

# SALES PAGE DEVELOPMENT WORKBOOK

A step-by-step workbook to help develop conversion focused sale pages for your business.

**YOUR  
BRAND  
IS**

**THE  
STORY,**

**DESIGN**

**IS THE**

**STORY-**

**TELLING**

This free 'Sales Page Development Workbook'  
is designed and structured to help you develop  
and write the correct information for a  
conversion focused sales page.

For convenience, I have broken down  
each element of a well-designed, conversion  
led sales page into 12 separate components.

Answering the questions in relation to each  
component will help me  
(or a designer of your choosing) to design and  
build another section of your sales page.

Offer well-thought-out answers  
- you get a well-thought-out  
(well-written and well-designed)  
sales page.

The better your answers,  
the better your sales page,  
the more sales you will make!

Let's get started!

Paul



## INTRODUCTION

A sales page is one of the best online marketing tools to explain in more detail the benefits of your product or service and focus on making viewers want to buy.

A sales page needs to be attention-grabbing, informative, and persuasive, all at the same time.

If you are spending money directing people towards sales pages that are not converting, you are wasting money.

A sales page must be optimized for conversions!

If it is not, you are losing money - simple as that.

## LET'S BUILD A SALES PAGE

This course is designed to guide you through the 12 most common and most powerful components when building a conversion-focused sales page.

Under each component I will guide you through the type of copy you need to work on so that I (as your designer or a designer of your choosing) can structure, design and display the most important elements of your sales page most effectively.

**The more in-depth, detailed and enticing the copy you research, consider, gather and write, the better your sales page will be!**



Remember, if using me as your designer, you do not have to consider **how** information is presented on your sales page; **that is my job**.

You simply need to consider **what** information is presented on your sales page.



**Remember: You are NOT designing your sales page.**

The purpose and goal of this workbook is to help you write the most enticing copy you can pertaining to your product or service. This information is used by me (or a designer of your choosing) to design your sales page on your behalf.



**A fully-fledged sales page can be made up of 12 sales elements.**

*However, not every sales page needs all 12 and in most cases, we should attempt to use as few as possible.*

*The aim of a great sales page is to convert using as little information as possible.*

## THE 12 SALES PAGE ELEMENTS DESIGNED TO CONVERT

1. AN ATTENTION-GRABBING HEADLINE.
2. A SALES VIDEO.
3. PAIN, AGITATION, SOLUTION!
4. A FIRST PARAGRAPH TO START THE STORY AND CONNECT WITH YOUR READER.
5. EXPLAIN EXACTLY WHAT YOUR CUSTOMERS WILL GET WHEN THEY BUY.
6. FEATURES & BENEFITS
7. FIRST SET OF APPROPRIATE, WELL-CRAFTED TESTIMONIALS.
8. BONUSES
9. ABOUT YOU OR YOUR COMPANY
10. SECOND SET OF APPROPRIATE, WELL-CRAFTED TESTIMONIALS.
11. PRICE ANCHORING
12. PRICING OR CALL TO ACTION

## BONUS SECTIONS

1. THIRD SET OF APPROPRIATE, WELL-CRAFTED TESTIMONIALS.
2. FREQUENTLY ASKED QUESTIONS
3. A PERSONAL NOTE



*"Sometimes, all you need is one high converting landing page to bring in the big bucks."*

**NEIL PATEL**



# AN ATTENTION GRABBING HEADLINE!

Your title must **grab** your viewers attention.

*Write, ponder and rewrite your title! Play with every word and dig deep to speak directly to the core of what potential customers want to hear.*

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

## COMPONENT 1.2

**Learn to be able to achieve this incredible goal... even if you have this [major objection]!**

*Describe in detail what emotional win your customers will enjoy when they purchase your product or service!*

*Also, explain to me what common and emotional reasons customers do NOT buy your product / service.*









## COMPONENT 2

# A SALES VIDEO

Your sales video will offer a hard sell on one specific product or service.

### SALES VIDEO QUESTIONS

Below are 7 questions your sales video should address.

- Q 1. What customer pain point does that this product or service solve?
- Q 2. What is the most common objection to why someone won't buy your product or service?
- Q 3. What is your USP? (Unique Selling Proposition)
- Q 4. What is the most enticing benefit of this product or service?
- Q 5. What are the 3 main benefits of this product or service?
- Q 6. How will this product or service make your customer happier?
- Q 7. Why is your company the best at solving this problem?



**TIP:** You must attempt to grab attention and arouse curiosity immediately!

You must set your product / service apart from the rest.

If your product or service is a common product or service you must find a way to differentiate yourself! You must grab the viewers attention!



**TIP:** Imagine you are a tabloid magazine!

Push - Shock - Think Big - Excite!





*If you write this section well, your viewer will want the solution.*

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

**What is the most common objection to why someone won't buy your product or service?**



**What is your USP? (Unique Selling Proposition)**

*Why is your product or service the perfect solution to the problems you have already discussed? Keep it concise and clear, provide only the essential information. Explain clearly how this product or service will help solve this problem!*



**What is the most enticing benefit of this product or service?**



This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.





**How will this product or service make your customer happier?**



*Try and show this by citing a case study or offering a short story.*

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.





[illegible]

**Tip:** I recommend you further expand this section into a blog post. Further explore the pains of your customer. Add images, subheadings, quotes and more.

# A FIRST PARAGRAPH TO START THE STORY AND CONNECT WITH YOUR READER.

*Keep it short, but provide the essential information they need to be able to make sense of what's coming. Make sure they understand that this solution is designed to help them solve their problem and achieve their goal.*

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# EXPLAIN EXACTLY WHAT YOUR CUSTOMERS WILL GET WHEN THEY BUY.

*Do they get it straight away? How much time will it take for them to get it? What result will they get at the end?*

[illegible]



## FEATURES & BENEFITS

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



Insert text here that summarises this specific benefit that they will get when they buy this product / service.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Insert text here that summarises this specific benefit that they will get when they buy this product / service.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

Insert text here that summarises this specific benefit that they will get when they buy this product / service.

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**COMPONENT 7**

# FIRST SET OF APPROPRIATE, WELL-CRAFTED TESTIMONIALS.

An introductory paragraph is optional, but it can add a punch to introduce your upcoming testimonials. Since you've just introduced your product / service, your testimonials should focus on how the product / service has helped customers to obtain a huge benefit.

**Here's what people are saying about your product / service**

*Write a few lines introducing the customers you've helped, how you helped them and the benefits they received.*



**Name**

Job Title

*Since these 3 testimonials are just after you've introduced your product / service, they should focus on how the product / service has helped customers to obtain a huge benefit.*

**Name**

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**COMPONENT 8**

# BONUSES!

**Now it's time to introduce your Bonuses!**

What else does your product or service do that you haven't mentioned yet in the sections above? In this section, additional benefits can now be introduced as bonuses!

**BONUS 1**

**Tell them about this other great thing that they will also get!**

*Tell them why this bonus feature is going to help them achieve even more than what you've already outlined in the sections above.*











## SECOND SET OF APPROPRIATE, WELL-CRAFTED TESTIMONIALS.

*These 3 testimonials are just after you've introduced yourself or your company, so they should focus on how great you or your company are and why you are worth trusting.*

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



**Name**

Job Title

*These 3 testimonials are just after you've introduced yourself or your company, so they should focus on how great you or your company are and why you are worth trusting.*

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**Name**

Job Title

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**COMPONENT 11**

# PRICE ANCHORING.

**This section is all about price anchoring.** In a moment, your visitor will see the price of your Product or Service for the first time, so in this section, you want to talk about the value of your Product or Service so that when they finally see the price, they feel that it is reasonable.

This section is not required, but it is common on a Sales Page, especially if your product or service is highly-priced.

If you do want to include this section, explain to the viewer how the alternate solutions to their problems can cost much, much more than your product or service.

Perhaps you want to tell them what it costs to get this equivalent in another way. Or perhaps you'll tell them how much you would charge for a few hours. The goal is to give them something to gauge the upcoming price against.

This section works best if you directly list monetary numbers, such as €5000. Anyone skimming the page will immediately stop when they see a money sign and read the text around it. When they realise this is not the product or service price, they'll keep scrolling until they do find the price and gauge it against the first number they saw.

**Write a paragraph about why your product or service is so valuable.**

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## COMPONENT 12

# PRICING OR CALL TO ACTION

Now it's time to present the price of your product or service or an appropriate call to action.

Perhaps your product or service has a set price, however, it is always best to offer multiple price points to your customers. It is well known within the advertising and marketing industry that buying increases when you offer 3 buying options.

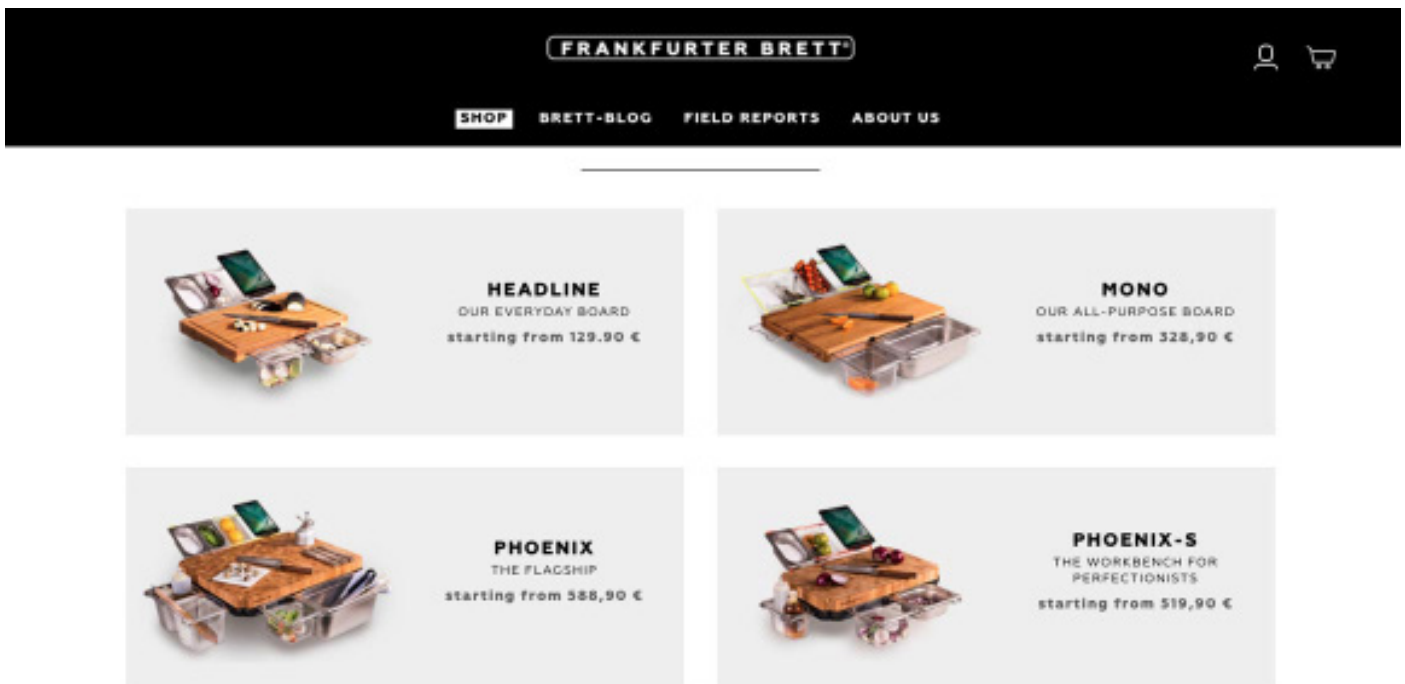
## PACKAGING OR BUNDLING OPTIONS

If your product or service has a set price, consider how you can package or bundle your products or services into low, middle and premium offers.

Offering your customers options when it comes to pricing will increase your conversion rates.

If you **cannot** showcase the price of your product or service, we must choose the correct Call-To-Action. Call to actions are terms to prompt the viewer to make a decision. You must choose your call to action term carefully.

**Sign up, Subscribe, Try for free, Let's Get started, Learn more, Join us, Get In Touch, etc**



The screenshot shows the Frankfurter Brett website with a dark header. The navigation bar includes a 'SHOP' button and links to 'BRETT-BLOG', 'FIELD REPORTS', and 'ABOUT US'. There are icons for a user profile and a shopping cart. Below the navigation bar, four product cards are displayed in a 2x2 grid. Each card features an image of a wooden cutting board with various kitchen items, a title, a subtitle, and a price starting from a specific amount in Euros.

| Product Name | Subtitle                         | Starting Price |
|--------------|----------------------------------|----------------|
| HEADLINE     | OUR EVERYDAY BOARD               | 129,90 €       |
| MONO         | OUR ALL-PURPOSE BOARD            | 328,90 €       |
| PHOENIX      | THE FLAGSHIP                     | 588,90 €       |
| PHOENIX-S    | THE WORKBENCH FOR PERFECTIONISTS | 519,90 €       |

*Pricing options for a product company. The sales for this company increased exponentially once multiple options were introduced. Plus, when the company only had 3 options, the most common selection was the "middle" option with the premium option seeming too expensive. Once a fourth option was introduced, sales for the premium option increased.*













# BONUS MATERIAL

A step-by-step workbook to help develop conversion focused sale pages for your business.

**BONUS COMPONENT 1**

# THIRD SET OF APPROPRIATE, WELL-CRAFTED TESTIMONIALS.

These 3 testimonials should focus on why past customers found that your product or service was absolutely the right decision. Remember, your visitors are looking for reasons not to buy after they see the price, so include some testimonials here that alleviate that anxiety. If you haven't got great testimonials yet, then check out my module on the secret to getting raving testimonials.

**Don't wait! Look at what past customers have to say about this product / service**

*These 3 testimonials should focus on why past customers found that your product / service absolutely the right decision. Remember, your visitors are looking for reasons not to buy after they see the price, so include some testimonials here that alleviate that anxiety.*



**Name**

Job Title

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## FREQUENTLY ASKED QUESTIONS

### What are common questions about your service?

[illegible]

**What are common questions about your service?**

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**What are common questions about your service?**

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**What are common questions about your service?**

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## A PERSONAL NOTE

**Warmly explain to your reader that this product / service is something you are very proud of and you hope that buying from you will help them overcome their problems and get that amazing result!**

This image shows a full page of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page, typical of notebook paper. There are no margins, text, or other markings on the page.















# CONGRATULATIONS!

you made it to the end of the 'Sales Page Development Workbook'.

Using this information I (or a designer of your choosing) will now be able to develop and design an amazing conversion-focused sales page for your business.

Please know that business development is an ongoing process.  
I will always push and encourage my clients to grab a pencil and stay involved in the development of their businesses.

Congratulations, but don't think that we are done!

For now, however, you have earned a break.

Chat soon

Paul



## It's important to share and celebrate our wins!

Please share with fellow Bodhi members in the Bodhi Facebook Group that you have completed your 'Sales Page Development Workbook', what you have learned and where you see your company going! It is a huge milestone and one you should celebrate, well done!



A photograph of a person's hands typing on a laptop in a cafe. The cafe has a rustic feel with brick walls, arched windows, and warm lighting. In the background, other patrons are visible, and a striped awning is partially seen on the left. The quote is centered over the image.

“  
Your **life** is  
**controlled**  
by what you  
**focus on**  
”

**TONY ROBBINS**



**PAUL FEENEY**

Founder of Bodhi | Brand Strategist & Marketer

# Hello!





**My name is Paul Feeney**, I am the Founder of The Bodhi Business Academy and I am a brand strategist and marketer.

Having *never* worked for a design agency, my real-life design experience has always been focused on what matters most, **sales**.

I only work with a select few clients at a time so I can fully understand the needs of their business and focus on solving their problems using a blend of brand strategy, SEO and online marketing. I aim to build and implement growth strategies, not marketing strategies.

I use brand strategy, design and strategic thinking to help companies acquire and delight customers.

Let's Focus on your  
framework  
**Book your free 1-2-1  
consultation today.**

**REQUEST A CALL**



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