astrid H Vlahakis

"Amy is a real pro. Went from 0 to 10k active in just over 3 weeks in me taking action with her information"

– Matt Crane

"Things are starting to come together and click for me! I had so many questions answered in the last 20 minutes."

– Ally Nik

CALL TO ACTION

- Full price or payment plan
- The fewer steps the better
- Make it feel safe
- Money back guarantee (for courses)
 - "But I don't want to refund"
 - What if you got 10 additional enrollments?
 - If 1 or even 2 people request a refund
 - You still got 9 additional enrollments
 - Trust your program to deliver!

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Snag over \$580 in value...
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ENROLL NOW



JOIN SUBSCRIBED RISK-FREE!



We 100% guarantee you will love this bootcamp.

If after the end of Day 1 you feel like you haven't gotten *way* more value than what you invested, we will happily refund you in full.

All you have to do is email support@amyporterfield.com by 8:59am ET on Day 2 (May 14) for a full refund.

You definitely won't want to.

But know that you can.
:)

HECK YES! RESERVE MY TICKET

BONUSES

- Great way to create urgency while providing extra value
- Especially helpful at the end of a launch for those on the fence
- And really great if you sell evergreen to add some spice

Oh wait!

**DID YOU THINK WE WERE DONE? NOT EVEN CLOSE.
LET'S TALK ABOUT BONUSES, BABY!**

BONUS 01 **EXCLUSIVE ACCESS TO OUR COMMUNITY FACEBOOK GROUP**

(\$97 value)

Surround yourself with the most serious list builders in the game.

Join me, Team Porterfield, and a community of online entrepreneurs at every stage of business and list building for accountability, networking, and next-level support.

Whether you're making it all happen before the sun comes up or after the kids go down, you'll be able to get your questions answered, access list building support, and build like-minded relationships 24-hours a day.

Google could never.



BONUS 02 **30 DAY TRAINING EXTENSION**

(\$47 value)

This one's for my side hustlers, homemakers, and full-time 9-to-5ers.

While you'll have community support inside the Bootcamp cheering you on...with your busy schedule, it might take you a few more days to implement each list building strategy. And that's okay!

You'll have access to ALL my trainings for an entire month after the bootcamp.

BONUS 03 **STEP-BY-STEP TRAINING WORKBOOKS**

(\$47 value)

Building an email list doesn't have to be complicated...but it takes work. It requires putting one foot in front of the other, over and over again.

So I put together a training workbook for each lesson to keep you out of the weeds and make building an email list that fully supports your business as simple as possible.

Never wonder what you should be doing next.

Cross actions items off the list – one at a time – until you have a beautiful, thriving email list to show for it.



THANK YOU PAGE

- Standard thank you page (congrats check your email)
- Or upsell on the thank you page



But first! If you're the "smarter not harder" type...

Become a **VIP Member** and spend **45 extra minutes with me every single day** of the Bootcamp.

Huddle up with a small group of committed entrepreneurs LIVE as we share and discuss whatever's keeping you stuck when it comes to growing your audience.

UPGRADE ME TO VIP FOR:

\$97

[MAKE ME A VIP](#)

[No thanks, I'm good.](#)

But VIP means VERY important. So of course there's more!

When you enroll in SUBSCRIBED as a VIP member, you'll also receive my professionally designed **Lead Magnet Template Pack**.

Inside the SUBSCRIBED Bootcamp, you'll come up with a lead magnet that will do the heavy lifting for your email list for weeks and months to come.

And with my Lead Magnet Template Pack, that means you can go from an idea to a beautiful lead magnet raking in subscribers in under an hour.

- ✓ **No more** evenings spent slaving away on Photoshop.
- ✓ **No special** tech or graphic design skills necessary.
- ✓ **Simply** select your style of lead magnet from these professionally designed templates, add your own message, change the fonts and colors, and get ready for a flood of opt-in's!

These templates are fully customizable in Canva, a free online tool anyone can use!



Make me a VIP (and pass me those templates!)

TODAY ONLY:

\$97

[LOAD INTO MY ACCOUNT](#)

[I don't need templates.Thanks though.](#)

THREE TYPES OF SALES PAGES

1. Freebie

a. keep it short and sweet; focused on opt-in.

2. Low ticket

a. can go with a shorter landing page and less testimonials.

3. High ticket

a. typically a longer landing page with more testimonials.

"You don't need a long and complicated sales page."

WHAT MAKES A SALES PAGE MAGNETIC?

Your ideal client's ability to quickly and easily answer these two questions:

1. Is this the right program for me?
2. Is this the right coach for me?

WHAT MAKES A SALES PAGE MAGNETIC?

- Is this program right for me
 - can be answered on the sales page.
- Is this coach right for me?
 - this happens off the sales page
 - it's the like part of "like, know, trust"
 - It's often emotional and not 100% rational

WHAT MAKES A SALES PAGE MAGNETIC?

Even a well written About section listing your accolades and credentials doesn't mean someone will like you and want to work with you.

Think of a popular politician you would never vote for. I bet their professional About page is full of accolades and an ivy league degree; doesn't mean you like or trust them.

WHAT MAKES A SALES PAGE MAGNETIC?

Make sure you're nurturing your audience before they get to your sales page!

Q&A