

{Digital *Dining Room*}



# [B&L] Effective Sales Pages

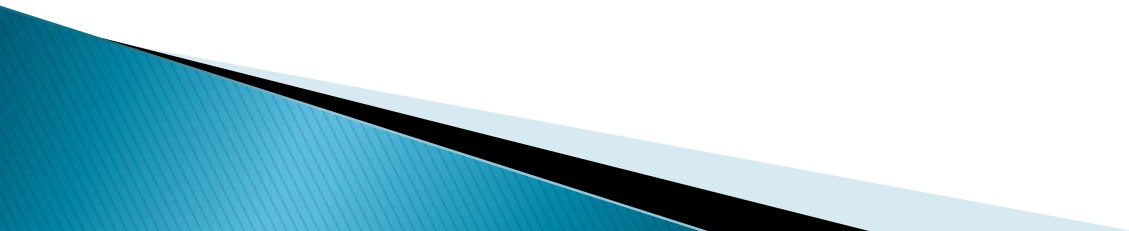
How to Tell Stories that Get People to ACT

Story  Bistro

# Question!

How long should my  
sales pages be?

(How short can I make them  
and have them be effective?)



# Is this a sales page?



# The Sales Page, aka...

- ▶ Squeeze Page
- ▶ Landing Page
- ▶ Sales Copy
- ▶ Sales Letter



# Basic Elements of a Sales Page

- ▶ Headline
- ▶ Name the Problem and why it exists
- ▶ Your Solution and why it's different
- ▶ Features and benefits
- ▶ Testimonials
- ▶ Offer & Pricing
- ▶ Guarantees
- ▶ FAQs





# EMOTIONS are the Key

Your customer's emotions!

- How they feel about the problem
- How they'll feel when it's fixed (benefits!)



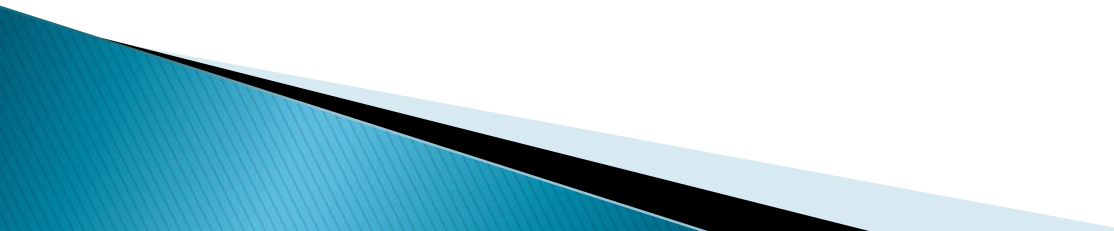
# Don't Forget...

- ▶ Establish trust and credibility
- ▶ Show the value (with numbers, if possible)
- ▶ Reason to act now (bonus, deadline, etc.)
- ▶ Pay attention to design!
- ▶ Stay connected to your “artichoke”



# Long vs. Short

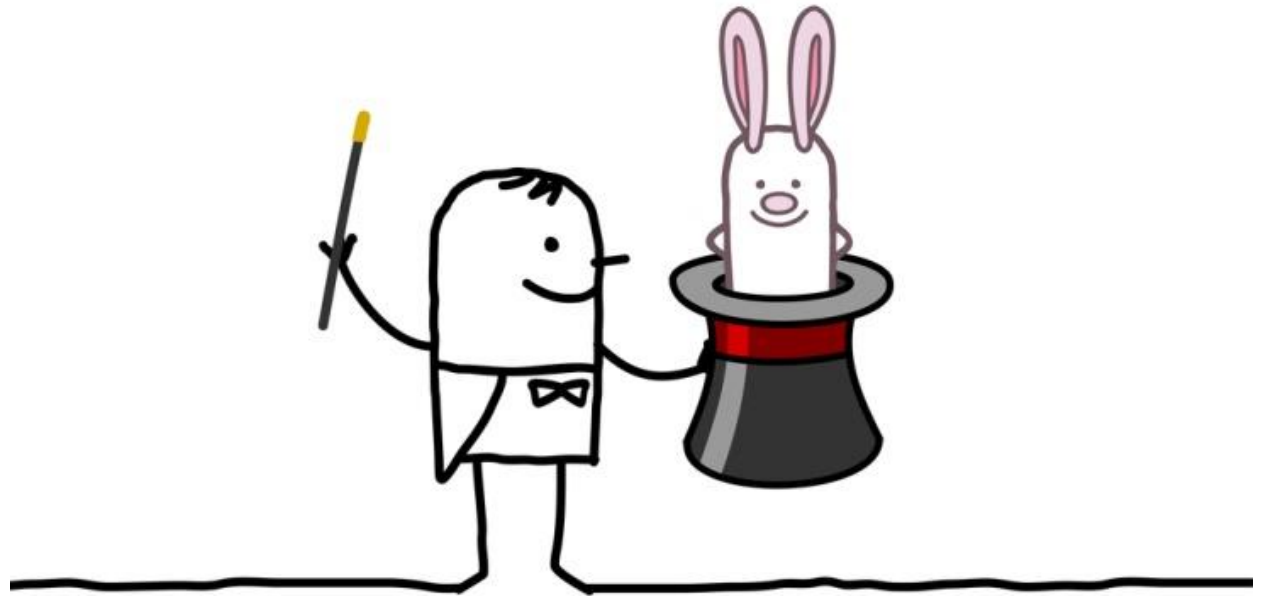
**Long sales pages out-convert short when:**

- ▶ Your reader is **not yet familiar** with you, your product, or its benefits
  - ▶ You want a **payment upfront**
  - ▶ Your item requires a **substantial investment**
  - ▶ Your product is **complex**
  - ▶ You're offering a product that **doesn't fill a desperate need**
- 



# Why Long Performs Better

- ▶ People have short attention spans (scrolling)
- ▶ People don't like to take action (persuasion)



# Actual Length

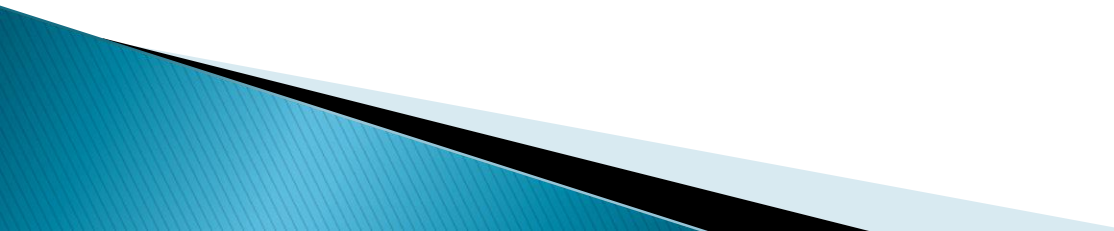
- ▶ On an average, your sales page should be in the 2,000+ word length
- ▶ All you can trust is testing.
- ▶ <http://www.quicksprout.com/2012/12/20/the-science-behind-long-copy-how-more-content-increases-rankings-and-conversions/>
- ▶ <https://signalvnoise.com/posts/2991-behind-the-scenes-ab-testing-part-3-final>

# Your Hero's Story is the Key

- ▶ Describe the problem from **her** perspective – in detail, with emotion
- ▶ Show her that you know **WHY** the problem persists
- ▶ Convey **EMPATHY**

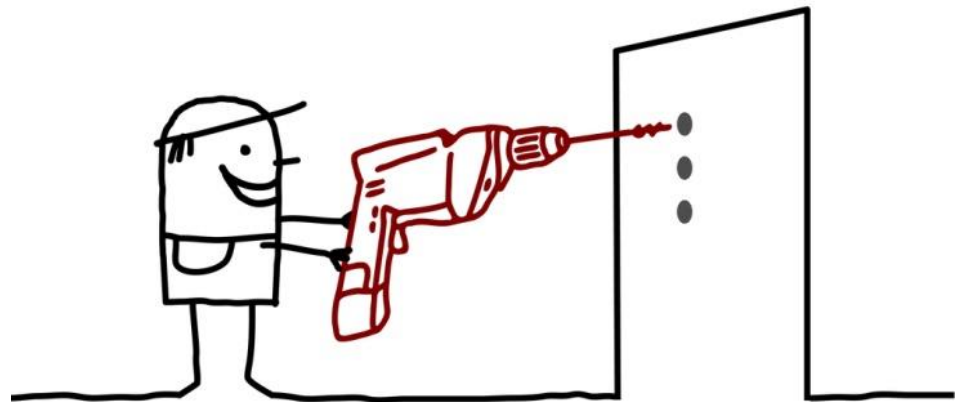


# When to Add Video

- ▶ When what you're selling includes videos
  - ▶ When your audience lands heavily in the "watches more videos than reads" camp
  - ▶ When your sales page stands alone (not connected to the rest of your website)
  - ▶ When you can do something high quality (crappy videos will hurt you)
- 

# Where Should it Live?

- ▶ On it's own site when...
  - The content is LONG and arduous *and*
  - You have the resources to put it there and maintain it
- ▶ On your site
  - When the content is shorter
  - When you don't have the resources to build a new site



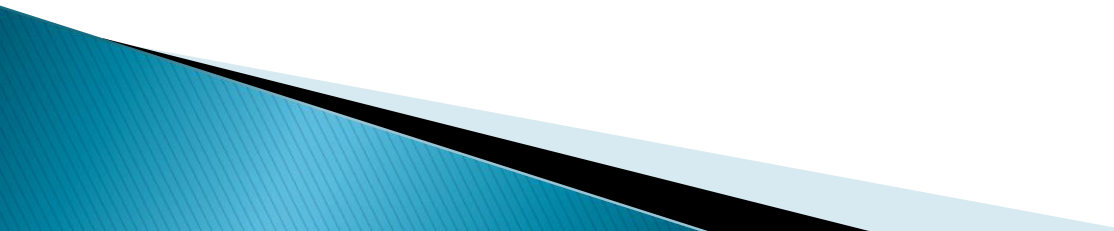
# How Many Times Should I...?

- ▶ Include a buy now button
- ▶ Include a testimonial
- ▶ Use templates and other software?
- ▶ Include videos?



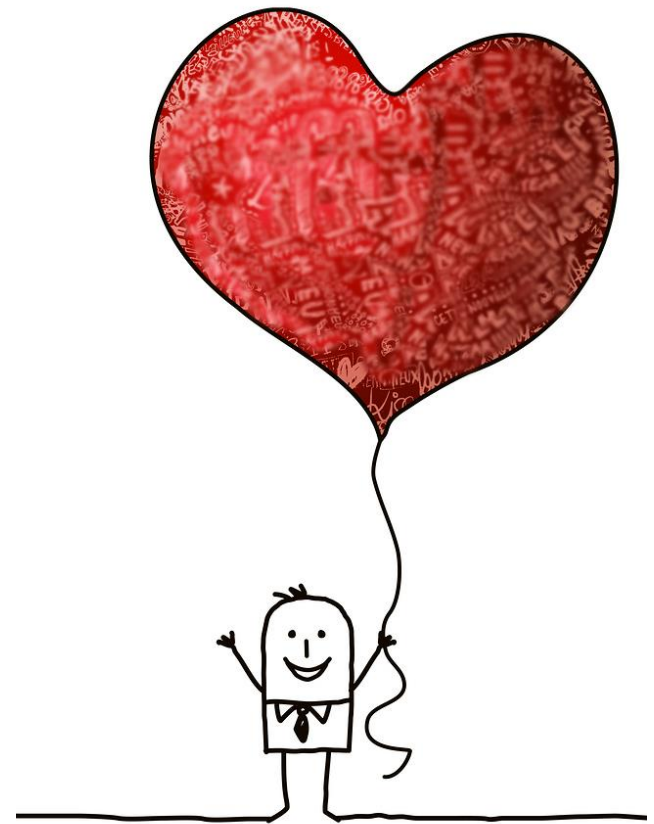


# The Starter Recipe & Stories

- ▶ **The Problem** ← Your Hero's Story
  - ▶ **Why it persists** ← Your Hero's Story and/or your story
  - ▶ **What's possible** ← Other people's stories and/or your story
  - ▶ **Why you/why this solution** ← Other people's stories/your story
  - ▶ **Call to action/Offer** ← Pricing is a story of value
- 

# Other Peoples Stories!

- ▶ Testimonials and case studies:
  - Speak to the issues of your Ideal Client/Hero
  - Speak to specifics of what's changed
  - Use emotion



# Testimonials

- ▶ **The best ones tell us...**
  - Where you were when you showed up? What was going on? What kind of pain?
  - What's changed? And by how much? (Numbers!)



# Why Stories?

We remember stories up to 22 times more often than facts and figures alone.<sup>1</sup>

The audience member's mind "synchs up" with the storyteller's mind in a process called *neural coupling*.<sup>2</sup>

1. Jerome Bruner, *Actual Minds, Possible Worlds* – The Jerusalem–Harvard Lectures (Harvard University Press, 1985).

2. Greg J. Stephens, Lauren J. Silbert, and Uri Hasson, "Speaker–listener neural coupling underlies successful communication," (Proceedings of the National Academy of Sciences of the United States of America, 2010), <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2922522/>

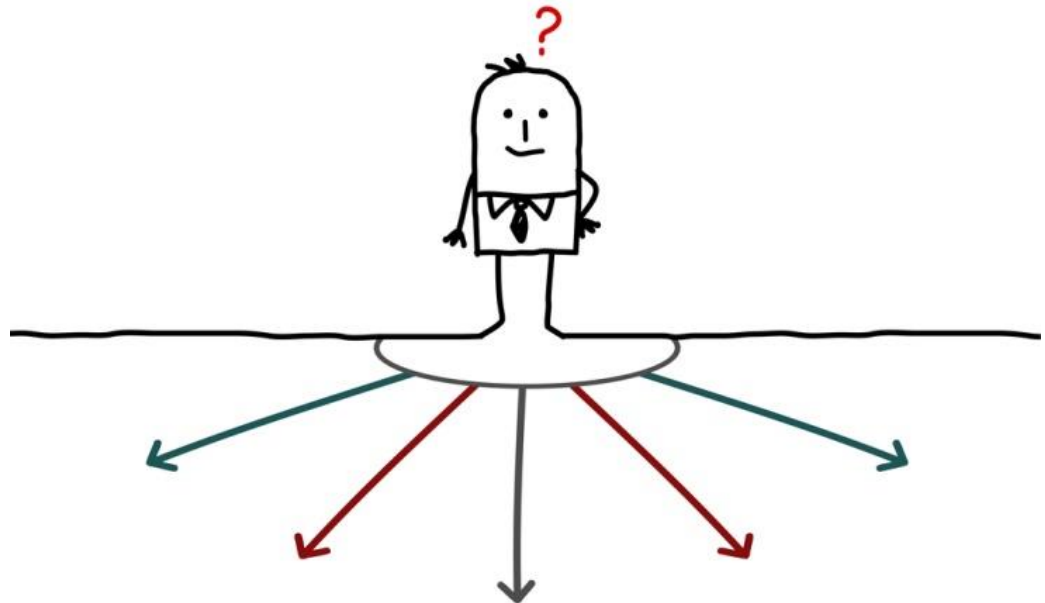
# The Story of Price

Anchor Value by offering two to three levels:

- ▶ Basic (could also be your small taste)
- ▶ **Main Offer** (the one you want to sell the most)
- ▶ Main Offer + Extras

*Example:*

- \$197 - Basic
- \$297 - Main
- \$597 - Main +



# Remember the Sales Convo

## ▶ Questions for Your Customer:

- Where are you now?
- Where do you want to go?
- How will you get there?

## ▶ Your Answers:

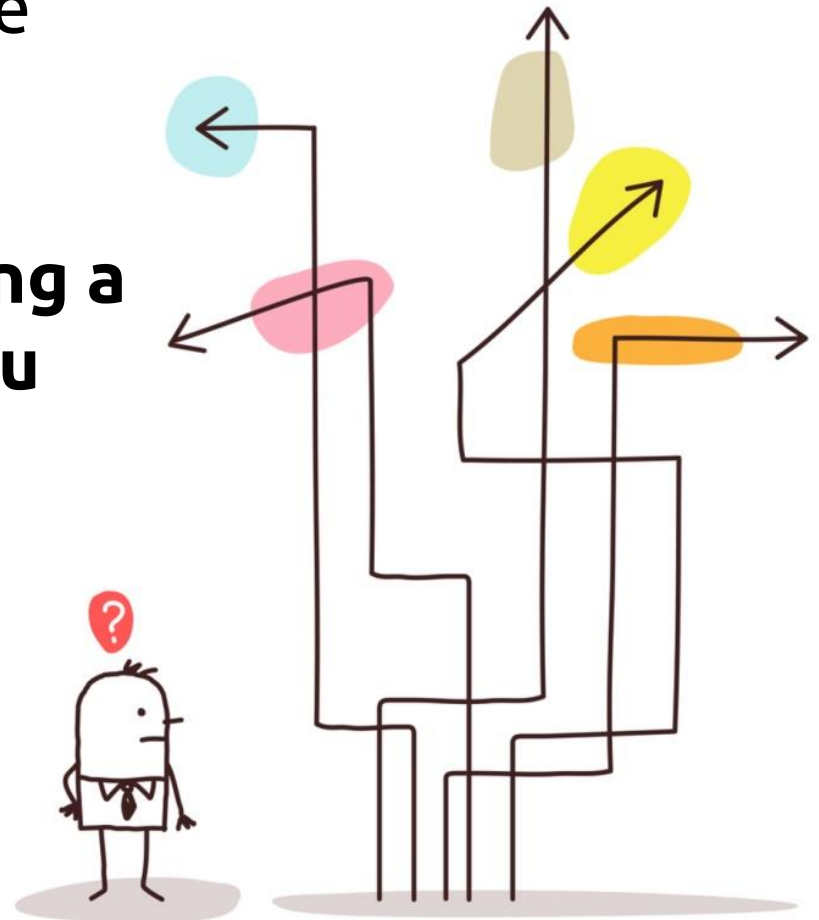
- Delivered with “your artichoke” enthusiasm (NOT hype)
- Cover the bases





# Be the Scientist: Test it!

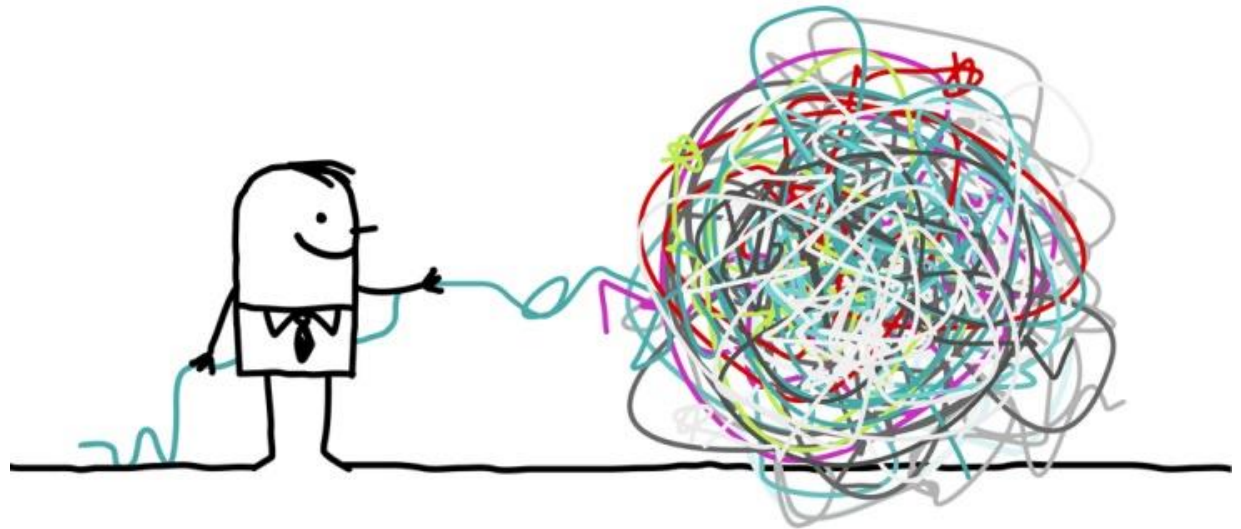
- ▶ How will you measure success?
- ▶ How long will it take to see results?
- ▶ **The true value of an experiment isn't in proving a theory. The value is in you not giving up and doing another one.**



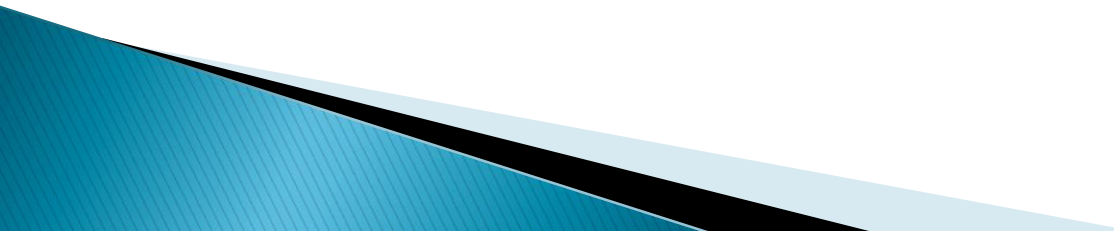
# Start *Simple*

Don't spend a lot of money  
buying tools and systems!

Invest only after you've **proven** demand



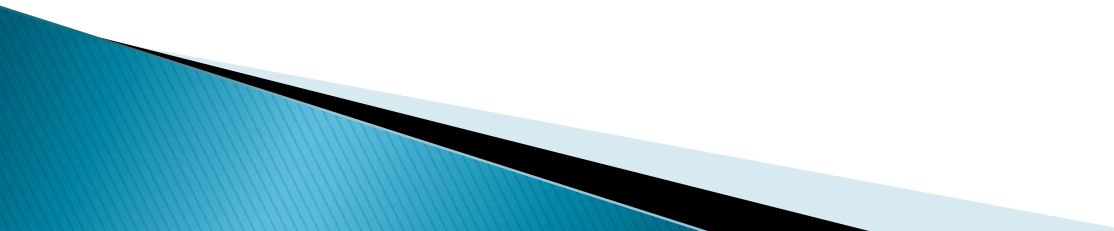
# My Best Advice

- ▶ Reconnect with the energy of “your artichoke”
  - ▶ Avoid buzzwords and jargon
  - ▶ Stay aligned to your own inner truth
  - ▶ Don't depend on templates and software
  - ▶ Use shorter sentences, paragraphs
  - ▶ Use fonts and design elements consistently
- 

# Your Assignment

1. **Write a Letter to your Ideal Client.**  
Use the starter recipe:
  - What's the Problem?
  - Why does it persist?
  - What's possible?
  - Why you/why this solution?
  - Call to Action
2. **What are the benefits of each feature?**
3. **Include 2-3 testimonials**
4. **Identify 3 levels of the Offer: Small Taste/Basic, Main Offer, Main Offer+**

# The Prize

1. Post your letter to the forum no later than NOON Monday, September 22
  2. Give feedback to two other people no later than NOON Friday, September 26
  3. **Entered to win your choice:**
    - **\$25 Amazon Card**
    - **20 min 1:1**
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**For More...**

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