

Digital Profit Master Worksheet

Below you will find 12 steps to creating a perfect sales page. Follow the steps below and the video training and you will most certainly create the best sales page ever!

Incorporate every step:

Step 1- Killer headline, reveal the big news. Your headline should reveal something that the reader would like enough to read on. It's all about attention grabbing.

Step 2 - Introduce yourself. Let people know who you are add a little bit about yourself

Step 3 -Tell your story. Identify the problem you have which you will eventually sell them the result.

Step 4 - Reveal the discovery. Speak about your findings and how or what you discovered which adds to the solution.

Step 5 - Show Results. Display the result to the problem, your findings and an overview of how you overcome the problem and what your biggest achievements were or are.

Step 6 - The Offer. The offer will display what the product can do to solve the problem and provide the answers.

a. Set the stage – First thing the solution to the prospects problem. Create a list of features and benefits that the buyer can relate to e.g. If you have created a new fitness abs workout. Explain that it can get you super cool abs like no other workout can which will give you the best abs.

b. Set the hook – To hook attention, you need to really get inside the potential buyers head. You need to know their problems, their dreams, how they think of themselves, what keeps them up at night, etc. By expressing in detail and understanding how they think you

can hook them to the product by telling them exactly what they want to hear. A solution to the problem and more.

c. The Reveal – By now the potential buyer knows that you have the answer to their problem to get for example ‘**the best abs ever**’. It’s now your turn to bring your product to life by using proof, images before and after pictures, how easy it is.

d. Improve their life – Its time to transform their life by providing a simple and effective solution:

Step 7 – Connect with the buyer on their level. Provide information that they will connect with.

a. Focus on the prospects needs, values, solutions, what they need and what they want - They are looking for a solution. By understanding the potential buyer’s problem you can provide them a solution. It helps to have product knowledge and be able to communicate on their level.

b. Show your customer accomplishments and records of achievements which they will understand - Provide them with valuable data knowledge they can relate to.

c. Impress your potential buyer with testimonials - Show other people who have experienced your methods and had success. This will show the buyer your methods work and give them relation to the product.

d. Sum up the connection by putting the whole experience in their words - Speak in their language about what they understand, not what you understand as the copywriter, be the buyer tell them what they want to hear.

Step 8 – Seal the deal.

a. New guidelines FTC, so make sure your sales copy is complaint.

b. Put your offer on the table, list all the benefits again.

c. If you have the need for video you can demonstrate your product in action.

Step 9 – Close the sale.

- a. Walk your potential buyer through the steps to buy** - Check out www.digitalprofitmaster.com 'Risk Free Acceptance' form
- b. Don't leave it up to the buyer to connect those dots because many won't** - It's your job to walk them through the process.
- c. Be confident in your copy and assume the sale** - Tell them exactly what they need to do right now to buy and be confident in your copy.
- d. Reinforce the sale with a quick run down of what they will get** - This will remove any doubt from their minds when buying.

Step 10 – Reverse risk.

- a. Offer 60 days money back guarantee** - This puts an iron coat around your sale to reinforce any doubt the buyer may have for not buying. Something like 'try this for 60 days, if you are not happy we will refund your payment without question'

Step 11 – Close the sale

- 1. Run the benefits of buying the product once more** - Don't give them the option of

saying no. You can't tell them to buy that product today without question.

- 2. Add scarcity to your copy** - This adds fear of losing out which will push the buyer to clicking the button from fear of losing out.

- 3. Reiterate the bonus which they will receive when they buy.** Don't worry about telling the buyer how to buy tell them to click the add to cart button.

'Click the Add to Cart Button now for instant access'

- 5. End your close with something from yourself** - an image or a signature to bring

the personal aspect in to the sales letter.

Step 12 - ThePS

1. **Don't forget the PS after the buy button and the personal images** - You can reinforce the sale with guarantees and a quick reiteration of how the product will benefit the buyer.

Notes: