

The Entrepreneur's
Sales Page Checklist
to Double Your Profits



Below is a quick look at the checklist. For a deeper explanation on each, as well as a guide to choosing the right landing page software, check out the rest of this guide.

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- Great, Emotion-Based Headlines.
 - Clean Graphics.
 - Testimonials (and Alternatives).
 - Easiest Possible Call-to-Action.
 - Bullet Lists.
 - Warm traffic.
 - Pain.
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Getting Started:

Putting together your first landing page or sales page can be pretty daunting. There are tons of services out there to help you get started, and choosing the right one is difficult.

You can settle for a basic web page, but landing page software has many benefits. First, you can usually create much better looking pages than with a simple WordPress site, and second, you can improve the functionality, collect lead emails, and even include a shopping cart.

There are three common choices for landing page software, and I'll give you my opinion on each.

1. Leadpages.

Leadpages is an easy-to-use platform that offers a decent range of visual options. Starting at just \$25 per month, it's a good entry point for many entrepreneurs, however...

Leadpages is really only designed to collect new leads. If you want to make sales online, you'll most likely want something a little more powerful, which leaves you with two options.

2. Clickfunnels.

Clickfunnels is probably the king of sales pages online. With powerful software and smooth funnel designs, it's easy to collect leads, generate sales, and increase profits with those notorious upsells.

The downside here is price: at almost \$100 per month for the basic version, Clickfunnels is easily the most expensive option. Of course, that's a relatively small investment for any business, but there is one option I personally prefer above all.

3. OptimizePress.

This, for me, is the best way to go (but it requires a little extra legwork compared to the other options).

Since I already had a WordPress site with independent hosting, OptimizePress was the most logical choice. With a one-time fee of almost \$100, this plugin/theme allows you to create very good-looking sales pages, lead pages, opt-in forms, and whatever else you'd like to make.

Just a word of warning: the setup involved in OptimizePress is much more complicated. With Leadpages and Clickfunnels, you have everything you need right out of the box.

With OptimizePress, you'll need to install the tool, which may or may not require you to use FTP, and you might have to add a bit of code to your WordPress site. (Of course, you could hire someone to handle these tasks for about \$50, but I was able to get it done on my own, and I'm the furthest thing from a "tech-guy.")

Now, let's move on to the 7 items that absolutely **need** to be on your landing page checklist for maximum profits.

Great, Emotion-Based Headlines:

The single biggest mistake you can make with your headline is simply being boring.

Just by creating an emotion-driven headline to replace an old, fact-focused headline, I've increased sales by 2 or 3 times the previous conversion rate.

That's up to 300% more money, just for tapping into the emotions of customers.

Many people avoid this, especially if they're selling a product that they feel is "serious" or "corporate." But even business professionals make their decisions based on emotional drives.

For example, let's say you have a piece of CRM software that increases sales. The obvious headline would focus on the numbers, but that's not what sales people really want.

People don't go home after a long day of work and think, "man, I really should close 5 sales tomorrow." Instead, they think, "I can't *believe* Johnny got twice as many sales as I did! I work way harder than he does, and now he's going to get the promotion instead of me."

Appeal to the emotions that drive people, not the numbers and facts.

Clean Graphics:

You don't have to spend thousands of dollars on web design to get a good, clean-looking website. In fact, a templated page from Clickfunnels or OptimizePress will work just fine.

However, it is absolutely necessary that your website looks professional.

People make snap judgements from the moment they look at your site. If something seems off, they'll dismiss you right off the bat.

One more thing...

Make sure you switch up the look of your page, especially if it's a long-form sales page. Keeping things visually fresh will prevent customers from getting bored while they learn about your product.

Testimonials (and Alternatives):

Before people spend their money, they like to feel certain about what they're purchasing. Testimonials are a classic method for building trust and adding certainty to the customer's mind.

On my own sales page, I don't just copy-and-paste the testimonials: I use the original images that contain the quotes I want. This helps bolster the third-party confirmation created by using testimonials.

If your product is new, this may not be an option for you, but that doesn't mean you can achieve the same level of trust.

Here are a few items that can increase trust and confidence in your customers:

- A guarantee and return policy.
- Statistics about your product in general.
- A personal story involving your product.

Easiest Possible Call-to-Action:

Most people now know that a call-to-action is necessary for effective sales, but a common mistake is the use of a *difficult* call-to-action.

Here's an example of a difficult CTA:

Click the link below to order our premium SEO services for just \$1,000 right now!

Here's the easier version:

Click the link below to get a free SEO consultation right now!

The easier CTA works because we aren't requesting money (much less a large sum of it). Instead, we're inviting the reader to get something for free. You can close the sale later, once you've got their attention in a one-on-one conversation.

Bullet Lists:

Bullet lists should be in your sales pages about as often as you can possibly fit them.

When you have benefits for your product or common problems facing the customer, you should write them in bullet-list format. Bullets are easier to read than paragraphs, and they give your audience a chance to skip through the things they don't want to read about.

Study after study shows that bullets perform better than paragraphs, so don't worry about overdoing it. I've seen some amazingly effective sales pages that were almost 80% bullet lists.

Warm Traffic:

Even if you're selling something for just \$5, it's very unlikely that people will buy it cold.

So how do you get warm traffic, exactly?

First, you need a consistent audience. You can achieve that through blogging, collecting leads, and sending out emails. For some industries, YouTube is the perfect method for building an audience and sending them to your sales pages.

In some cases, it might not be perfectly clear why a person needs your product. This is another challenge that can be fixed by warming up your leads. By educating the customer on their problem (and the solution), they'll be more likely to purchase from you.

Pain:

This is the one element that nearly everyone misses.

When creating sales pages, most people focus on good things: their product, it's feature and benefits, and the incredible guarantee.

But people don't buy products to gain the benefits: they make purchases to solve problems.

Here are some universal pain points that you can use to amplify the need for your products and services:

- **Jealousy.** Everyone wants to keep up with the Joneses.
- **Poverty.** Even if the prospect is rich, they fear poverty and insecurity.
- **Anxiety.** Whether it's your cat or your hair, we're all anxious about something.
- **Anger.** Anger towards your boss, your coworkers, the government, your in-laws, your college professor who predicted your impending failure... take your pick.
- **Exclusion.** Country clubs, luxury cars, and premium clothing stores all operate on the force of exclusion. No one wants to be left out, and when people are told they don't belong, it ironically drives them to fit in.

This is only a small list. The full list of negative emotions that can drive your sales probably exceeds any book on Earth, but adding these powerful emotional forces to your sales page can have a profit-doubling effect on your business.

Best of luck!

-Ryan

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