



Kick Ass Sales Pages!

"Your Step By Step Guide To Creating Powerful, High Converting Sales Pages That 'Pop' And 'Make' Customers Buy!"

7 Training Videos Included!



Preview Version





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Chapter 2 Laying The Foundation

Picking Apart The Product

The first stage of creating a "Kick Ass Sales Page" is to dissect the product into an outline or list of bullet points. This list will serve as the building block for your sales page. When you set out to compose your list, you should keep in mind that your prospect has absolutely no idea about who you are, what your product is or what it can do for them. I suggest you strive to answer the following questions with your list, remember this is just a list for you to refer to as you create your sales page so don't hold anything back.

About You

- What is your story and why should I read it?
- Where are you from and what is your expertise?
- Why did you create this product?
- What are you trying to accomplish by selling it?

About Your Product

- What can it do for me?
- What can it do for others?
- What makes it special?
 - List 10 special features
 - List how I will benefit from each feature
- What can it do for me?
- What can it do for others?

About Others

- Who else has used your product
- How as it benefited them?
- What's their testimonial?

About Your Purchase Process

- How can I pay & get my product
- What if I'm unhappy after my purchase

The key with creating this list is to truly "pick apart" your product. Find all the key points of interest that you feel will enhance the purchase process. Write them down as soon as they come to mind, don't worry about neatness or organization just yet as the key here is to just get it down on paper to serve as a





building block or "foundation" for your sales page. We will call this your "foundation paper".

The Header

The header is only preceded by your top banner graphic which usually contains the title or name of the product, we'll get into template graphics further in another chapter. Other than your top banner, your header consists of 3 parts, the preheadline, the main headline, and the subheadline. This is the first thing your prospect will be exposed to on your page so it warrants some clever thinking. There are 2 main purposes of the header, that is to **build curiosity and engage the prospect.**

The diagram shows a sales page header with the following components:

- Top Banner Graphic:** A banner featuring a blue background with a glowing orange sports car on the left, a stack of US dollar bills in the center, and a man in a suit holding a stack of cash on the right. The text "HIGH PERFORMANCE" is written in a stylized, metallic font at the top, and "SALES SECRETS" is written in large, bold, red letters across the middle.
- Pre-Headline:** A line of text below the banner: "Whether you're trying to sell a product on eBay, face to face, over the phone, or on your website, NOW YOU CAN..."
- Main Headline:** A large, bold, red headline: "**Turn Your Products Into Cold Hard Cash With Cutting Edge Sales Techniques That Will Have Your Customers Buying Like Crazy!**"
- Sub-Headline:** A line of text below the main headline: "**Discover the 5 simple steps used by expert power sellers to get your prospects on the hook and close the deal!**"

The header will determine whether or not your prospect stays on your page or surfs away. You've got to captivate your prospect and you only have a few seconds to do it. The way we will achieve this is by engaging the prospect. Look at your foundation paper and find the answer to "what can it do for me?" That answer is what we will use to formulate your header.





Font type, size and color are very important in the header, however, the words you chose here are the most important ones on your entire page.

A lot of times we get wrapped up in our products. And why not? We've worked for months putting our business together and our products are what people want to buy. When it comes to putting together a sales page we want to explain every little detail so our prospect can see exactly what they're getting when they make their purchase.

Isn't this the way it should be? NO! The customer doesn't care about the late nights you've spent meticulously researching your product. The customer wants to know just ONE thing: What's In It For Me? (WIIFM) If you can't answer that one simple question, you'll never be able to consistently sell your product or service.

In a sales page, you have less than six seconds to gain your prospect's attention. The first major mistake most people make is to start out with a weak headline.

If your headline doesn't grab attention, then whatever you say in the body copy is meaningless.

The next biggest mistake is starting any piece of copy with a "me" message. A "me" message is all about you and your company. To your prospect "me" messages are boring! To get your prospects attention you must talk about THEM, not you. You must talk to their pleasure, their wealth, their challenges, their fears, their problems, and their joys. Every prospect is tuned into the same radio station – WIIFM (as in "What's In It For Me").

One way of avoiding this after you have written your ad or sales copy is to reread it and circle all the "me" words. Words such as "I, me, we, and our" are "me" words. Rewrite the copy using "you" and "your" words, making it more interesting and exciting to your prospect.

Imagine how much fun it would be to see your profits go through the roof. To do this, you must clearly make your business stand out and apart from all your competition. You must convey your uniqueness without spending a fortune, and the secret is all in the sales copy.

You must create a Unique Selling Proposition (U.S.P.) What do you offer your prospects that your competitor doesn't or can't? Maybe it's a better guarantee, better service, availability (reachable after 9 to 5), better location, or better customer treatment. Whatever you can do to set your business/services apart from your competition gives you the "edge".





Always remember that when you're a small fish in a big pond – you must be different to stand out. Making use of good advertising copy filled with words that make prospects eager to satisfy their WIIFM is the answer.

Your header needs to accomplish 3 things, it must **Captivate, Entice, and Build Curiosity.**

These are the three things that will compel the visitor to carry on reading your copy.

Captivate: Use bold graphics on your header banner. Bright vibrant colors work best. Use images that show depth or as we say "pop". Subconsciously these types of images tend to command the audience's attention. Images that appear to pop out of the page by exceeding pre-aligned margins accomplish this well.

Entice: Give the reader a concise "tease" of the product. This is basically a descriptive "bottom line" of your main product benefit. Use the preheader and sub header to "challenge" the reader and begin to raise impulse.

Build Curiosity: Want to know how to keep someone in suspense? ... I'll tell you in my next eBook! ... Unanswered questions are the easiest way to build curiosity. If worded effectively, your reader will feel compelled to read on and learn the answer. Promises to reveal more about the headline are in essence the best sub headlines as they lure the reader to the body of your copy.

The Body (What To Say & What Not To Say)

The body of your sales page is essentially the "meat and potatoes" of your pitch and it should follow these 5 simple guidelines.

Introduction & Short Story: This part is self explanatory, introduce yourself. Tell us what your trying to accomplish with this product and why you are qualified to put this product together. In essence, SELL YOURSELF. The main purpose here is to build trust and credibility. Adding a friendly picture of yourself here goes a long way. Who? What? Why?

Qualify: Challenge the customer. Ask questions that actually contemplate whether or not they qualify to purchase and own the product. This sets your business tone and dramatically raises the readers impulse. We are all creatures of habit and we all want what we can't have. This is where you make them want it.

Presentation: Here is where you get down to business. This is where you describe the details of your product in an organized fashion. List the features





and follow up with the benefits. These are called bullets. The key thing to remember is not to shoot off all your bullets. Save some for after the price because you will have to raise the impulse back up when the reader realizes how much they have to pay. **IMPORTANT:** Don't ever over do it with features. Features do not sell the product. Benefits are what sells. Be sure to describe in detail how each feature will benefit the prospect.

Close: Ask for the sale. Take control by telling the customer its time to pay for the product. Don't dance around it and don't under promote. Your words should indicate that you have an excellent product and that the prospect is very fortunate to be taking advantage of it at this low price. Close with confidence and insert your payment button. **IMPORTANT:** After the close you should throw in your left over bullets. Assume that the prospect has lost interest after reading the price and build the value back up as you did in the presentation. I will typically do this 3 times in my sales pages.

Rehash: After you sign off you should always rehash your prospect. The rehash begins on the salespage and continues through out the thank you & download page. Rehash is a term used in sales to signify "double your cash". Here you can suggest alternative products. Perhaps a free mini-course or a leaked chapter that will encourage the prospect to give you their name and email address for future marketing. On the download page you should rehash by suggesting other products in order to generate another sale.

Obviously, the content of your sales page will be exclusive to your product and it would be impossible for me to tell you exactly what to write. But I can give you suggestions on what not to write. This next section has been contributed by a good friend named Rany Smith.

Randy is a professional copy writer and internet marketer with many years of hard core sales experience. He is one of the few Internet Marketers that you will ever meet with a moral compass that is always pointing due North. Randy has many years of hardcore sales experience under his belt and if you've bought a few information products online you've it may have been because you read his work. Randy writes sales copy for some very successful Internet Marketers. I highly recomend his eBook "Sales Letter ABC" where he walks you through the ABC's of writing effective "copy".

He has contributed some words of wisdom here to help you avoid mistakes that could cost you a fortune.





“Don't Join - The Fake It Till You Make It Brigade”

Contributed by Randy Smith



“When Omar asked if I would like to add some advice to 'Kick Ass Sales Pages', I wondered what I could add?”

Omar and I have never met in person, however we have exchanged so many emails – as we hit it off from our first contact. One reason that we both got along so well was that we both have similar hobbies, and we both have a wealth of sales experience. Hence, I wondered what I could possibly add to Omar's product??

Knowing how good a salesman Omar is – I thought I'd try and ensure that his customers didn't get carried away with all the skills he will be teaching. You see – the quote from the movie, 'Spiderman', does have some valued meaning here:

“With great power comes great responsibility!”

When you learn how to manipulate your words to practically force people to buy your products... You also need to ensure you do so in an honest and ethical way!

I received some great feedback from people who are sick and tired of being told what they should buy by people who really don't know the first thing about the subject matter they are selling.

It has also been pointed out on several occasions that some forums where people go for advice will be filled with 'wannabes' who are just trying to 'up' their post count by replying with answers that are at best misleading, and at worst 'downright harmful' to other peoples businesses!

I must admit - I have to agree, In fact I've stated a good few times to be careful where one gets advice from.

And if you're using a popular forum - to spend some time seeing who the respected members are, or to limit yourself to certain sections that don't contain the free for all of '*so called experts*'.

OK - lets get to some straight talking advice for those who are interested. This is for the people who don't wish to join the ...

“Fake It Till You Make It Brigade”

Firstly - there needs to be some explanation of that term.

It's a term that has become misused in the Internet marketing arena....





It is supposed to mean, and deal with...

Your Attitude - Not the Telling of Lies!

It's about acting enthusiastic until you become enthusiastic..

Or Thinking and Believing you have a Successful Site - until you do have a Successful Site.

About thinking positive, believing in yourself, acting like a professional. Treating your list of 5 as though they were 5000 of your most important customers!

Pretending to yourself that 100,000 people are about to read your report and convincing yourself sufficiently to ensure the quality of it - as though it really were going out to those numbers.... as opposed to wondering if even 300 will see it.

Are you starting to see a difference here?

I wanted to highlight the difference because this is what they '*good guys*' mean when they give this advice. **Unfortunately what tends to happen is that the advice becomes diluted...** Before you know it there are hundreds of people telling you to just tell lies until you've made it to the big time!!

That's NOT what was meant!

However - just like the stone that's dropped into a pond - once one starts the effects ripple out and reach vast numbers...

... who then believe that the only way to achieve success is by lying, being deceitful and dishonest!

So here's some news for you if that's what you thought it meant...

You don't have to lie !!!!!

and if you do it will actually be bad for your long term business!

(I'm sure there will be people that don't care and are only here for the short term anyway)

For those who never wanted to get involved with anything dishonest - I'm sure you always knew the true meaning of '*fake it til you make it*', and only struggled with how you go about '*selling*' from your site without having the name or experience of an established marketer.

This is where I'm hoping to assist you genuine people with some tips that I sincerely hope will help you.





(End Of Preview)

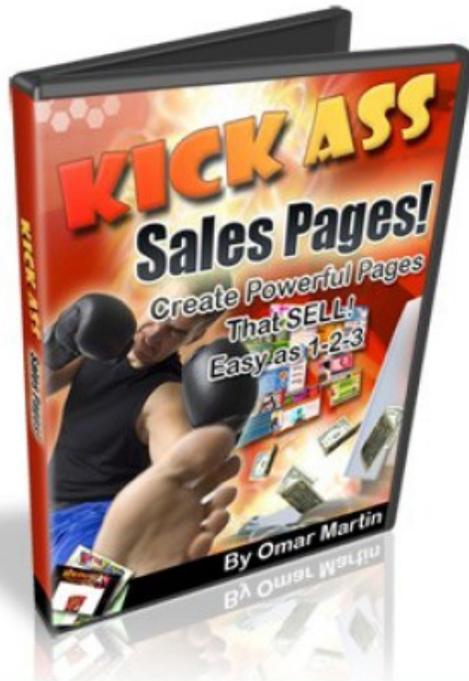
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