

SALES PAGE PERSUASION CHECKLIST

Your Sales Page Must Answer These
7 Questions to Convince Anyone To
Spend a Dime With You

Why should anyone buy from you?

Once you integrate these key persuasion triggers into your sales pages, you will sell without selling.

1. Gain a deep understanding of your market. What are their problems and fears your product is trying to solve?

- **IMPORTANT TIP:** Go through the [Secret Sauce Workbook](#) to discover more about your market and your own offers

2. Make an epic list of your products features and benefits

- **Features** usually describe a physical property [i.e. “this relationship book is 120 pages”]. **Benefits** are how it *specifically* helps people [i.e. “you will fall in love with your spouse again”]

3. List how your offer is different from your competitors

- Spy on your competitor’s websites and sales pages for ideas, then organize the offers in a spreadsheet to compare

4. List the potential solutions your prospects have tried already (but failed)

- Explain why all these other solutions don’t work



YOUR SALES PAGE MUST ANSWER THESE QUESTIONS:

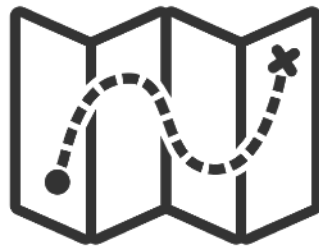
1. Who are you? *[i.e. what is your hero story?]*
2. Why should I trust you? *[i.e. why are you an expert?]*
3. What are you selling? *[i.e. what are the features and benefits of your offer?]*
4. Why should I care? *[i.e. what's in it for me?]*
5. When can I expect this result? *[i.e. what is timeline for success?]*
6. How much is it going to cost? *[i.e. is the value greater than the cost?]*
7. What do I need to do next? *[i.e. where do I go to order?]*

SALES PAGE CHECKLIST:

1. Does your headline make a clear promise and state the benefit?
2. Do you declare the problem immediately?
3. When you state facts, can you back them up?
4. Is your proof and credibility compelling enough?
5. Is your call to action clear?
6. Does it feel like there's high risk or no risk? What is the guarantee?
7. Did you justify the price?
8. Is there a clear order process?
9. Did you include frequently asked questions?
10. Do you have honest testimonials?
11. Are there multiple ways to contact you? *[i.e. chat, email, phone, Facebook Messenger]*
12. Does your sales copy read smoothly and to 7th grade level?

a. **Test it:**

- i. [Grammarly](#)
- ii. [Read-Able](#)
- iii. [Hemingway App](#)



Next Steps

Let us take care of your content.

Content marketing for health and wellness professionals *doesn't* need to be time consuming or complicated. There's a faster and easier way.

We create [beautiful done-for-you coaching resources](#) that you can license, brand and sell as your own, so you can grow large and devoted audiences, ***without having to write everything from scratch.***

Download thousands beautiful done-for-you coaching resources, products, and content...

EXPLORE THE PLR.ME CONTENT LIBRARY