

## 12-Steps to Get to 'Yes!' Sales Page Template

This 12-step template is designed to overcome each possible objection in a sales enrollment page. This is a scientifically proven methodical and sequential process of copywriting tactics, which is taken from my “Writing That Sells: Turning Copy Into Gold” 7-part [Copywriting Course](#). Here is a list of the exact 12 steps with an explanation of each step following.

1. Get their attention
2. Identify the problem
3. Show the benefits/transformation
4. Provide the solution
5. Present your credentials
6. Give social proof
7. Make your offer
8. Inject scarcity
9. Give a guarantee
10. Call to action
11. Give a warning
12. Close with a P.S. reminder

Steps 2, 3 and 4 in particular can be repeated for each objection.

Each of these 12 steps of a winning sales page is scientifically proven and serves to heighten the visitor’s emotions while calming their fears! It is important to follow this sequential process without skipping a step – IF you want them to say ‘Yes!’

### **1. Get Their Attention**

The headline is the first thing that your visitor will see. If it doesn’t catch their attention you can kiss your letter goodbye. If the headline doesn’t call out to them and pique their interest, they will just leave and search for another site that does.

Three of the headline templates that are **proven** to get attention are:

➤ **"HOW TO** \_\_do anything\_\_\_\_\_"

- "How to Win Friends and Influence People" is one of the most effective examples of this type of headline.

People love to know how to do things. When combined with a powerful benefit the "How to" headline always gets people's attention. In fact, they're probably the two most powerful words you can use in a headline.

➤ **"# of SECRETS** of \_\_\_\_\_top important people or things REVEALED!"

- The Secrets to Staying Thin: What 3 Things Hollywood Celebs Eat for Dinner!

People always want to know "insider secrets." We love to know things that other people aren't privy to. Knowledge is power and those who have it win!

➤ **QUESTIONS:** Starting off with a question engages people immediately. They see themselves in the copy from the first thing they see – very important!

- Are You One of the Top 3 % of People in The United States Who Avoid Doing This and Make More Money?

## **2. Identify the Problem**

Now that you have your visitor's attention you need to gain their interest by spelling out their problem and how it feels to have that problem. The visitor should say to himself, "Yeah, that's exactly how I feel" when they read your copy. In fact, you shouldn't stop there. Pretend that it's an open wound and imagine rubbing salt into it.

This technique is called, "problem – agitate." You present the problem then agitate it so that they really feel the pain and agony of their situation. People are such strong creatures of habit that we rarely change our ways unless we feel great amounts of pain!

I repeat: **People are such strong creatures of habit that we rarely change our ways unless we feel great amounts of pain!** Most individuals and even businesses

trudge along doing the same old thing until things get so bad that they are forced to make a change!

For example, if you were selling auto insurance you might agitate the problem by telling a short story about what happens when you don't have insurance.

"It's a rainy day and you've just been laid off your job. You're on your way home in rush hour, you're taking it slow and being cautious, but not paying complete attention because you're lost in your thoughts. Suddenly, while you're daydreaming, someone in front of you cuts you off and you have nowhere to go. You hit the guy in front of you and spin out. You're okay, just a little shaken up and your front fender is smacked up pretty good, but his car is badly damaged, not even drivable -- and he's complaining that he hit his knee on the steering wheel and is bleeding once he crawls out of the passenger side of the car. Then you realize -- you hit him from behind, you will be found at fault -- and you don't have insurance -- or a job."

Saying you've lost your job and the other guy is bleeding is an example of rubbing salt in the wound.

### **3. Show the Benefits/Transformation**

Now it's time to tell the visitor how they will personally benefit from your product or service. How their **life will be better** after using it. To differentiate here between features and benefits: You don't want to get to the features until about  $\frac{3}{4}$  of the way through -- because you have to convince them on an emotional level first.

❖ Most people don't care about "How" you deliver your service. All they want to know is WIIFM (what's in it for me).

❖ **The difference between features and benefits? Most important thing to remember: Features "tell" and benefits "Sell!"**

Ex: Home Depot drill -- buying the ability to make a hole in something where you need one; not the drill.

To determine your features and benefits:

- Draw a vertical line down the center of a piece of paper.
- Now write all the features of your product or service on the left.
- Think about the obvious benefits and not-so-obvious benefits of the each feature and write them down on the right side of the paper.

Then think of the hidden benefits that people won't naturally think of – and write about them too!

For example, losing weight not only causes you to look better, feel better, be healthier and fit into the same dress size you were in high school, but you'll have more energy, have a better love life and be able to keep up with your kids and play touch football with them on Sundays.

**Don't short-change yourself when you are developing your list of benefits!** You will draw upon these hundreds of times when promoting your product in emails, tweeting, on packaging, etc. In many cases, people will buy a product or service based on **only one of the benefits you list – and you never know which that might be!**

- Make a bulleted list of all of these benefits
- Take the top 6-7 and separate them from the rest.
- **Pick the strongest one and use that as the basis for your headline! 😊**
- And keep that one in the bulleted list as well.

People get bored after about 5 bullets, so add a couple of lines of prose about the product, to break it up visually and then list the remaining benefits in bulleted form after that.

#### **4. Provide the Solution**

Now that you've built your visitors' interest by making them feel the pain it's time to provide the solution. This is the part of the sales letter where you boldly stake your claim that you can solve the visitor's problem.

In this section you will want to introduce yourself, your product and/or your service. Relieve the visitor's mind by telling them that they there's no need to struggle through all their problems because your product or service will solve it for them.

#### **5. Present your Credentials**

In most cases, after you have introduced yourself and your product or service your visitor is thinking, "Yeah, sure she can fix my problem. That's what they all say." So now it's important to hit them right away with the reason why you can be trusted.

Give your credentials in a compelling way (not just a list like on a job application) including any one of the following:

- *Successful case examples*
- *Prestigious companies (or people) you have done business with*
- *The length of time you've been in your field of expertise*
- *Conferences where you have spoken*
- *Important awards or recognitions*

Your visitor should get the impression after reading this section that “you’ve been there and done that” with great success and that the visitor can expect the same results.

## **6. Give Social Proof**

After you’ve presented all your benefits the visitor will again have doubts, even though they secretly want all the benefits to come true for them. Now you need to build up your credibility and believability once more by presenting amazing testimonials from satisfied customers.

Include pictures of your clients with their names and addresses (at least the city and state) if they will agree, in order to make your testimonial more real to readers. If a few are uncomfortable with that, ask if you can use their words without their name, ask other clients or write up something akin to a case study where you explain what kind of results the client got.

## **7. Make Your Offer**

**The strength of your offer is the most important part of your sales letter.** A great offer can overcome mediocre copy but not even great copy can overcome a ho-hum offer. Your offer should be completely irresistible! You want your visitor to say to themselves, “Gosh, I’d really be a fool not to take advantage of this smokin’ hot deal!” It’s 90% outcome or transformation + 10% service delivery.

The best offers are an attractive combination of price and free gifts. Always try to offer more value by adding on bonus products or services rather than lowering your price. Describe the benefits of the additional products or services you are offering just as you did with your original offer to boost the perceived value of your offer.

## **8. Give a Guarantee**

Taking all the risk out of the purchase for your prospective client will make your offer even more irresistible. Keep in mind that most people have an innate fear that they are going to be ripped off. You don't feel very good about yourself or a purchase you got stuck with it because the merchant wouldn't give your money back – and you don't want that kind of karma in your business!

Give the strongest guarantee you can. If you aren't confident enough in your product or service to give a strong guarantee, perhaps you should consider strengthening it to withstand a meaningful guarantee or think twice about offering it at all. Some businesses have found that the longer the guarantee period, the less likely people are to return the product because they are embarrassed to return it after such a long period of time. And make it easy to send the product back.

If they don't get what they expected, give their money back with no questions asked. This virtually eliminates all the risk for the buyer.

## **9. Inject Scarcity**

Most people will take their time responding to offers, even when they seem irresistible. There are many reasons why people procrastinate on investing in a solution:

- They are too busy and just forget
- They doubt whether the value is really enough to warrant the price.
- They don't feel enough pain to take action right now
- They may question whether the money would be better spent elsewhere

People often need an extra incentive to take fast action. Remember when I said that people are more motivated to act by the fear of loss rather than gain? That's exactly why you want to use scarcity in your sales page. People don't like to lose out on a great price by stalling.

When people think that something they want or need is going to be gone before they get their fair share -- what do they do? For example the newest I-Phone that came out recently. People camped out to be the first one on their block to buy it. And they gladly paid big bucks for it! That's what I call creating a demand!! You can create a feeling of

scarcity by telling your visitor that either the quantity is in limited supply or that your offer is valid for only a limited time period.

Your offer could sound something like this: We have a limited supply and won't be re-ordering more once these are gone, the price is going to go up soon, etc.

One word of caution: If you make a limited offer, you need to live up to it. If you go back on your word after the deadline people will begin to doubt you for everything – like the child who cried wolf!

## **10. Call to action**

Do not assume that your visitor knows what the next steps are in order to receive the benefits from your offer. You must spell out how to order in a very clear and concise language. Make it ridiculously clear. Whether it's as simple as making a phone call, emailing back a completed order form, faxing the order form to your office etc... you must tell them exactly how to order from you.

Use active words such as: "Call us now!" or "Tear off the order form and send it in today!" or "Purchase before the early bird price ends on Saturday at midnight!" Give explicit in your instructions.

You want to seed your call to action throughout your letter. If you're asking the visitor to call to schedule a free consultation you might refer to it earlier in your offer and say, "When you call for complimentary consultation...".

## **11. Give a Warning**

A good sales letter will continue to build emotion, right up to the very end. In fact, your letter should continue to build emotion even after your big call to action. Using the "risk of loss" strategy, tell the visitor what might happen if they don't take advantage of your offer. Rub salt in the wound here by saying things such as:

- You don't want to keep living paycheck to paycheck for another 10 years do you?
- How many more failed attempts to lose the weight can you really handle?
- How many more years are you willing to keep working this hard just to get by?

- Do you really want to risk losing all these valuable bonuses while you dilly-dally around?
- Are you going to be okay watching your competitors get the business that should be yours?

Remind your prospective clients of how dire their current situation may be and that it just doesn't have to be that way any longer. Paint a vivid image in the mind of your visitor about the consequences of not taking action right now.

## **12. Close with a P.S. Reminder**

Always include a postscript (P.S.). Believe it or not, your P.S. is the third most read element of your sales letter, especially when readers skim the page. In your P.S. you may want to remind them of your irresistible offer, give a warning, repeat the call to action and/or remind them of the limited time (or quantity) offer. **A good postscript can be very effective in sealing the deal.**

Voila! You now have a powerful sales letter!

If you are interested in learning more about writing marketing copy including sales letters, **click the links below to see real world examples of sales pages that you can model.**

If you are into doing it yourself, please visit the [sales page](#) for my **"Writing that Sells: Turning Copy Into Gold"** 7-part home study audio course with templates. If you prefer to have me tweak the copy you already have so it converts higher, please visit my **"Converting Copy to Cash" makeover** [sales page](#) here. Or schedule a complimentary 30-minute personalized 1:1 [Discovery Strategy Session](#) here, where we will assess your most pressing marketing challenges to determine if there's a way we can support you in overcoming them.

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