

Plug-n-play - Write Your Own Sales Page Resource [Get the Right Mindset + Approach + 5 Free Plug-N-Play Hero Headlines]


Hello!

Welcome to our Plug-N-Play Sales Page Resource.

You are here because you want to:

- Create a killer sales page! A page that speaks to your audience in a language they understand.
- To know and learn the basic layout to follow in creating a sales page that is both easy and fun to navigate.
- To decrease the bounce rate and actually lead people to follow the action you want them to take.

Before getting started, here are a few things we want you to do:

- Remove any prior bias you may have to writing. Easier said than done, we get it! For this we suggest you to first create a copy using the plug-n-play samples and then tuning it to your brand voice.
- Know that this resource works differently for everyone. We all are different, and we shouldn't expect the same results. Having said that, we are sure, you will still find loads of value in it.
- Enjoy the process  We created this resource because we had fun using it on our sales page and we knew you would love it too.

Finally, drop us a note on vtalk@bigbootmedia.com letting us know if you liked it!

Now let's get started!

First things first: Understanding the basics

So before we dive into the plug-n-play resources, we want you to know that mastering sales is an art! It's a no-brainer that you have to lead your customers to take actions through each step of the journey.

So while many "sales gurus" will tell you, you can generate leads quickly, we believe an authentic sale and lead generation happens through various touch-points in a customer's journey.

So below is a basic format, we use to help you understand this. Get yourself a pen and paper and write it down for yourself. This is just to get you warmed up before the big marathon!

Module 1:

1. TOFU - Top-Of-The-Funnel

Stage Name: Awareness Stage

Let's discuss: How is the lead placed at this stage?

This is the first and foremost stage of the funnel. At this stage your lead doesn't know anything about you. Imagine going to a party and you don't know anyone there. What is the first thing you would do?

Introduce yourself to them, right? Think of this stage in a similar context.
This is the stage, where your audience needs to know:

- ★ Who are you?
- ★ What do you do?
- ★ Why should they buy from you?

Questions to ask yourself:

1. Is my audience aware of my product/service?
2. How can I make them more aware of my services/products?

Help you can use:

- Intro Videos to your products and services
- Videos showcasing tips related to your products and services.
- Videos with your mission and vision statements.
- Anything else you can think off. Get creative!

2.MOFU - Middle-Of-The-Funnel

Stage Name: Consideration Stage

Let's discuss: How is the lead placed here?

Once your lead is now aware of what you do, it is time to engage with him/her. Let's go back to the previous party example - When you are done introducing yourself in the party, the next course of action for you is to engage in a conversation. It is the same in various points of a customer's journey a.k.a the funnel.

Conversations are great ways to know the other person and they pull away the blind curtains and help your customer (to be!) to get to know you better.

Questions to ask yourself:

1. What can I share through my resources which can help them see the value we provide?
 2. VERY IMPORTANT ONE - How can I do the above by giving them enough but also leaving room for some curiosity?
- Hmmm.. So the last one is a tough one, but if you master it, you will see the results.

BOFU - Bottom-of-the-funnel

Stage Name - Decision Making Stage

Let's discuss: How is the lead placed here?

Once your lead is through the TOFU and BOFU stages, it is time to take them through the final stage which is the decision making stage. This is important because it is here that they decide to go ahead with you or not.

Questions to ask yourself:

1. What can I do to showcase that I am good at my job?
2. What will serve as an authentic experience for my lead?
3. How can I make the decision making process easier for them?

These are not easy questions to answer, and you will eventually be able to answer these for yourself. But if you are struggling in answering the above questions, don't worry. It's perfectly okay.


Also a gentle reminder that you already have made it successfully through 1/4th of this free resource, you can do this .

Image of a pat on the back.

Module 2:

Now let's get to the fun part. This is the place where you get to understand how a sales page is designed and why is it important to get one!

#1 Hero Headline:

Here's what we'll cover:

- ★ Hero Headline: What is it?
- ★ Why is it important?
- ★ What do you need to keep in mind when writing one?

Let's answer these questions for you:

Answering your question number 1: Sales Page: What is it?

Hero headline is the Mega BIG headline on your website which pops up right in front of your audience. It is the first headline your lead sees.

Example: Image of a Hero Headline

Answering your question number 2: Why is it important?

When your lead sees the Hero Headline, they make up their mind in 3 seconds if they want to scroll to the bottom of your page or not. More often than not, this headline is the deal maker or the deal breaker.

Answering your question number 3: What do you need to keep in mind when writing one?

When writing your Hero Headline focus on the one problem you want to solve for your customers and then provide that solution for them. If your lead is facing the same problem, they will more likely scroll down (where we will provide several touchpoints aka call-to-actions throughout the page to lead them to take action).

Bonus Plug-N-Play Hero Headline: Do you [write the issue you face] when you [do this]. Don't worry, [enter what you can do].

Example:

**Do you always end up losing money when you outsource marketing?
Don't worry, we can change that for you.**

This is a perfect example of a plug-n-play Hero Headline! (More on this later!) Looking at Hero Headline in a hindsight, so now you have:

- Nailed a customer problem
- Provided a solution (brownie points for that!)
- And grabbed your lead's attention.

All with a Hero Headline!

Towards the end of this resource, we will provide you with some plug-n-play Hero Headline formats you can use.

#2 Adding Value

Once your Hero Headline is clear, it's important to tell your leads how exactly you can do the claim you have made above.

Most of the time, the key to cracking the code lies in how well you present it to them. Few things to keep in mind, when writing the value-packed content is to:

- ★ Keep the language easy and simple. Avoid using jargons at all costs.
- ★ Take them through a story from naming the pain point you are addressing to exactly how you will provide them the solution. This is called the discovery stage.
- ★ Answer all the FAQs on this page but in your writing. What does this mean? It means your content should have the key answers to basic questions running through your lead's mind.

#3 Placing CTAs strategically

Your CTAs are like sign boards which need to be placed at the right places. A clear CTA structure can either take your lead to booking with you or take them away from it.

When you place your CTAs on your sales page to take them to other pages, you are basically killing their experience. Your audience would like to have everything in one place without having to move around much.

It's always a great idea to place them:

- ★ After the value-based content
- ★ After the testimonials section
- ★ After Case-Studies or any other social proof you are offering!

Treating your user as guest

This is more of a framework than an actual step. The mind shift we are asking you to do is to start thinking of your customer as your guest which means you need to treat them with kindness, empathy, engaging conversations while offering them as much hospitality as you can.

But wait, why?

It is because people buy experiences! So if you have a sales page, and you have a great video of yourself telling them about you or why you have a great product or service, you should put that on the page.

If you have an infographic which pictorially represents any idea you want your users to know, then you should share that on the page.

Anything which makes life easier for your guest, helps them have a good time on your page and takes care of their entire user experience should be embedded on your page.

Let's take an example - In this entire resource, you may have noticed that we have:

- Simplified the solution for you which makes it easier for you to understand.
- Added bullet points wherever required to make it easy on the eyes while reading.
- Added examples wherever relevant to drive a point + help you understand our point-of-view easily.

This is an easy way of treating your user as your guest. Feel free to get creative here and actually think about your target audience.

Module 3:

Exciting stuff ALERT!! We are sharing with you 5 FREE Plug-N-Play Hero Headlines which you can easily use for your website!!! This is apart from the one FREE Plug-N-Play Hero Headline we shared earlier above.

We will also list an example after each free resource so you can know the best way to use them. All the best and here you go:

#1

*Are you [name the problem] every time you [do this].
Try [enter the solution]. [Write the benefit]*

*Example: Are you spending a lot every time you run Facebook Ads?
Try consulting us next time. We can help you lower your cost and increase your sales.*

#2

*If [Name the pain point], your/your [name the consequence].
Why not [pitch yourself in simple one line] and [Add the benefit here]*

*Example: If your baby is uncomfortable during a photosession, your photographs will show!
Why not work with me, and I will ensure your baby is soothed & relaxed!*

#3

*Are you scared [Name the problem].
We/I can change that by [add your USP here]
Don't miss out on [connect the problem with a goal/dream]*

*Example: Are you scared that you will never get in your skinny jeans again?
I can change that by helping you with food choices. Don't miss out on looking your best!*

#4

Deep down you know [Name the problem] and can't help but feel [Name the feeling related with the problem]. [Add a reassurance]

[Add a statistic related to your reassurance]

But you can change that by [write your simple pitch in one line]. [Add a benefit]

Deep down you know you wreck your liner everytime you apply it and can't help but feel inadequate. Don't worry you are not alone.

76% of ladies feel the same when they are doing their own hair and make-up.

But you change that by easily booking me for your hair and make-up. Look great and feel flawless.

#5

Is your [name the feeling associated with the problem and what is it doing to them]. [Name the actual problem]

[Add a double-whammy solution you can provide]

Example:

Is your anxiety giving you sleepless nights? Everytime you have a post-partum, things can get nasty!

It is going to work for you!

I ensure you not only get out of the post-partum but are in a position to support other women who go through the same!

Tired of [Name the issue]. [Add the benefit].

How? Simple. [Write the how of it]

Tired of running after clients? Let the clients come to you this time.

How? Simple. By automating your lead generation process.

You did not expect so much value out of a free resource did you? If you didn't, we are glad to be of help to you. With this resource you can easily get into the right mindset to write the sales page (which is half the work done!) and also start doing it on your own.

But, we would love to hear if this helped you in any way - if it did, would you be kind enough to let us know? We can be reached out on vtalk@bigbootmedia.com. However, if you didn't find it useful, we would love to know that as well.

Finally, if you feel there is more to explore on this, we are always open for a chat on how we can customise the above sales page specifically for your niche. Just drop us a line on the same email ID vtalk@bigbootmedia.com and we will be in touch.