



BONUS CONTENT!

How to write a Magnetic Sales Page



Sales pages are simply invitations

If you feel a bit daunted by writing your sales page (especially if it's your first one) then join the club!

I've found it so helpful to see my sales pages as a love letter to my prospective clients: *'Hey! I see you, I made this for you – come and play!'*

Your Sales Page is an invitation to folks who are already looking for the outcomes your coaching provides. That's what makes it so valuable.

Writing about your coaching is a great way to clarify the value of your work. There are ways to make this really 'pop' to your right person.

We'll go through the process step-by-step, looking at both the substance and the style of your page.

There are ten components of a Magnetic Sales Page.

1. The Headline
2. The Opening
3. Your Hypothesis
4. Before and After
5. Your Story
6. The Components
7. Testimonials
8. FAQs
9. The Invitation
10. Process & Policies

1. The Headline: specific and succinct

In my experience, the headline always takes the longest to come up with. Opening with a strong headline is an instant attention-grabber for your people (much like the name of your offer).

Substance:

The headline is the hook that makes your people want to read on. A strong headline will:

- get to the heart of either what differentiates your coaching offer from others, or the transformation your prospective client wants to make.
- be a short statement or a question, in one sentence.
- confirm, or completely disagree with, a deeply held belief of your reader.
- demonstrate your understanding of your client's beliefs about her situation.

Style:

- Design your headline to sit in the centre of a banner across the top of the page. The fewer distractions the better!
- Use a large sized font for the headline.

2. The Opening: simple and empathic

This is your opportunity to build on the headline and demonstrate that you have empathy and understanding for your client's current situation.

Acknowledge the insight you have into the kinds of circumstances that would lead someone to be looking for your offer. This is an empathic description that demonstrates you're listening!

Substance:

- What are your client's core questions, frustrations and/or desires?
- What's at the heart of why I would want to work with you? What do you know about your client?
- How do your clients describe their current situation? (this is unlikely to be in coach-jargon!).

Style:

- The opening is just a couple of sentences – don't try to cover everything!
- If there are more than three ideas use a list.

3. Your Offer: what you believe, how you help

This section is about helping your client make the link between where they are and how you help. You're saying: *'I see you. I believe in you. Here's how I can help'*. When your offer lines up with what they are hoping for, you create resonance.

I've found it helps to write this in two parts: first, your 'key insight' and second, how it helps:

Your key insight is a statement that expresses your beliefs, your expertise and your coaching 'difference'. It might challenge or disrupt your client's beliefs or to present a new perspective.

How your coaching helps is where you show that you understand not only what your client wants, but also how you can help. In a few sentences you can reassure your prospective client through your expertise.

Examples:

You might have heard self-doubt characterised as a self-sabotaging inner-critic we should stop listening to. But reducing self-doubt to something that should be dismissed or ignored means we end up solving the wrong problem.

Self-doubt is actually a sophisticated and complex response to psychological risk. And it isn't until we explore precisely what self-doubt is trying to protect you from, and why this feels risky, that you can open up to the compassionate work of healing the root causes of your self-doubt and begin to cultivate robust self-belief.

- Self-belief School

Babes, when I say "Coaching... But Make It Feminist", I mean that we are rejecting the sorts of personal development approaches I tried before landing here. We could summarise them in two categories:

- 1. Mainstream mindset work largely created by and for middle aged, middle class, North American White men. No mention of systemic factors, GET OUT OF YOUR COMFORT ZONE, personal responsibility is everything, everyone is assumed to desire the same version of success, etc.*
- 2. GirlBoss (sometimes Spiritual GirlBoss) faux feminist approaches that take the same Patriarchal Capitalist, ideas to a beach in Bali and sell them back to you as feminine empowerment because they have a SEVEN FIGURE BUSINESS.*

Instead, we are doing evidence based, trauma informed, intersectional coaching. Read on to see what that looks like.

- Keri Jarvis, 1:1 coaching page

Ready for a Truce with Food?

Do you ever wonder why diets work at first and you fall off track? What is the key to consistency?

When you're fed up with asking "How do I resist food temptations?" and are ready to discover "How do I become the person who is no longer tempted by food?"— I'm here. (And hint: it's not about willpower or the food).

Learn how this is different.

- Ali Shapiro, Truce with Food coaching programme

Substance:

- What is your key insight about your coaching work? What do you know that your client doesn't?
- How does your coaching help? Why does this matter to your client?
- What do you envision for your client?

Style:

- Use different headings or design elements to highlight key words, results, or features.
- Keep your paragraphs short - no more than 3 sentences. The more succinctly you can state your case the better.

4. Before and After: creating possibility

The easiest way to demonstrate the value of your coaching is to paint a picture for your client about what is possible for them after coaching with you.

It's critical to use words that are meaningful to your reader!

Think about how people speak in daily conversation: do they actually say things like *'My soul is asking me to embody my integrity*'*? When was the last time you heard someone say *'I want to speak my truth'*?

Instead, they tend to probably say something like: 'I want to stop feeling like a flake and start taking myself seriously' and 'I'm sick of worrying about what everyone thinks'.

Care less about being clever and more about being understood!

**Californians not withstanding ;)*

Substance:

- Reflect on what you know about your clients' situation before they coach with you - what do they think, feel, say and do? This info can come from social media comments, sales call conversations, research and stats.
- How do your people describe life after coaching? What are the tangible and intangible benefits your ideal client can expect after working with you; what is measurably different, and how do they experience her life differently?
- If you are starting out and you don't yet know what results you can help your clients achieve, consider what your intention is for your client. Check in with yourself and your language: are you promising something you can't deliver?

Style:

- Make your 'before' and 'after' statements stand out by using bulleted lists.
- You could use 'stop and start' phrases: 'Stop flaking out and start keeping promises to yourself.'

5. Your Story: why did you create this?

People reading your sales page may not already know you; they may have found you through a referral or a shared link.

Write with the assumption that you're meeting someone for the first time – those that already know you will understand.

Including some information about who you are and why you created this offer is a way of resonating with a potential new client. It's a nice transition from the rest of the 'sales'-related information into a more personal introduction.

Substance:

The three main pieces of information to include:

- Why you created this: Think about why you chose your flavour of coaching – was there a particular experience or realisation that prompted it?
- Who you are: Share a short bio. Keep it relevant.
- Why you're the coach to invest in: What makes you the ideal coach for your right person? This is where you can reiterate your street-smarts and your book-smarts. Share only the relevant info.

Style

- Use a great photo! A high-resolution photo of you is one of the easiest ways to intimately connect with your client - show your eyes and look directly at the camera.
- Humans buy from humans! The more you can write in your voice, in how you tend to speak, the more of you will be on the page.

6. The Components of your Offer: what's it all about?

Include what your client is going to get, how it's delivered, and how much it costs. Be as thorough as possible without putting in unnecessary details or repeating yourself.

Substance:

- List the specific elements of your offer, using numbers - for example: 6 coaching calls, 5 guided meditations, 3 group calls, 1 workbook...
- You may want to include details of your coaching process, or a programme curriculum, but keep it brief - list the outcomes rather than the process.
- Include any relevant bonuses in bold type (a more positively phrased way of offering a 'discount').
- At the end of this section, make a simple statement about where your customers will be on the other side of this work. Will they have learned a strategy for handling difficult conversations? Have deep clarity about the nature of their resistance, and the tools to overcome it? Have gained the confidence to take their next career steps? Tell them plainly what they'll walk away with.
- List the price. Don't try to hide it. State it clearly and confidently. Include any payment plans. Remember: it's totally natural for people to pay you. They are investing in their own transformation via your coaching.

Style:

- Bullet points will help your reader home in on specific details. Use bold/colour changes to highlight key words.
- If you have pictures that evoke the feeling you're trying to create, add it here. It makes your service feel more tangible, even if, really, it's not.

7. Testimonials

If you have relevant testimonials from past clients, weave these in. Use names, website links and photos of those who have given you permission.

Keep them short and use bold text to highlight any key words (BN: there's a First Five Bonus called – How to gather Powerful Testimonials).

8. Invite your people to buy, now!

This final invitation to buy is your chance to remind people why they're buying, and why now is the best time.

When constructing your call to action, think back to your Offer, where you listed what you believe and how your coaching helps.

The heartfelt, value-led ideas that compelled you to create your needs-based coaching offer are the same heartfelt, value-led reasons that your clients will want to buy from you!

Then, consider why you want them to buy now? Maybe there is an early-bird price increase? Limited availability or a start date? It may just be that your client gets to make a start on the changes they want to make.

What information does your prospective client need to make the best decision possible?

Finally, invite people to buy. Ask and ye shall receive (well, from 3% of your readers anyway!).

Substance:

- What aspect of your Offer do you want to restate?
- Why should your client buy now? Is there a limitation (time, availability, limited numbers?)

Style:

- Make your invitation stand out – use a bold or headline font.
- Your 'Buy Now' button should be large and bright.

9. Post-Purchase process & policies

After the final invitation, state what will happen when people click 'Buy Now'. Will they be taken to another page or a booking system?

List the steps and details of what should happen, and how they can get in touch with you if any technical weirdness occurs.

Substance:

- What happens after I purchase? Will I get an email? What do I do if that doesn't come through?
- What, if any, policies need to be stated for refunds and guarantees?

Style:

- Use italics, numbers or bullets to make the process clear.

10. Frequently Asked Questions:

Here's a sobering statistic: 97% of people who read your sales page won't buy from you. Yep. 1-3% is the average conversion rate across all industries on the internet.

So even if you've done a great job of describing your prospective client's situation and how your coaching can help, at this point less than 5% of readers are still considering your offer.

And they may still have reasons for not investing in your coaching offer swirling around in their minds. Be brave enough to address these!

Substance:

- The content of your FAQ's is really about the reasons that people have for not investing. Make a list of these and address them head on. For example, lots of people have self-doubt about addressing their self-doubt! So I am always addressing this in my sales page FAQ's.
- If you have no idea why people wouldn't invest ask them. Survey your email subscribers or run a social media poll.

Style:

- FAQs are an important part of any sales page, so they deserve some special formatting. I phrase these as a list of questions from the client's perspective.
- How many questions is too many? Keep going until you've exhausted all the big objections and maybe include your top 3-5.

Pulling the sections all together

My approach is to draft the ten different sections in a google doc and then pull everything together in a final copy. Then I'll create the sales page on my website.

This is where I can edit, phaff and tinker to my own contentment.

The 'everything I've written is rubbish!' moment

This is *entirely normal*. I have learnt to build in a few days of doubt into the process! It's tricky when we are so close to our own words, our own work. Often, we have no idea how everything really sounds, or if we have fallen into a massive bowl of coach-lingo soup.

It can help to take a day or two away from your words before reviewing your draft. I have also worked with a few different copywriters in the past. Sometimes that's just way more helpful.

Even if you do end up handing your draft to a copywriter, I think it's SO helpful to go through this process.