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## 

## PREREQUISITES FOR MAKING THE SALES PAGE

This guide walks you through everything you need to confidently customize and launch your new Squarespace sales page with no tech stress required.

### **🎯 My 6-Section Sales Page Framework**

### **1. HERO — The Invitation**

Includes:

* ✨ Bold first impression (your name, vibe, and transformation promise)
* 🧭 Positioning statement (who you help and how)
* 🧱 Optional brand identity strip (trusted by, featured in, results for…)
* 💬 CTA: Invite them into the experience

*This section is your digital handshake. Set the tone, share your unique voice, and immediately let them know: “This is for you.”*

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

Ideas on What to Include:

* 🎯 “What if you could…” (paint the possibility)
* 💡 “Imagine if…” (emphasize emotional + tangible transformation)
* 🧰 Clear breakdown of what's included
* 💸 Pricing, bonuses, and flexible options if needed
* 💬 CTA: Invite them to visualize their ‘yes’

*Use this section to list as many benefits to doing your course, program, workshop, as possible.*

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

Ideas on What to Include:

* 🚫 “Is this you?” (call out current struggles with compassion)
* ⚡ “Here’s what most people get wrong…” (introduce your unique method or reframe)
* 🔄 Side-by-side comparison: the old way vs. your new way
* 💬 CTA: Empower them to choose differently

*This is where you position your work as a paradigm shift, not just another “thing.” You’re not competing — you’re leading.*

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

Includes:

* ✅ Ideal fit list (who this is *perfect* for)
* ❌ Not for list (set boundaries gently)
* 🌈 Optional quote or belief anchor (“You’re not broken — your nervous system is just tired.”)
* 💬 CTA: Affirm alignment

*Let them self-select in or out. This makes your audience feel seen — and protects your energy too.*

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

Includes:

* 💫 Your origin story or transformation
* 🔍 Why you created this offer
* 💼 Client results / mission statement
* 💬 CTA: “Let’s walk this together.”

*This section isn’t about your resume — it’s about resonance. Let your people feel your heart and your why.*

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

Includes:

* 📦 Recap of what's included
* 💳 Pricing, payment plan, and refund info
* 🧠 FAQs (anticipate objections with empathy)
* 🌟 Testimonials (build trust through real voices)
* 🧲 Final CTA: Bring them home to “yes”
* 📩 Optional: Email opt-in for those not ready to buy

### **📦 What You’ll Need Before Customizing**

To make this process smooth and stress-free, gather these essentials first:

* Your finalized sales copy (use the copy prompt shared with you)
* 3–5 client testimonials (plus photos, with permission if public-facing)
* Brand kit: 4–5 HEX color codes, 2–3 fonts, your logo, and on-brand photos
* Your social media links
* Legal pages: Privacy Policy, Terms, Disclaimer, Cookie Consent (create via Termly.io or similar)
* Accessibility Statement ([template here](https://docs.google.com/document/d/1rUqn3vRmjkVvVpvuaBrSoz-mM6uPmyhjL_HSmdWbAGc/edit?usp=sharing))
* Upload all of the above to Squarespace’s Assets panel so it’s ready to go

### **🧰 My Favorite Tools**

* 🌐 [GoHighLevel (CRM, calendar, automation)](https://www.gohighlevel.com/?fp_ref=tkxrd) [Affiliate link]
* Systeme.io
* 🌐 [Squarespace Website Builder](https://www.squarespace.com/)
* ⚖️ [Termly – Compliance Documents](https://termly.io/)
* 🖼 Free Stock Photos: [Pexels](https://pexels.com/), [Unsplash](https://unsplash.com/)
* 🖌 Icons: [Made in text](https://www.madeintext.com/tick-symbols/), [Freepik](https://freepik.com/) (*Check licenses carefully*)
* [Humanizer AI](https://chatgpt.com/g/g-a6Fpz8NRb-humanize-ai): Use this CustomGPT to make your copywriting sound more human
* [Quillbot AI Humanizer](https://quillbot.com/ai-humanizer): ​​Humanize AI-generated text with QuillBot’s AI Humanizer

## YOUR LAUNCH CHECKLIST

Use this to stay organized and avoid decision fatigue.

* Customize Site Styles with your fonts, brand colors, and buttons
* Upload all photos, icons, and graphics from your Assets panel
* Add your logo and set up your navigation bar
* Fill in your Hero section with a bold headline and CTA
* Drop in testimonials and client images throughout the layout
* Plug in your copy across the full 6-section layout
* Add final design touches (dividers, spacing, padding, visual polish)
* Optimize for mobile using preview mode
* Link your footer to Privacy Policy, Terms, Socials, and other legal pages
* Hit publish and celebrate

📩 DM me on [Facebook](https://www.facebook.com/nirali.ashar.1/) or email [bindi@miaswebdesigncafe.com] if you have any questions or wish to work with me.

You can book your [free Feminine Funnel Strategy Session](https://link.leadsmethere.com/widget/bookings/strategycallsbindi) here to explore the realities and energetics of your funnel, sales pages, marketing, soul-generation methods and nurture. We will put together a plan for how to automate client generation and nurture processes for you so you can focus on what you do best and serve and deliver.

If you would like to build an entire sales funnel with me from start to finish in 5 weeks, join me here on [The Funnel Accelerator](https://www.miaswebdesigncafe.com/the-funnel-accelerator)! (only 3 souls bc i like to keep these super small and personalized)