



Data Driven Marketing

# 15 ELEMENTS EVERY OPTIMIZED SALES PAGE MUST HAVE

If you are struggling with creating a Sales Page that converts, follow this checklist. It will guide you through the process of optimizing your Sales Page.





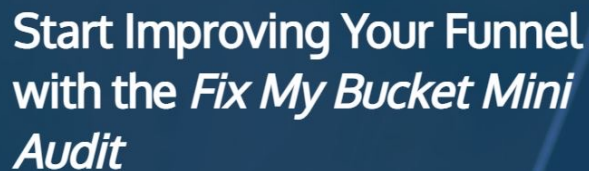
# 1. Call Out Your Audience

Your visitors need to know that they are in the right place.

# 2. Compelling Headline

You need a clear headline that grabs your reader's attention and tells them they've come to the— on Autopilot?" right place.

**For example:** "Start Improving Your Funnel with the Fix My Bucket Mini Audit."  
"Want to Sell More of Your Online Courses



Start Improving Your Funnel  
with the *Fix My Bucket Mini  
Audit*

Use this Mini Audit to find out what is the ONE big hole in your funnel you need to fix so you can start earning more money immediately!



Want to Sell More of Your Online  
Courses – on Autopilot?

With our step-by-step guidance, you can **set up sales funnel in no time and start making money on autopilot without** the hassle of figuring it all out for yourself.

# 3. Sub-Headline

Back up the big promise headline with a quick explanation. This should be only a few sentences long.

**For example:** "Use this Mini Audit to discover the ONE big hole in your funnel that you need to fix so you can start earning more money immediately!"

"With our step-by-step guidance, you can set up a sales funnel in no time and start making money on autopilot without the hassle of figuring it all out for yourself."



## 4. Clear CTA Button

The CTA button should:

- Contrast the surrounding design elements on a Sales Page.
- Use button text that gives a specific command or that speaks about the end result.
- The CTA button should be above the fold. It means it should be visible in the first part of the page, before they start scrolling.

## 5. PAS (Problem – Agitate – Solution)

A copywriting framework that can be used in different parts of a Sales Page. You can implement it in the headline or use three different sections for each of the parts. This is used to guide the audience through the process of overcoming their current problem to coming up with a solution.



**You have created a life that on the outside looks perfect. On the inside you feel everything but?**

In our society, self-love is often defined as the occasional spa-cation or shopping spree. These types of self-care are like swimming in shallow water - they provide momentary relief but do nothing to heal the deep wounds that lie below.

Loving yourself should be more than just buying a new dress or heading to the spa.

Self-love is a journey that takes you much deeper than that.

### Self love is...

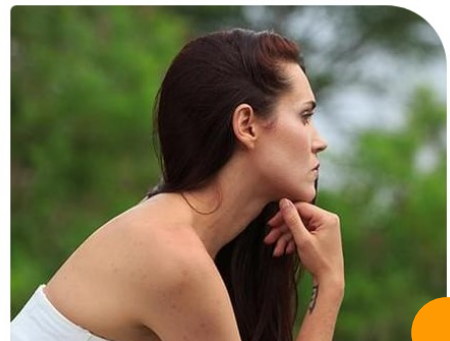
...Communicating and upholding your boundaries with the people in your life

...Being honest about your needs, both with others and with yourself.

...Gaining awareness around your fears and limiting beliefs so that you can do the work to heal.

...Following your aligned path, even if people judge you or don't understand.

Self love is a powerful force that can open up the door to feeling free and in alignment with who you are and what you need to live a happy,





## 6. Speed to Results and/or Future Cast

Give your readers a typical timeframe in which to expect their desired outcome. Explain in the best words what are the results that they are going to get with your offer.

## 7. Meet the Instructor/Your Credentials

This is where you show off who you are, your personal mission, received awards - anything that makes you stand out.

## 8. Talk about the Benefits

Use bullet points to list the benefits of your product or service. Use testimonials. Show the audience what the result of following your course will be.

## 9. Social Proof

Use testimonials that reflect the transformations people achieved by joining and following your course. Show how many people have already benefited from your course.

## 10. Offer in Detail

Tell them exactly what they are getting for the price of your product or service.

## 11. Bonuses

Adding bonuses will often increase the perceived value of your product or service. This is one of the most important yet often overlooked elements.



## 12. Guarantees

Provide your audience with a piece of mind by offering a money-back guarantee. This way they will be more likely to buy the course.

## 13. Close With a Reminder

Show off everything that's included in the offer, the bonuses, big value and the current price.

## 14. FAQ

Answer your customers' questions and address any objections they may have in the FAQ.

## 15. Scarcity/Urgency

Use countdown elements or time limits to remind people that the clock is ticking. That way they are more likely to take the order now.

### Next Steps:

If you're already doing over \$3,000/month and you want to grow and scale your course business quickly, take 2 minutes and fill in the [quick questionnaire here](#), schedule a time and we'll brainstorm and create a growth plan together.