

clear.
simplified.
your own.

Module 3: Being Understood In the Digital Era the marketing and messaging class



SALES PAGE CHECKLIST

EXERCISE #1

Use the following checklist to make sure you have a strong sales page that leads the right people to purchase from you.

1 INTRODUCTION

What type of introduction will you use?

- Brief phrases or sentences
- Longer to tell story or share perspective
- Questions that have your reader self-identifying and saying yes?
- Video
- Combination

Does your introduction...

- Let people know exactly where they are and what they're about to read?
- Help your reader understand if this is for them?
- Engage people and have them wanting to read more?
- Communicate your message?
- Communicate the feelings you want your reader to experience when working with you?
- Communicate hopes and fears?
- Communicate benefits?

2

THE DETAILS/MAIN MEAT

- Have you clearly articulated what's for sale?
- Have included a benefits and/or results oriented name for your offer?
- Have included the key features (bullet pointed is best) of your offer with benefits clearly articulated?
- Have you clearly said when and/or for how long your offer is for?
- If you have a service, have you clearly articulated where the service takes place? (In-person? Specific location? Phone? Skype?)
- Have you said who your product or service is for? Have you said who it helps?
- Have you outlined what steps your potential client will take if they decide to buy what you're selling?
- If appropriate, do you clearly say the investment price?
- Does what you write communicate your message?
- Does what you write communicate the feelings you want your reader to experience when working with you?
- Does what you write communicate hopes and fears?
- Does what you write communicate benefits?

3

SOCIAL PROOF/TESTIMONIALS

- Do you have at least one testimonial?
- Are your testimonials short and easy to read? Have you highlighted key phrases?
- Do your testimonials include the person's full name? *(Sometimes this might now be appropriate.)*
- Do your testimonials include the person's title or role?
- Do your testimonials include the person's website, if appropriate? *(Link opens in new tab if you link.)*
- Do your testimonials include a photo?
- Have you made your testimonials stand out nicely? Are they formatted nicely?
- Are your testimonials placed near the middle and end of your page?
- Do your testimonials directly relate to what you're selling?
- Do your testimonials communicate benefits and specific results?

4

CALL-TO-ACTION

- Do you have a call-to-action that clearly tells people what to do?
- Do you have a button?
- Does your call-to-action align with your message and the feeling you want to communicate?

Consider using canva.com and picmonkey.com to create your own buttons.

Or use a site like: <http://buttonoptimizer.com/>