

Brittney Jones CEO

I recommend you read the below and compare it to any of my course sales pages to get an idea of what I am doing.

Note: You can play with the order of the sections. Sometimes different sections feel they need to be before other sections to explain the particular offer. It varies sales pages to sales page.

♥ **SECTION ONE -- HEADER** Title: Says what course is about

Tag line: Pulls them in – gives more info

♥ **SECTION TWO -- QUESTIONS**

Identify them: This is where you let them know that you know them (hit their pain point).

I like to do this through a series of questions.

Are you tired of a job you hate? Do you dread paying your bills?

♥ SECTION THREE -- STORY. IDENTIFY PAIN POINT.

SHARE SOLUTION.

Share a little of your story then tie it to your transformation and the offer you've created.

State the problem.

Share about the transformation. Share about your current results and how you help.

Example.

Hi. I'm _____.

Not that long ago I was _____. I then realized/decided _____.

I took myself through a process of _____.

Now, it is my joy and honor to help others _____.

♥ SECTION FOUR -- SHARE MORE ABOUT THE

PROCESS.

Tell them what they will learn and how you will help them specifically.

Give them the details.

This is where I will often list out the modules.

♥ SECTION FIVE -- BONUSES!

List anything else they will receive. (This can be meditation, affirmation, resources, etc)

♥ SECTION SIX -- CONSIDER INCLUDING

TESTIMONIALS

(I often sprinkle these throughout the page instead of in their own section)

The first time you launch a course, this may not be about the course but other things people have said about you that were positive in relation to your work. You can lean in others in our group and ask each other for testimonials and share you work with eachother to get well aligned testimonials

♥ SECTION SEVEN - BIO

Who are you? Why should they trust you? Why are you passionate about this? What have your results been? Etc.

♥ SECTION EIGHT -- HOW IT WORKS

If you haven't already... state when the offer starts, how long it lasts, when content is delivered/other things that will happen and what they can expect next. This is also where

I mention that there is life time access to the course and all updates.

♥ SECTION NINE -- CONSIDER AN FAQ SECTION

This is where I list other things people might be wondering such as, is there a refund period? Is there a payment plan? What if I can't start right away? Etc.

♥ SECTION TEN -- LET THEM PAY YOU!

It's time for your payment options + call to action!

Examples:

Are you ready to _____?

I am so excited to help you _____! Click below to get started!

Pay in Full Payment Button Payment Plan Payment Button VIP Payment Buttons (if relevant! or book a clarity call session)