

QUICK GUIDE

SALES PAGE CHECKLIST

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- Clear Hook Link (THIS will Solve X for Y)

- Identify their Problem - this is the before (Does this sound familiar?)

- Introduce Offering as Solution - this could be their new after

- Mini Bio (build relationship/establish authority)

- CTA 1 (ready already?!)

- Testimonials (Social proof that it works)

- What's Included? (FEATURE so that BENEFIT)

- Price (this could include a breakdown)

- CTA #2 (they're thinking they might be ready)

- Time/Scarcity (doors closing/X # of spots/Sales Ends...)

- How is it delivered (Make it clear what they can expect)

- In 3 Steps (step1: Schedule step2: Work with me Step3: See results)

- Who this is for (and who it's not for)

- FAQ (5-7 - simple, answer objections, restate what you already said)

- Guarantee/ Promise (assurance they can say yes and trust you)

- Final CTA (all laid out, now they're ready!)

FINAL CHECK

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- Did I build/nurture the relationship?
.....
- Is the checkout experience smooth and working?
.....
- Do I have a GREAT onboarding experience ready?
.....
- Have I asked someone to review to see what Q pop up for them?
.....
- Would this page benefit from a video from me a preview?
.....
- Is the link easy to share? (yourwebsite.com/course)
.....