

## *FYS Episode 198: The Must Have Parts To A Course Sales Page*

Hi, it's Tap Hornor. Thanks for tuning into the For Your Success Podcast an inspirational program about creating the lifestyle and legacy impact you want to have. Your host today is a Christian author, speaker, business coach, and program development expert. Who will help you design grow and delight in doing business as worship because that is true success.

And now here's my lovely wife, Katie Hornor.

Hello, my friends thank you for showing up today we're discussing the (15) fifteen things that you need to have to create the perfect sales page. We're using that word perfect loosely, because as we know, as with everything in business, everything is a test. However, these are the things that statistically show that you have a greater tendency, a greater chance for your sales page to convert if each of these things are present on your sales page.

So the perfect sales page. `What is the purpose of your sales page? The purpose of your sales page is not to sell your stuff. And that sounds counterintuitive. What do you mean? It's sales page classes aren't we supposed to sell our stuff? Yes and no. The purpose of your sales page is actually to give your prospective client or customer all of the information that they need to make the best decision for them because if you are of the mind that you are here to help the people that you are created to serve, that means you're not here to help everyone. Not everyone is your perfect right fit person, your perfect right fit client or customer. And I don't want the wrong fit in my program or in my groups, because it's going to upset the atmosphere of what we're doing, what we're trying to accomplish.

And for you, you may just be saying, well, I just have a product it doesn't matter who buys it well, then your purpose for sales page may be that. But for those of us who have courses, especially if there's an in-person aspect to this, the purpose of our sales page is not only to sell but also to make sure that we get the right people into our courses and programs. And so we want to give them everything that they need on this sales page if not before, if not in a conversation, if not in the filtering that happens prior to, we want to give them everything that they need on this sales page, to be able to make the best decision about whether this is the right step for them or not.

And so things that we want to include on the sales page, we're going to walk through and we're not just going to give you the list. I could do that in 30 seconds. What we want to do is also give you the why behind this so you can

understand the importance and the part that this plays in helping your people make that best decision. And so if you're ready, the first thing that you want on your sales page is a clear and compelling headline. Alright.

### **1. Clear and Compelling Headline:**

And by clear and compelling, what we mean is clear means it needs to state clearly what the transformation is that these people are after and, two compelling means that it needs to compel them to read more. The purpose of your headline is to get them to move down the page right and, so you want them to be compelled to be pulled into this. And so with this hook or with this headline that you're using, you want it to speak clearly to the person clearly to the solution that they're after and compel them to move down the page.

### **2. Video or An Image:**

The second thing that you want to have on your sales page is a video or an image at the very least, of the product or service that you are offering.

The video gives you a chance to share your heart it gives them a chance to connect with you as a person and, this is I think, especially important if there's going to be some sort of a live component to the course of the program that you're offering. They need to be able to know you and trust you, and the information that they're receiving even subconsciously from your face and your facial expressions and your body language in that video is going to help to create that trust that allows them to then say yes, I believe that she does do what she says.

I believe that she can get me to trust she does have what it takes to help me get there and, so that's a big part of building trust so that they know whether or not this is a right fit for them as well. It also gives good information, right? You don't want this to be a long video. We're not talking about your life history, we're not talking about a big authority, you know, highlights real. We're talking about how can help them solve the problem. How you're qualified, what they can expect. Right. It's very short and simple most of them I would say should be a minute and a half or less. And we all know that saying if I had more time, I'd write a shorter letter the more succinct you can be, the better, because none of us want to sit there and watch a ton of videos, even on a sales page and maybe, especially on a sales page.

So have it's very important for connection, but don't make it very long or they won't get all the way through it.

### **3. Who Is Right Or Wrong For This Offer:**

Number three (3) you need to have an explanation of who this offer is for and who it is not for. And this is super important because again, you're helping them make the right decision for them in this moment. And so just simply writing out that statement, this is for you if, this is not for you, if, can be hugely clarifying for your prospective client. And sometimes it's easier for us as the host or the inviter or the teacher of the course or the program to be able to put into words better, who is not a right fit for this.

And so put that in there this is a right fit for you if you're looking for X, you're looking for the solution, you're struggling in this way, whatever the case may be, and this is not a right fit for you if you have these characteristics or these feelings or these thought patterns in the moment, whatever the case may be, you know how to define that, put that into words, put it on your sales page so that it will help your prospective customer. Also, be very clear about whether this is for them or not. They can self-identify, self-select in that process.

#### **4. Give An Explanation the Customer Is Getting From the Product Or Course:**

Then number four (4) you need an explanation of the transformation the customer is going to get from this product or course. Alright, you need to have an explanation there of the transformation people don't want to buy stuff they didn't wake up today thinking, oh, I'm going to buy 10 more hours of videos today yippee!!! They woke up thinking, I need to figure out how to solve this problem. And so you need to be able to state clearly what the transformation for that problem is on your sales page. Most of the people in our course creation programs didn't wake up thinking I wish I had a course in my (06:41 inaudible).

No, what they thought was, how do I get this message out to more people? How do I build a business that helps me reach more people with less effort? To make a bigger impact while still conserving the lifestyle and the impact choices that I want to make. And so we bring them into things like our course mastery live event by the way, [coursemasterylive.com](http://coursemasterylive.com) if you don't have a ticket yet, it's coming up soon we bring them into that course mastery live event, or we bring them into our master teacher accelerator program. And teach them how to make a business around the course around this process of getting your message to your people so that you can have that lifestyle that you want.

So that you can spend your time on those impact-making things, because you've got a system, that's bringing more and more people in and the income in to support that lifestyle and that life design that you want to have. And so having that transformation spelled out clearly, this is not about the stuff. It's not about how many hours. It's not about how many calls or videos or how many downloads it's about how their life will look different. How their problem will

be solved so that they can do whatever it is they desire to do after having that problem solved.

### **5. The Explanation Of Exactly What's Included:**

Number five (5) the explanation of exactly what's included. Now, this is where you do get to talk about the stuff in the course, because that is an important part. It's not the most important. It is an important part of this as well. What is expected of them? Are you going to have key studies? Are you going to have the videos? Are there going to be live calls they need to schedule into their calendar? You do need to list out that in your sales page so that they know what they're getting into, what they're committing to.

However, that is not the focus of this the focus is how their life will be different after working with you and going through the program.

### **6. Testimonials Or Social Proof:**

So number six, the sixth thing that you need to have on your sales page is testimonials or social proof. Why is this important? Because it's one thing for me to say that I could do this for you. It's another, for a third party to say that I did this for them. And then it's easier for folks to believe that if Katie did this for so-and-so, then she can help me with it as well. When I say it, they doubt when someone else says it, they can believe and, so it's very important for us to bring in that social proof and those testimonials and testimonials can be in the form of all kinds of things.

It could be screenshots of messages that you have permission to share, it could be screenshots of public social posts, where they have said something about how you help them or about the program. It could be video testimonials, it could be pieces of a presentation that they gave where they made a statement. Anytime you're using something that someone said or did in private, you always, always need to have permission. If it's something that has already been posted in a public forum, generally you can screenshot that and use that as part of those testimonials for that page, but it's also nice to ask for permission as well. And the nice thing about asking permission is when you can say, hey, I screenshotted this where you said X, Y, and Z about my program. I'd love to use that on my sales page. Is that okay? A lot of times the person will come back and be like, oh yes, I'd love to have you use it.

And, can I write it different and make it better for you? And so sometimes you can actually get an even better testimonial or more powerful testimonial when you are asking for that specific permission to use it on your page. But again, that adds credibility to you because it's not you talking about yourself, it's

someone else talking about what they've been able to accomplish, how their life is different because of your course or your program or your expertise.

### **7. Having The Price of The Product Or Course On Your Page:**

Number seven one of the things that gets me so much, and this is especially true for event pages is having the price on your page. You guys, it's a sales page you need to have the price on the page okay it doesn't have to be front and center. It doesn't have to be at the top. In fact, most sales psychologists will tell you it's better to convince them that you have the solution for what they're looking for before you introduce the price, but please make sure you have the price, make sure that it is stated clearly alright. And with that, I'm going to give you a tip here with your pricing do not have six different ways that they can sign up for this I recommend two, the most you should have is three different options. And why is that? It's because a confused mind will not buy, will not take action.

If your people are confused about the pricing they will not take action they simply won't they will have to think about it. They will have to check it's too many decisions and, so maybe you have a pay in full and a payment plan.

Boom. That's it right. There's not really very many cases where you should have more than those two options on a sales page and if you can do one, even better, if it's a higher ticket offer where you may need to have a payment plan to accommodate some people, then put that in there, but try not to have at the most three options because it just gets way too complicated for people.

### **8. You need to know about the Creator of the Program or the Course:**

Alright, then number eight. You need to have a bit about the creator of the program or the course, you need to have a little bit of you in there, not front and center it's not top of mind. The first thing, like they don't care who you are until they're convinced you've got the solution. Once they believe that you not only know how to do this, but they can see that you've done it for other people they could start to believe you can do it for you. Then they're interested in knowing a little bit more about your credibility, and so that credibility piece should be on the page, but it should not be at the top of the page.

In most cases, it's towards the bottom somewhere near the FAQs or something like before that final call to action, something about you and this is not your whole life story again, keep it short and simple. This is whatever you need to say about yourself that gives credibility to why you are the person and how you are qualified to help them get this solution to their problem. And so you do need to have that it does not need to be a complete bio it does not need to be your whole life story. It needs to speak specifically to this problem you're solving

with this offer and how you are qualified to help them get to that solution that they're after.

### **9. Have a Money- Back Gurantee:**

Number nine the other thing that you need to have on your sales page is a money-back guarantee if it is applicable alright now, and there's lots of different schools of thought centered around money back guarantees. There's the people who say you should never give one there's people who say you should always give one, and I'm somewhere in the middle of that I believe that it depends on your offer, it depends on the amount of live interaction that you're promising. It depends on a lot of different aspects in the case where it might be good to have a money-back guarantee is if this is a program that gets dripped out over time, and so you could give them the first 30 days in which to come in and try the program, get a taste for it.

And then if it's not a right fit for them, then they could leave and ask for either for a refund. Or in some cases, it's at like a first-month non-refundable deposit. So you could cancel and not have to pay the rest of the thing, but you still paid for that first month. This is more applicable when there's some sort of a live component, they've attended a live class, right I don't generally recommend refunding those moments where you've actually put live time into serving that person in the program. This also depends on the price point of the program. And so for a lot of folks that are like, well, I'm so afraid that I'll get people who will just come in and download everything and then go and ask for a refund. and all my stuff gets stolen essentially.

That is the case in some things, but let me tell you, I've been in business now since 2011 to 2014 growing the business, and then really, really getting going in all of my years of business. I think on average, we have 1 to 2% refund requests and most of those are not people who did that. It was people who were impulse buyers who saw the offer at the last minute, right before cart closed and thought, oh, I'm going to get in. And then they got in and realized it was not what they thought it was. Just know that that fear that you have is not a well-founded fear. Yes. You will have refund requests just because that is part of life and business.

It happens to everyone it doesn't mean that you are a bad a person it doesn't mean your course was horrible it's just part of the doing business alright, and I will say that in most cases, the refunds that happen are not because you've got people who are sincerely looking to just get whatever they can from you.

That's generally not the point. It's a life crisis or I signed on last minute and this is not what I had expected or something along those lines. So don't be afraid to offer that refund, like I said, we have an on average, we've had like a 2%

number of people who have taken that now on our higher ticket programs. If you've got a higher ticket thing where you are actually doing live coaching or live group coaching of some sort, or there's a live event, somehow I generally do more like a trial period where there is a non-refundable deposit that covers that period. And they've got that amount of time to decide whether they will stay in the program or not.

And that way, the time is compensated during that time that they're making that final decision, but the money-back guarantee, what it does is it takes away this feeling of risk for your people. It allows them to feel safe about making the investment because they know that if it's not what you say it is, or if it's not what I need, it's not working for me somehow that that investment is safeguarded in some way. And so that's why it's a good decision to have that. And again, if applicable, there's so much more that we could go into here, we may get into it at our course mastery live event in a couple of weeks. If that's something that you would like to see at the event, let me know, because there's so much more that could be said, in terms of that, but that is the basic guidance for that. If you can have a guarantee, it absolutely helps increase the conversions I believe on that sales page just be careful about the details depending on your offer and the size of the investment.

### **10. Have a Buy Button:**

Alright. What else do we absolutely need to have on our sales page? Number 10 is a buy button and you're like, oh duh, Katie, of course we need a buy button on a sales page. You would not believe the amount of pages that I have visited that do not have something as simple as a buy button or a price that I already mentioned. So having a button, why a button? Because we have been conditioned to click buttons. Everybody's looking for the button, who's got the button, we're all looking for a button to click somewhere. And having that button there is just that little psychological push, that psychological call to action that says, this is what to do next, and if you can put the text on it, click here to enroll now, click here to join the course.

It reinforces that this is what I want you to do this is the action I want you to take, and we have all been conditioned to click on buttons. And so if you have that capability with your software, that you're using whatever you're using for the sales page, please put a button on there because I guarantee you it's going to help those conversions go up way better than clicking a page or sending an email inquiry or whatever.

### **11. Do not have a Sidebar:**

Number 11, this is something not to include so I'm throwing a curveball in here, this is the one thing not to include on your sales page do not have a sidebar, please. The whole point of having the sales page is to get people to that decision of whether this is for them or not. You do not want to distract them with how to opt-in for my free thing or what my latest blog post is or come watch my latest video on whatever. You want all of their focus to be on that decision of am I going to purchase this or not? Am I going to enroll in this or not? And having a sidebar just completely defeats that focus of them on what action you want them to take because they're distracted by all these other, you know, bells and whistles and things that I could be doing.

The same thing with a footer if you've got a footer menu and here's how to follow me on social and the minute they get off of your page and go to Facebook, they are lost forever. The percentages of them coming back to that sales page or leaving it open to come back are very, very small we want them to take action while they're there. And so the more you can minimize distractions by not having that sidebar, not having those other menu options, the better you are going to be in your conversions because they're focused on the decision at hand and we want to get them down the page to that buy button and get them enrolled before they are distracted and led elsewhere because we've got a lot less likely chance of getting them enrolled if they leave the page, then if we can keep them focused there. Alright.

### **FAQ (Frequently Asked Questions):**

Number 12. And I mentioned this a little bit earlier, the FAQ, the frequently asked questions again. Remember at the very beginning, I said the job of your sales page is not to sell the job of your sales page is to help them make the best decision for them in the moment. The best decision for them about their right step you don't want it to sell to everyone you want it to sell to the right ones and in order to do that. We've got to answer any objections that we believe our people might have about buying the thing or joining the course or the program. And so the frequently asked questions thing I believe is a really important part of something to have on your sales page. And what do I do there? What do I put in there? You want to put every single question that you can think of that your prospective client might have.

Every single objection that you could imagine that they would come up with for why this is not the right time, or they can't do this, or they don't, they can't afford the, whatever, the case that they're going to bring up, that, you know, this is going to crop up for them and keep them from saying, yes, I'm in. You want to address that on somewhere on the sales page and if not, definitely in that FAQ. What time does the program start? How much time is it going to take?

Where do we meet? What if I miss? Are there replays? How long do I have to decide to pay in full or stay with payments? Is there a discount? Are there bonuses, anything like that you want to include in that FAQ so that you can answer that objection before it crops up so that you can take away any of the tension that would keep them from saying yes to themselves in taking that next step with you.

### **13. Bonuses:**

Number 13 is the bonuses. And depending on how, again, the level of investment needed for your program, you may or may not need these for lower-cost things. 17, 27, 79, 97, 197, 497. You don't necessarily need a lot of bonuses at that point as a general rule, if you're getting into middle cost or high ticket programs, once you get into the thousands of dollars for things, that's where we generally see people adding in bonuses to be able to increase the value to cost ratio so that these people know, what do we want to do? We want to make it a no-brainer decision? We want to make it a decision that's like, well, of course, I'm getting that. Well, of course, I'm rolling in that. I would be stupid not to.

And we're not calling them stupid, but we want to create this idea that this is such an amazing offer and invitation for you, an amazing opportunity for you. How could you not say yes and the bonuses can help you do that. I have personally joined programs in the past because of the bonus, even more than the program itself. And so think about your program and what it teaches or your course and what it's teaching. Is there something that people could think yeah, but. I also need this. Is there some sort of a hole there that some people might consider a hole that you could fill with a bonus to be able to add value to the offer and the experience for them that would make it an absolute yes, I need to be there.

And so when you're thinking about your bonuses, think about that the goal of a bonus value is going to be somewhere between double like the same value of the course itself, all the way up to some people go as high as five times, the value of the course. So you are multiplying the value, not just adding to, but in fact, multiplying the value of the course or the program that you're offering with the bonuses that you're adding to it especially once you get up into something that where the investment is in the thousands. And what is the bonus? Well, that's a whole workshop in itself and what you could add as bonuses to your program. But think about what would add value to my people? What would they consider as valuable? Because value is all in perspective.

The things that you consider valuable may not be exactly what your people or the people you're trying to attract with this offer think is valuable. So try to think, how can I add value to them? What else would they need to feel

successful with this? What else would they need to feel like this was a well-rounded education or experience? How can I add that for them in a way that gives incredible value to what I'm inviting them to?

#### **14.A Clear and Compelling Call To Action:**

And then number 14, a clear and compelling call to action. A Clear and compelling call to action this is where we say sign up now, buy now tell them what action to take. Don't just expect that they're going to see that button that says buy and click it, like tell them what to do, tell them in the script if you can. Tell them in the video, scroll down, get the info and click the button to join us now. Tell them what you want them to do because they're taking in so much information that just that little extra guidance can be very, very helpful. And so make your call to action clear. What do you want them to do? I want you to click here and enroll now. I want you to choose your payment option and click through to the purchase page.

Be very, very specific about what you want them to do. Is it a higher ticket offer? And you need them to fill out an application, click here to apply now, and then we will get back to you within 4 days of receiving your application. Be very specific with what you want them to do. Not because we're speaking down to them, but because we know life is so full of distractions, we want that call to action to be something that is not missed. Something that is super, super clear for them to be able to take that next right step if this is indeed the step that they need to take. And so I got one more point here, but I just want to remind you guys like this is like whirlwind here. We're going to go much deeper into this at our course mastery live event in a few weeks.

And I want you to be there and join us for that coursemasterylive.com is where you can go for info and registration our VIP tickets are almost sold out that is 3 days where we're going to talk about how to take your offer. Your copy, your curriculum, the experience that you give your students and build a business around that, that not only honors your students and your expertise, but it honors your faith and your family and your values. You do not have to sacrifice your faith in your family or your values in order to grow a business. And the way to impact more people, I believe is through online courses. Jesus used to teach on the mountaintop to reach multitudes today, we use online courses and we're going to show you not just the sales perspective of your offer and your copy at this event.

But we're going to have three days to dive deeper into what makes an amazing course we're going to share our proprietary formula for your successful online course that we've developed over the last 8 years in our business over creating a full homeschool curriculum for preschool through sixth grade, over creating 24

plus online courses for adults in the business industry. We're going to teach you everything that we've learned. Everything we can fit into that three days. For how to not only make your courses an amazing offer and experience for your people, but how to build that into a system that creates a business where you don't have to sacrifice those values or the family and faith that is so important to you in order to be successful with it.

And so we want to invite you to join us there [coursemasterylive.com](http://coursemasterylive.com) is where you can get the info it's coming up March 10 to 12 and so that's the bonus thing that I was going to tell you about as well is to be sure you have a date on your sales page. If you have an event like course mastery live, that's coming up on a certain date, then date on the sales page. I can't tell you a hundred million pages that I've visited for different events that we're looking at all the time. And I have to scroll and scroll and scroll and go back and look at the email and go back to the page. Like when is this thing? Because people don't put the date on there. So if you have something that is time related, it is time constrained put the date on there, make it front and center, make it very plain when this is, because that is the first question people have.

If you have something that is starting and ending, you have a closed cart, something that's up for sale. You have a special date that you're starting, you have special days that you're going to be doing your trainings live. You have a special event coming up like people need to know that first. They need to know they can fit it into their life and their calendar before they're even interested in hearing the rest of it. So make sure that you're taking care of that objection right off the bat and making that date very plain and simple, so that was a bonus point.

### **15. Scarcity:**

The 15th and final point is scarcity. Why should they take action now? You've got a call to action in there. You've told them exactly what they're going to get, how it's going to change their life, what you want them to do. Now they need to know why is it so important that I take action now we're busy we have all kinds of distractions in our lives. We run two businesses, home school 5 kids. We're on this little vegan experiment right now. So we're having to look up recipes and make all kinds of crazy food we didn't used to do. Life is just busy and they need to know why they need to do this now, because if there is no urgency to do it now, I'm going to put it off. and the likelihood of them remembering or coming back to do it later is very, very small.

And so again, keeping them focused on that page without distractions of the sidebar or the footer, but also give them the scarcity. Why do we want you to enroll in course master live, coming up? Because we have a ticket deadline. The

event is the 10th to the 12th of March. We have to cut off our ticket sales on the seventh in order to get everybody into the system and where they need to go to access the event three days later. There's an actual deadline. Why do they need to sign up for your course before you close cart on Friday? Well, because the program starts on Monday and we gotta get you what you need over the weekend so you can join the first class with us, give them a reason why they need to take action. You say, well, maybe my thing is open all the time.

Well, do you have your onboarding on a rolling system? Maybe the urgency is that you can only onboard so many people this week and if they don't get in now, if they don't make that decision, they're going to have to be put on the wait list, which means they're not going to be onboarded till next week or 3 weeks from now. Right? What is the urgency? What's the need for the am to do this right now? Not just to get them the result faster, but also. There's an urgency on your end, usually because of logistics generally, for a reason that they need to take action. Now you need to spell that out for them. Let them know why it's important for them to do it.

Is it limited seats? Is it limited time? Are there bonuses that will expire? A lot of people will have like a fast action bonus. Getting now, and you'll get this in addition to, and anyone signing up after a certain date, wouldn't get that bonus. That could be a pro or a con, depending on your people, depending on your thing. There's different schools of thought about that, but I've seen people do it and I've seen it work. Use a countdown timer on your page one of the things that we use is a free app called motionmail.app, and you can go there and create a free account and get a free countdown timer that you could embed into your emails or into your sales pages. And it will give you countdown timer to a certain date and time so that it gives people that urgency this is going away.

This is not something you can just do whenever you feel like it. This is something you need to take action on. And so that is super important as well in getting those sales pages to convert, getting people, to take the action that they need to take, moving them to the decision that will be best for them again, not because we want to coerce or manipulate, because we want to get them to the best decision for them in this moment. And if they don't take an action, it's the same as saying no. And if that no is right then great, but if that no is not the right answer for them. We want to do everything in our power to get them to say yes if that's the right answer and so I hope this has been helpful for you.

And if this was helpful to you, let us know if you've got questions, we'd love to answer them, and please join us at course mastery live so we can go deeper with this and interact with you and look at some of your specific businesses from the audience during those three days and help you guys make this the best business

that you can make it. For the glory of God and for the help of the people that he has called you to serve. We'll see you next time.

So I'm Katie Hornor of [handprintlegacy.com](http://handprintlegacy.com) obsessed with helping faith-based entrepreneurs, design, grow and delight in the business that affords you the lifestyle and legacy impact you want to have. It's been my honor today to host you on the For Your Success Podcast. And I do hope you'll scroll down wherever you're hearing this and leave me a comment or review.

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