

How to Write a Persuasive Sales Page

~ a beginner's guide ~

Connect with customers' desires

Explain how you transform their lives

X sleazy

✓ persuasive



Make your offer specific

- Translate each feature into a benefit
- Use specific words and avoid hypey phrases

X sleazy

✓ persuasive



Prove your claims

Use test results, customer satisfaction scores, testimonials or expert endorsements to demonstrate your credibility

X sleazy

✓ persuasive



Overcome objections

Answer questions so readers can evaluate whether your product is right for them

X sleazy

✓ persuasive



Nudge readers to take action

Overcome buyer inertia with a clear call to action and, if appropriate, give readers a reason to act now

X sleazy

✓ persuasive



Don't sell a product
Sell a better life.

