

Components for a simple, effective sales page

Course title

How can your course communicate the feeling or the benefit of your course?

One-liner benefit

What is the transformation? Can you say where your ideal customer wants to be? (If you can't, you may need to get to know your audience's desires better.)

Articulate pain point

In many cases, it's not enough to just know your audience's pain point. If you can actually say it (in their words), they'll trust that you are capable of fixing it. (Pain point may be optional in more straightforward how-to course scenarios.)

Establish empathy/authority

Nobody wants a list of all your accomplishments. A prospective student needs to know two things: Do you understand where they are now? And can they trust you to get them to where they want to be? Your personal story can help with the first. Results and testimonials can help with the second.

Your course as a simple solution

How does this course get someone where they want to go? What are the steps?

Lay out features

Once someone starts believing that your course can get them where they want to go, *then* they want to see everything included in their purchase.

Guarantee

Your potential student is taking a chance on you. How can you eliminate their risk? A 30-day money-back guarantee is pretty standard. It's up to you what you're willing to offer. How confident are you in your product? Show it.

Pricing

So much depends on your audience, your topic, and the perceived value of what you're offering. Remember: anyone who buys your course values your course more than the \$\$ they paid. Otherwise, they would just keep their \$\$.

Call to action

State clearly what people should do to get your help. If you're talking to the right person who wants the experience you're offering, you're not being pushy.

FAQs

What concerns do you need to resolve? Anticipate them and put them on this page or somewhere nearby.

Additional Resources

Further reading on pricing (free):

<https://teachable.com/blog/how-to-price-your-online-course>

Storybrand (paid) is a framework that helps you clarify your message so that people engage. It used to be offered as an online course that was \$1200, but I believe that it was just included into their new Business Made Simple University, which is only \$275 for the year. I cannot recommend Donald Miller and his Storybrand resources highly enough. If you'd like a free introduction to what he offers, you can get some useful videos at 5minutemarketingmakeover.com. He also offers a podcast and a book (both named Building a Storybrand).

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