

Charge More Sell More

— BLUEPRINT —

7 WAYS TO GET MORE SALES FROM YOUR SALES PAGES

What do the best writers do when they've just written the definitive book, or article, or sales page? They put it aside for a while and come back to it, going over everything with a fine tooth comb.

They're not ready yet to edit or even just look for spelling mistakes. What they are doing is asking themselves questions to ensure that they've written the best book, article, or sales page possible.

They're making sure they haven't opted for the easiest answer, copped out by using tired clichés, or failed to explore another point-of-view or angle that is more compelling.

They're also making sure they have taken their book, article, or sales page as far as it can go and really kicked it up to the next level ... so that it stands out.

Let's look at seven ways to do just that with your own existing sales pages. We're going to take a deep look at them and see where we can increase conversions.

Updating your sales page template is just the first step but it's not the only step.

STEP ONE: CLARIFY YOUR OFFER

Does it make sense when you read it from a total stranger's point of view? Is there so much information on your sales page they miss the most important benefit of your product?

Here are ten ways to present an offer that is clear, strong and uncluttered:

1. Add a FAQ section

Don't just do this blindly, without a clear idea of what you are trying to accomplish, however: Do this to address most commonly asked questions about the product that you've been contacted about in the past.

Questions to consider addressing: How it's delivered, your refund policy, licensing terms, and anything specific that your purchaser will want to know or has emailed you about in the past before making the decision to purchase. (The question to ask yourself is, "Will knowing the answer to this make my visitor more confident in purchasing my product?")

That being said, don't clutter your FAQ section with too much information. Instead, address objections or questions you have already received about your offer. (Save yourself time and ask your VA to check your inbox archives.) Think of your FAQ section as 'a handy, quick reference' rather than a ponderous and portentous information archive.

If you stick to questions you've been asked in the past, you can easily accomplish this goal. (Some information you should just consider putting right on your sales page: For example, if you've had complaints in the past that purchasers didn't know your product was 'MAC compatible only', then "MAC compatible only" should be emphasized and put somewhere within sight of your "Buy Now" button.)

To recap, your FAQ section should address:

- o Answers to questions you've received in the past, to forestall objections
- o Facts that clear up points of confusion
- o Facts that help your visitors reach the buying decision with confidence

2. Put real content in your sales pages.

Resist the urge to go for clichés or parrot current, trendy sales message phrases. Resist the urge to stuff with keywords then make your content fit.

Understand that the story has to be there –your client's story– even if it only fits into a sentence or two. Specifically, the story that has brought them to your sales page.

Take the time to identify what their story would be if they talked to you about their need for this product. Ask them. Explore comments on blogs, social media, and forums. Send out polls and surveys to get at the commonly-repeated frustrations.

Relevance is the key, so don't be afraid to take time to explore and check for this. Sales pages should never be written in a rush. They don't have to be long but they do need to contain real, relatable, specific content.

3. Remember to tap into emotion.

You may think your particular visitor is only interested in features and facts. "Mine isn't a touchy-feely business," you may even say. But remember, even when a customer is purchasing something as feature-driven as electronics or cars, it's the emotion that all good advertisers tap into.

These sales ads address questions like:

- o What does this car represent?
- o How does it make him feel?
- o Who purchases this car: Males or females? Single people or families?
- o What will they use it for?

And electronic ads reflect similar questions and answers:

- o The age of the purchaser
- o His or her passions
- o What she uses the device for

And so forth.

These questions often have simple, one-word answers, so it is that one all-important word your sales page should address.

For example, the most common answer to, “What does this car represent?” is often “Freedom” or “Adventure.” (Watch the next dozen car ads or so on television and see if you can identify to what emotional stance they are pitching.)

Pick the emotion you think your ideal visitor is operating from and focus your entire message on that feeling.

If your electronic questions generate the answer, “Parties,” that’s what your sales page should promise.

So, make sure you identify the right emotion so you can use this knowledge to tap into in your sales copy, bullet points, images, and especially your headline.

4. Remove any unnecessary elements

Nowadays many coaches and online entrepreneurs create their own sales pages, as the ads say, “in minutes.” If you’ve paid attention to the last few points, you will have done the research and taken the time to ask yourself the right questions before writing your copy.

But it’s not enough to know what to put in. It is vitally important you also know what to leave out.

Don’t over-sell. Focus on the ONE key benefit, the ONE overwhelming reason your purchaser is most likely to love your product. You’ll get a chance to put all the other nifty things in your support material, thank you page, download page, and follow-up emails.

Once you’ve done that, take out anything that distracts. That includes links to client testimonials that will take them right out of your page—plus anything that makes them want to go look something else up. While you might love it if they go buy Offer B, use that as an upsell instead. Don’t make them abandon offer A to go check out offer B. Get them to commit to A’s purchase and then get excited that they can add B at a special price.

5. Use promo codes, sales, and time-related urgency.

Older offers make wonderful new ones if you (a) discount them with a promo code as well as adding a discounted companion one-time-only offer – but don't automatically put OTOs on the sales page itself. Stop to consider if it might be better on the checkout page in your shopping cart.

ORDER SUMMARY

**Planner: LinkedIn Planner**

~~\$37.00~~

\$7.00

LinkedIn might just be the most valuable, least talked about—and let's face it, underused—social network available to you. If you're not using it to find new coaching clients, you're missing out.

Subtotal

\$7.00

[Have a promo code?](#)

Due Today **\$7.00**

☒ **← [ONE-TIME OFFER] Get Our Done-for-You Planner How to Protect Your Energy with Boundaries for Only \$17!**

Add this planner that you can edit, sell or giveaway to your clients to your order. Just tick the box above and complete checkout.

The psychology of this is simple: It distracts on the sales page but is more likely to be picked up when the customer is already in the actual purchase process. This is where you really do experience the phenomenon of customers feeling delighted that there is something more to buy – particularly if you are retiring a product.

o Knowing there is a time-limit on a discount, or even on a product's availability, increases purchase odds even more.

o Knowing where to put each element—and what to leave off your sales page—can make a real difference to your profits.

6. Refine the Call-to-Action (CTA) in your button.

Okay, that was a lot to take in so here's a much simpler strategy you really can try right now. Don't just use a "BUY NOW" button. Consider if a more specific message could be more inviting for your ideal purchaser.

For example, if you have several competitors but you are the only one offering a series of payments for a big-ticket item, your sales button could say, "Buy Now, Pay Later."

Or you could go all-out like Harvey Kilstein did on his sold out Instant List Method. He also points out the specific payment terms – six months, no payments. And on top of that shows with the simple graphic icons his alternate methods for single payments (the credit cards he accepts).



Including specifics like this, up-front, goes a long way to increase trust, especially if people don't know you because you are advertising outside your existing audience.

You can also clear up confusion with button messages by letting people know exactly what they will get after purchase – "Buy your Digital Copy now" tells people they're not ordering the print version, just as "Buy the Paperback now" tells them the reverse. "Get it Before It's Gone" reminds people that they're looking at a limited time offer, and so forth.

7. Make sure your existing Sales Pages are well-branded.

You've given your website a makeover and updated your social media descriptions and profiles with your new logos, profile photos and brand colors and fonts – but have you done this for your existing sales pages too?

If you use a template, it should be super easy to update it with your new colors. If you don't specifically know what these are, either ask your web designer or VA to do it or (the easiest solution, if you're using something like [LeadPages](#)) get your HEX and RGB codes from your SoP Style Guide and insert your new elements and colors yourself.

8. **Make sure your images reinforce your message.**

Nowadays you hardly ever hear of eBook purchasers flipping out and accusing you of making them think they'd be mailed a "real book" if you use a 3D graphic of an actual print book with your cover photo. That sort of confusion went out with scrunchies and backward baseball caps in the nineties. But it's also important to make sure that your images must accurately represent the spirit of what your purchasers expect to receive.

Example: It is okay to use a 3D image of a thick book if your digital eBook has over twelve chapters and is packed full of content –you're telling the purchaser this is the equivalent value of your eBook. It is not okay to do that if what you're selling is a sparse 10 - page eBook that is really more of a short report.

The same with stock images or even commissioned photos and graphics. They should reflect the tone, mood, and character of your message. For example, you wouldn't want a gloomy, brooding photo of a dark lake if you're selling Sparkly Effervescent Mineral Water. Or an image of a crying child if your message is about having fun.

Okay, so those are overly obvious examples, but you get my point, I hope. In reality, it's the subliminal elements, the ones you don't immediately see, that can sabotage your message. For example, you might have a message about freedom, but your photo of happy children playing is taken through playground bars, making them look penned in (or even jailed). That's the sort of subliminal sabotage or inconsistency to watch out for in your images.

And while you're at it, do make sure your writing voice and language (use of idioms, slang, formality, etc.) resonate with your ideal purchaser too.

9. **Analyze your sales page history.**

One of the best parts about refreshing your old sales pages: Their stats and history take the guesswork out of what works and what doesn't.

If you've got a sales page that is still netting you a nice catch of sales every month, you can either update it or not. Try rebranding it (if you've rebranded your business) and updating the template: It might do even better!

But save your old sales page design in case you want to go back to what was working well before.

Use Google Analytics to find out exactly where your best results are coming from. You can check:

- o Which sales pages are resulting in the most sales?
- o Which sales pages garner the least sales?
- o Exactly where your shopping cart is being abandoned

Note you will also be able to access loads of data about your website and its visitor behavior.

Use Facebook Insights, if you have created Facebook ads, to see such data (and more) even more efficiently.

And if you are using SaaS like [LeadPages](#) or MeetEdgar, accessing your tracking data should be even easier!

10. Plug the leaks.

Analyzing your data is just the start of finding out where you are losing visitors and sales. You don't just want to know where your leaks are, but why they are happening. This brings us to our second way to get more sales from your sales page.

STEP TWO: TEST YOUR FUNNEL

First, check your stats to see where people leave your website or your sales process. Then test them out in person to uncover the reason your funnel leaks. Create a new email address and go through the purchase process yourself, right from your ad or landing page or email.

Look for text or graphic messages that generate confusion. Try to look at your sales page content with fresh eyes. Be on the alert for:

- Text that is ambiguous or non-specific
- Anything that distracts you away from the sales page
- Whether or not your "Buy" button is in the right place psychologically – is your customer ready to hit "Buy?" or are you rushing her? Missing a concluding paragraph or even a CTA (call-to-action) in your message?
- Whether or not your "Buy" button is easy to see.
- Whether or not your "Buy" button has the best CTA within its borders.
- How they can pay and what the terms are.
- Unclear payment options (like where to add the coupon or discount code, or if they can pay with PayPal or credit card only?)

These ambiguous messages are often the triggers for would-be purchasers to chicken out and abort the sale.

As mentioned earlier with Harvey Kilstein's example, it is especially crucial that organic traffic – those who have drifted into your sales page through a Google keyword search or just following random links for a topic – feel safe enough to open their wallets.

One effective way to do this: Display your terms and payment methods up front, right on the sales page. (This also helps end payment confusion.)

But when we talk of testing your sales funnel, literally do so. Go through your sales process and test every link to catch glitches that spit you out or links that don't work.

In addition, read every piece of text to make sure that confusion or boredom don't drive people away. Check to see...

- Is there any spot where you grow impatient and start skimming... or feel confused and decide to leave?
- Are all your links working?
- Is your payment checkout too demanding? Too invasive?
- Are you getting any 404 messages? (If so, did you remember to update the link on sales pages you are reviving for a special offer?)

That's the beauty of tracking systems and data you can and should be analyzing. If dropped sales happen a lot, what's the issue causing the exit at that specific point?

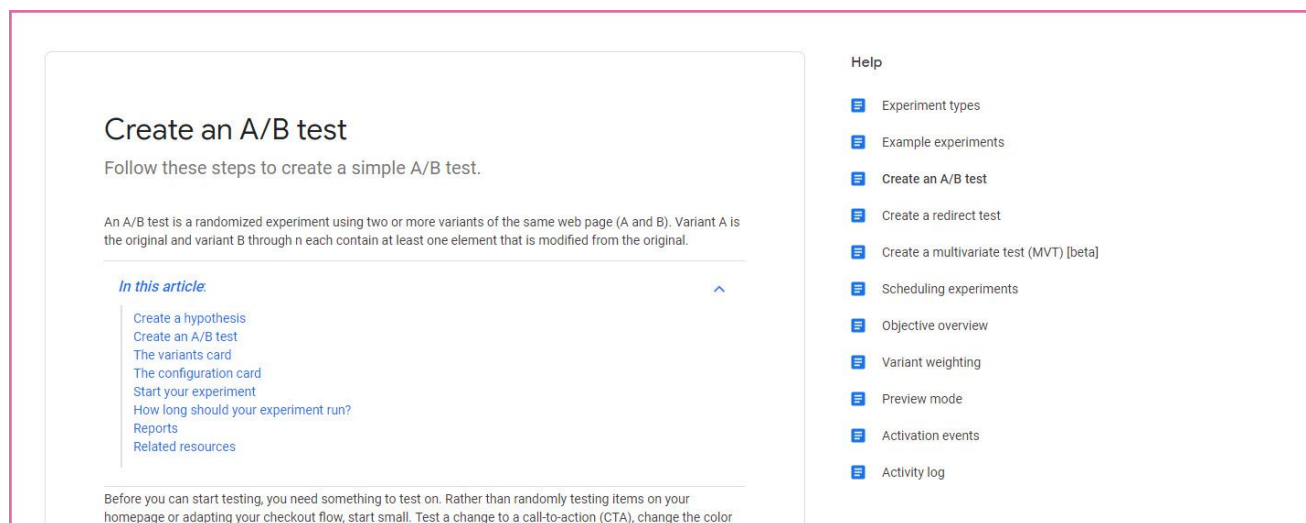
Is it something you can easily fix, like a link that doesn't work or a point you can simply clarify?

Your tracking data can tell you that!

Add regular, consistent examination of your tracking data to your calendar (or to your VA's calendar). Set your platforms to send you regular reports, if that's an option they provide.

STEP THREE: SPLIT-TEST YOUR HEADLINES AND ELEMENTS

Speaking of tracking, one good reason to do that is so you can tweak your sales page to invite maximum response and engagement. Split-test your headline and calls to action to continually improve conversion rates. If you've never done it before, Google Analytics lays it out step by step.



As Google point outs, the key to successful split-testing is to start small by testing one single element change at a time: For example, change your headline – even if that's by just one single word – to see if it affects your conversion rate.

Measure your results. Keep a spreadsheet or screenshots. Download reports at regular intervals. And in case you're not familiar with split-testing, it involves creating two different versions of your sales page.

Version 'A'	Version 'B'
Are You Sick and Tired of Not Sleeping, Night after Night? Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. At ultrices mi tempus imperdiet nulla malesuada. Gravida quis blandit turpis cursus in. Orci phasellus egestas tellus rutrum tellus pellentesque eu tincidunt tortor. Ultrices vitae auctor eu augue ut. Ut etiam sit amet nisl purus in mollis nunc sed. Ultrices tincidunt arcu non sodales neque sodales ut etiam sit. Commodo viverra maecenas accumsan lacus vel facilisis volutpat est velit.	Are You Ready to <u>FINALLY</u> Get a Good Night's Rest? Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. At ultrices mi tempus imperdiet nulla malesuada. Gravida quis blandit turpis cursus in. Orci phasellus egestas tellus rutrum tellus pellentesque eu tincidunt tortor. Ultrices vitae auctor eu augue ut. Ut etiam sit amet nisl purus in mollis nunc sed. Ultrices tincidunt arcu non sodales neque sodales ut etiam sit. Commodo viverra maecenas accumsan lacus vel facilisis volutpat est velit.

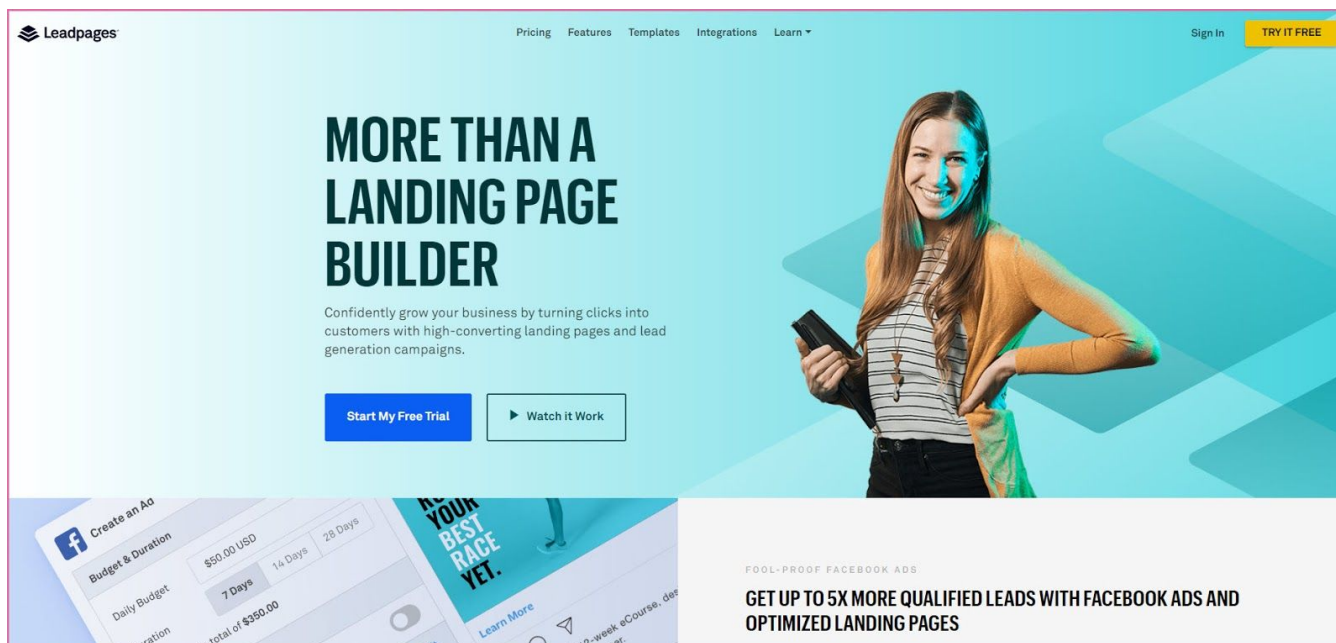
You set your site to serve up Version A to fifty percent of your visitors or those who land on your landing page, while the other fifty percent sees Version B.

There's an even easier way to split-test, however – at virtually the click of a button. That happens when you use [LeadPages](#) to create your landing and sales pages.

With [Leadpages](#), you get hundreds of mobile-responsive, flexible landing and sales page templates in a variety of formats, each one thoroughly tested and completely customizable.

You can:

- Add elements
- Remove elements
- Set A/B split testing
- Sync with your existing apps and SaaS
- Create Facebook and Instagram ads from right within Leadpages



All this from an intuitive dashboard, following easy wizard functions.

STEP FOUR: EMPHASIZE YOUR REFUND POLICY

A fourth step that people often forget to take is to clarify or emphasize your refund policy so that it gives people a sense of security when they buy. This especially holds true if what you are offering has a big-ticket price or if you are new to your audience.

Points you need to address in your refund policy:

- The exact period it covers (usually best put in days rather than weeks – unless you are giving a six-month or “any time” guarantee)
- Reassurance that it is okay to contact you (along with how to do that)
- What type of refund you will give
- How long it will take for the customer to receive it
- Whether or not there are conditions for a refund (e.g. “screenshot of your receipt”) or “no questions asked”
- Eligible reasons for refunds (and whether or not there are exceptions. E.g. “No refund if swimsuit has been worn”)

Possible reasons include:

- o Change of mind.
- o Broken or damaged item.
- o ‘You weren’t happy with the results.’
- o Didn’t fit correctly.
- o Wouldn’t work with hardware.

Possible exceptions include:

- o ‘If you purchase the course and request a refund right away.’

- o 'Not checking before purchase to make sure the product is compatible with your hardware.'

Decide which reasons are valid and which ones will feel more reassuring for the purchaser if you list them on your Sales Page or in a FAQ section.

Be straightforward if you decide not to offer a refund and give the reason why. (Example: "Because you will have instant access to download this whole exclusive image pack, please note there will be no refunds – and no exceptions – once you buy.")

Your shopping cart may also give you instant options for including refund notices in your check out page.

Refund Policy (No Refund)

All products are sold "as is". You assume the responsibility for your purchase, and no refunds will be issued.

STEP FIVE: MAXIMIZE YOUR TESTIMONIALS

The fifth way to increase sales from your existing sales pages: Update your testimonials and, while you're at it, create a schedule to check on and update these at regular intervals – four times a year should be enough but put these review dates right into your calendar.

Move or add relevant testimonials to where they make the most sense in your sales page. Don't just drop them in randomly: Placement matters, so double-check your placement to see if you have them in the optimal spot. (Which would be right when your visitor is wondering, "Does this really work? Would it work for me?")

You don't have to use a complete testimonial (and never call them 'testimonials' – that went out with the two-thousands). Remember that what you include only has to be relevant to the point you are making in the paragraph beside it.

Consider using:

- One single line or paragraph from a testimonial. Remember, your reader will skim and skip, and one line is more comfortable to absorb than five paragraphs of run-on text.
- A photo of your testimonial giver, if she allows it, or some other graphic element to make the testimonial stand out.
- Sub-heads. With this strategy, take the line you like best (or even just part of it) and use it as a sub-head to lead people into the body text of the testimonial that you want to include.

You can put your testimonial excerpts and snippets in graphics boxes. If you use a landing and sales page creator, it should make inserting testimonial excerpts easy.

And when you revisit your testimonials four times per year to update them, be sure to check out any links to testimonial givers that you have included. Nothing is worse from a visitor viewpoint than clicking on that link (or copy-pasting the business name credited to the testimonial giver into Google

and finding a 404 'Page Does Not Exist' or 'Buy This Domain/.'

Should You Include Testimonial Givers' Website Links as Proof?

Some people will say 'absolutely'; others 'no.' If you include the website name and name of your testimonial giver, it's not necessary to transform the business name into anchor text to that site. People who really want to check out testimonials can type that into Google in a flash and find the website. And providing links to testimonial givers' sites takes them out of your own – and away from that sale.

Just make sure your testimonial giver is aware that you are using her recommendation or praise in your business promotion. Always ask permission – or include a rider on your Contact Form page (preferably one they have to click, recognizing that they give you permission to use any information they provide).

If someone shares something of a personal nature that you want to use, it becomes especially important to ask permission and let them know exactly which phrase or line or paragraph you want to use.

If your testimonial giver is a celebrity, you definitely don't need to provide a link as proof. Unless, of course, the star has specified that she wants one! The best rule about permission is to always make sure you have it and never assume. Assumptions are the way that lawsuits start.

STEP SIX: ADD SCREENSHOTS

The sixth way to maintain visitor interest and increase engagement: Add screenshots of your product so buyers can visualize what they're getting (especially necessary for digital goods or products that are hard to visualize sight-unseen).

Screenshots provide valid proof. Combine them with highly pertinent testimonial excerpts and your sales page will pack a double punch.

What type of screenshots can you provide?

- Shots of people using your product
- Images of people obviously experiencing the pain you are writing about
- Pictures of people excited about what is obviously your solution
- Objects that act as metaphors for the problem, the solution, or anything else you are talking about
- Shots of your digital eBook transformed into a representation of an actual book

Is doing the latter ethical?

Yes, because there is minimal to no chance of portraying your eBook as a real, physical product being taken as true. This is an interpretation of your book's potential look.

If you are happy with a 2D image of your book cover, you can easily create one for free at Canva.

Nowadays you don't hear of eBook purchasers flipping out if you use a 3D graphic of an actual print book with your cover photo and expecting to receive a real book in the mail. Just remember that images must accurately represent the spirit of what they are getting. Example: If you're providing a 15-page short report, avoid using a thick eBook image as it may be perceived that you're promising more information than you're actually delivering.

STEP SEVEN: ADD AN EXIT POP-UP

Our final way to increase sales page conversions: Add an exit pop-up with a reminder of the benefits and one last call to action.

There are plenty of services, apps, and plugins to help you select the type of exit pop-up you like – we recommend [PopupAlly](#).

You can download it for free from Wordpress.org plugins directory directly through your WordPress website dashboard. (Just press "Add" in the plugins section of your dashboard and type in 'PopupAlly.')

Or you can choose the [Pro version](#) for even more features.

accessally™ Why Features Pricing Integrations Demo PopupAlly Partners Login

An Easy to Implement WordPress Popup That Can Double Your Opt-In Conversions And Triple Your Email List...

"PopupAlly resulted in a 32% increase in our conversion rate and more than tripled our email database in two months."
-Adam Callinan, Entrepreneur.com

A Drag-and-Drop WordPress Popup That Can Double Your Opt-In Conversions... Without Intruding On Your Website Visitors

Use the #1 Proven Fastest List-Building Tactic - Without Being Annoying!

PopupAlly Pro lets you customize your popup template, brand it, and control exactly when and for how long it appears. It's generally mobile-responsive – but be aware that the timed version doesn't work on mobiles.

So, these are seven ways you can optimize your existing sales pages to get more sales. Use them wisely, use them well, and remember that it's often not what you add that will increase sales: It's what you take out, too.

Concentrate on your sales page's goal, your ideal customer's compelling need, and what would make YOU excited about an offer like yours, if you were her.