SALES PAGE WORKBOOK

(Note: Don’t worry if you don’t have all the brand colors and fonts figured out yet, we can use placeholder ones during the workshop)

***Brand colors: (3-5 hex codes if you have them)***

1. \_
2. \_
3. \_
4. \_
5. \_

***Fonts***:

1. Header\_
2. Body\_

***Social links:***

1. Instagram -
2. Facebook -
3. Tiktok -
4. Linkedin -

***Client Testimonials: (3-5 testimonials with permission to use photos if using)***

1. \_
2. \_
3. \_
4. \_
5. \_

***Copy Prompt: (you will use this prompt during the workshop)***

Write a high-converting, emotionally intelligent, story-led **sales page in 6 sections** that feels aligned with my brand voice.

The tone should be warm, confident, grounded, and magnetic — not corporate, bro-y, or overhyped.

Write as if I’m speaking directly to my dream client with clarity, love, and authority.

✅ Use short paragraphs  
✅ Bold, scroll-stopping section headlines  
✅ Conversational CTA button copy  
✅ No jargon or filler

### **Here’s the offer information to use:**

**Offer name:** [insert name]  
**Offer type:** [workshop, DWY program, course, template, service, etc.]  
**Start date (if any):** [insert]  
**Investment:** [insert price + any payment plans]  
**Ideal client:** [insert who this is for]  
**They struggle with:** [insert pain points]  
**They desire:** [insert transformation]  
**What’s included:**

* [insert bullet list of inclusions — sessions, templates, replays, bonuses, etc.]

**My story (optional):** [insert 1–2 paragraphs]  
**FAQs:** [insert 2–4]  
**Client Testimonials:** [insert 1–3 if available, or write sample testimonials]

### **✨ SEO Keywords:**

Naturally sprinkle in long-tail keywords where appropriate (not keyword stuffing). Target phrases like:

* [insert up to 3 relevant keywords, e.g., “branding for soul-led coaches,” “web design for service-based entrepreneurs,” “nervous system-based mentorship”]

### **🎨 ALSO INCLUDE: Visual Layout Suggestions**

For each of the 6 sections, give **simple layout guidance** that I can use when designing the page (e.g., full-width hero, 2-column layout, icon list, FAQ toggles, testimonial block, etc.).

This layout should be system-agnostic and easily buildable inside Systeme.io, Squarespace, or any visual builder.

### **Structure the page using the following 6 sections:**

### **1. HERO — The Invitation**

**Purpose:** Capture attention, make the transformation clear, and position the offer immediately.

**Include the following:**

* **Main Headline Formula Options:***“How [audience] can [get transformation] — even if [they’re currently struggling with X].”  
  “For [specific audience] who are ready to [achieve outcome] without [common pain point].”  
  “You weren’t meant to [current struggle] — you were meant to [desired result].”*
* **Subheadline (Positioning Statement) Formula:***“I support [target audience] who value [core belief or desire] through [your method or offer type].”  
  Example: “I help women and non-binary creatives who value freedom and alignment build high-converting brand ecosystems through web design, funnels, and music.”*
* **CTA Prompt (conversational):***“I’m ready to be supported in this.”  
  “Let’s build this together.”  
  “Yes — this is for me.”*

### **2. THE EXPERIENCE — What’s Inside**

* Describe what the offer actually is
* Outline how it works (length, delivery, rhythm)
* Explain what they’ll walk away with (tangible + energetic results)
* Include a bulleted list of what’s included
* End with a CTA that feels clear and affirming

### **3. WHY THIS IS DIFFERENT — The Shift**

* Gently call out what’s not working for them (or in your industry)
* Introduce your offer as a new way
* Optional: include a side-by-side comparison or “Others do this / I do this”
* CTA: help them step into the new paradigm

### **4. WHO THIS IS FOR (AND NOT FOR) — The Energetic Filter**

* 3–5 statements about who this is *perfect* for
* 2–3 statements for who this is *not* for (gently, not harsh)
* Close with a CTA that affirms alignment and invites decision

### **5. ABOUT ME — Why I’m the Guide**

* Share your transformation or “why”
* Why you created this offer
* Mention client results or what you’ve helped others do
* Invite connection with an aligned CTA

### **6. SUPPORT + DETAILS — Grounding the Energy**

* Summarize what’s included
* Investment and payment plan
* Logistics (start date, access, platform)
* Add 2–4 FAQs to address common objections
* Include 1–3 client testimonials
* End with a CTA that reaffirms the transformation and supports commitment

Remaining checklist:

* On-brand photos (keep 4-5 on brand photos of you, your product or your brand ready when building the live sales page
* \*\*\*Legal pages: Privacy Policy, Terms, Disclaimer, Cookie Consent (create via Termly.io or similar)
* \*\*\*Accessibility Statement

(\*\*\*IF YOU DON’T HAVE COMPLIANCE DOCUMENTS, IT’S OKAY. WE WILL BE DISCUSSING MORE ON HOW TO GENERATE THESE)