

Long-Form, Info Product Sales Page

- 1. Paste an emotional hook from your Module I work at the top of the page.
 - ✦ Power tip: Make it related to an emotion that's at the core of the pain point you solve with your product.
- 2. Tell YOUR story (or a friend's or a client's) relating to the hook you've just written. And get DETAILED.
 - ✦ “Rags to riches” style - but spell out an EXACT situation.
 - ✦ Harp on the main pain point and demonstrate how it affects other aspects of a buyer's life.
 - ✦ Make it about a single person, not a generic “everyone.”
 - ✦ A plausible, believable story.
 - ✦ A day/night comparison of before & after.
 - ✦ Don't worry if it gets a little long.... especially in the initial draft.
 - ✦ At a MINIMUM: always borrow from reality.
- 3. Present your product as the solution.
 - ✦ Coming off of your story, capture the feelings of the “after” part—once everything is said & done and all is right in their world.
 - ✦ List features, specs, parts included, and bonuses.
 - ▶ Show how they'll get from point A to point B.
 - ▶ Calms & reassures their emotions
 - ▶ Shows product is an all-in-one solution to the problem & has more than enough to guarantee success.
 - ▶ Also: They feel like they already “own” it, which is an important psychological step in selling.
- 4. Tell your price.

- No discounts & no apologies.
- Reiterate specs.
- Present pricing options. (If you have multiple options.)

□5. Find customer objections & present logical backup.

- Acknowledge the doubt & make the reader feel valid for having it.
- Subside doubt with piece of info about your product and/or how it fits into your niche.
 - ▶ Power tip: if you're new to this, a bulleted list or comparison chart will do just fine.
- Offer a money-back guarantee.

□6. Craft your Call to Action Section

- Restate or review your initial hook.
- Revisit “lowest of the low” moments from your story & remind them there is an upside.
 - ▶ Power tip: Move quickly through this. Don't dwell on hashing out emotions you've already created.
- Restate product specs & price.
- Remind them of the emotional end-game.

□7. The “Buy Now” Button

- Power tip: Use language that focuses on customers receiving, rather than separating from their money.
- Place buttons throughout your sales page, where they make sense.

□8. Employ the not-so-dirty little secret.

- Pick an emotional hook from Module I and paste it underneath your final CTA button.

□8. Sprinkle in testimonials about your product if you have them.