

S E C R E T S
O F
H I G H
C O N V E R T I N G
S A L E S P A G E

*F O R C O A C H E S , C O U R S E
C R E A T O R S
A N D
S O L O P R E N E U R S*

M A N U G U P T A

NINE PROVEN WAYS TO CONVERT WEBSITE VISITORS INTO CUSTOMERS



The purpose of a sales page is to convert traffic or readers into *paying customers*. It should be so compelling that your target audience can't say no. Is that easy? Nop, this is the most difficult task to get prospects to part with their hard-earned money and commit to your product or service and take action.

It is a challenge for prospects to *trust* you and your services, who is a complete stranger especially when there are fraudsters and scammers too. How can they judge you as a genuine person?

Always remember, people don't buy with logic but due to emotions and connect they feel.

PEOPLE BUY DUE TO EMOTIONS

However, a good sales page does exactly that. It has to agitate the pain and problems of the prospects as they are facing, paint a picture of the future they have always imagined and would love to see themselves in and finally show them a solution that is very simple and easy to follow.

It has to build trust and *authority* by showing examples of real people who have gone through the same journey as themselves and make them feel the possibility of achieving their dreams as real and imaginable. They should start visualizing their future and feel elated, happy and want to take it immediately.

If you or your sales page can create these feelings in a person, they would always remember you, your services and will buy from you whether immediately or in the near future.

PEOPLE BUY DUE TO EMOTIONS

1

S P E C I F I C N I C H E

Defining your specific target audience will give you the opportunity to learn very fine details about them. So, when you can talk to your prospect and make them feel as if you are inside their head. When you use the *exact language* they are already using, they will feel connected with you.



Dm me if you want to speak about niching down and gaining a competitive advantage.

PEOPLE BUY DUE TO EMOTIONS

2

P E R S U A S I V E C O P Y

Headline should attract the attention of your dream client that raises an eyebrow. It should convey the immediate benefit from their current situations and paint their dream future.



Copy should highlight transformations and problems of your target audience

Rest of the content in the body should address the sales objections, potential or frequently asked questions. Remember, your sales page should do the job of a **sales person** and get your target audience to open their wallets to buy.

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3

CONCISE OFFER

A complicated offer turns potential customers away. If they can't understand what you're offering, they won't stick around to try to interpret your message. Get it down to simple and one crisp sentences. Make an offer visitor can't refuse. It should be *no-brainer* offer.



4

S O C I A L P R O O F

A *video* or a *visual* is the most appealing part for the brain and builds confidence. So, if you can show tangible product, service or your service giving actual result to real people then you would be able to get them excited about their upcoming purchase.

**SUPER
RECOMMEND**



PEOPLE BUY DUE TO EMOTIONS

S O C I A L P R O O F

Address potential sales objections with real *testimonials* from existing customers using photos and videos. This helps potential customers see the value your product provides and adds credibility to your claims.

Videos are real people talking as opposed to written testimonials that could be fake too right. People love to watch videos and see and hear customers live. It is authentic, real and excites the brain.

PEOPLE BUY DUE TO EMOTIONS

5

ONE CLEAR CTA

Think of the *call to action* (CTA) as the answer to the headline. You've proposed something to your audience — what do you want them to do with it?

The entire sales page should lead them to one clear next step. Throughout the page you can have several buttons or calls to action but they all should lead the prospect to one next step that is “buy or use the service”. This would ensure that the goal and next step is 100% clear.



PEOPLE BUY DUE TO EMOTIONS

6 MOBILE RESPONSIVE

Majority of the people browse internet in their free time on cell phones. You must ensure that the sales page is *mobile responsive* when it comes to speed, image size and beautiful look that would connect with your prospects.



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7

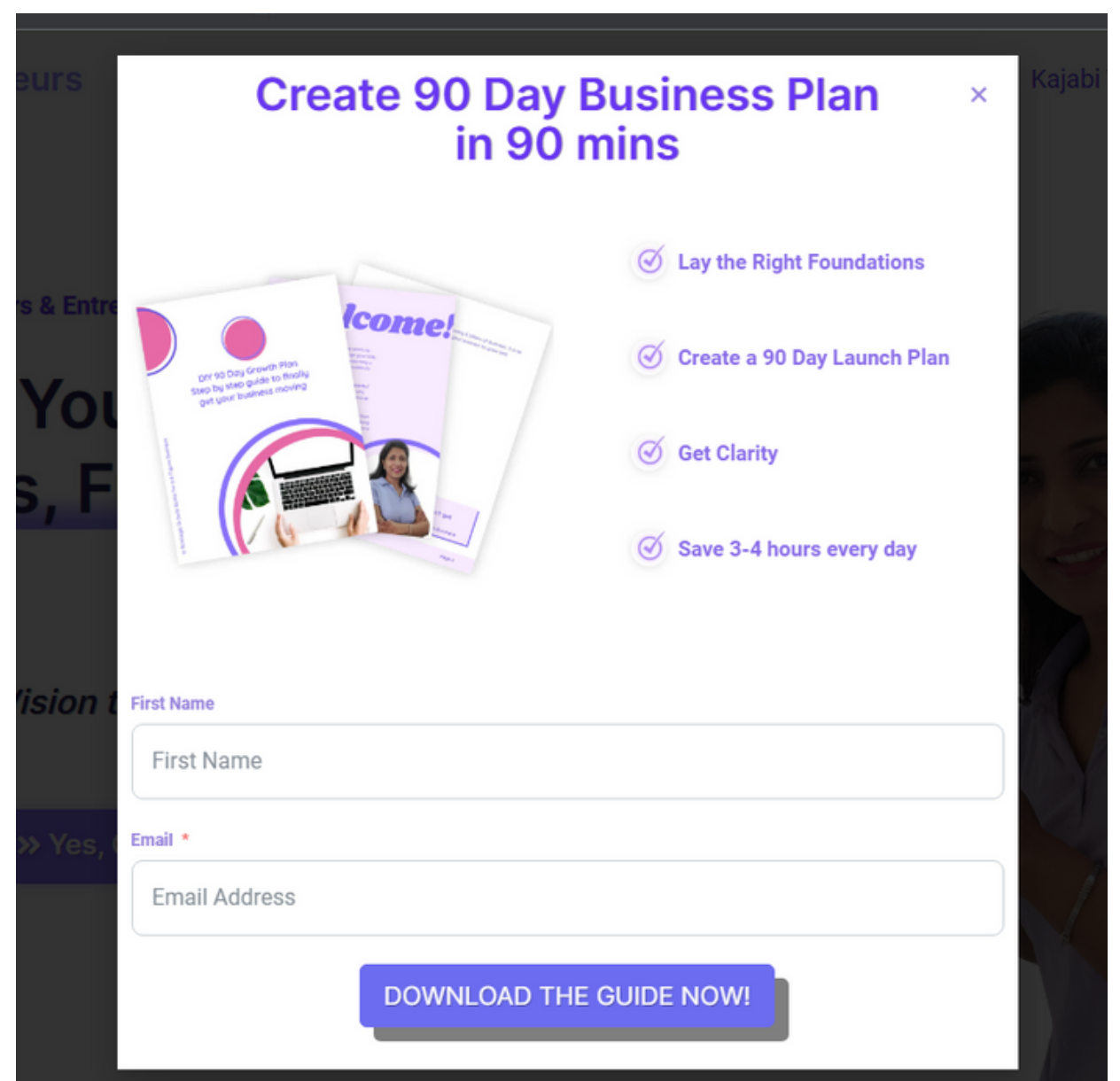
SIMPLE DESIGN

Design and *color scheme* should be very simple and easy. It should highlight the most important parts and create emotional connect. Color scheme should be pleasing to the eye of the prospect.

8

EXIT INTENT POP-UP

This works really well when you want to give customers a last chance to buy. You can use the pop-up to offer *exclusive discount* or a bonus freebie or simply to confirm that the visitor really wants to leave.



The image shows a screenshot of an exit intent pop-up. The pop-up has a white background with a dark border. At the top, it says "Create 90 Day Business Plan in 90 mins" in blue text. Below this, there is a list of four benefits, each with a checkmark icon: "Lay the Right Foundations", "Create a 90 Day Launch Plan", "Get Clarity", and "Save 3-4 hours every day". To the left of the list is an image of a book cover titled "DIY 90 Day Growth Plan" with a woman on the cover. At the bottom, there are two input fields: "First Name" and "Email Address". Below the email field is a blue button that says "DOWNLOAD THE GUIDE NOW!".

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CONNECT WITH ME



Email me:
virtualmomprenuers@gmail.com if you have any questions about creating a sales page.

Ways to work with me:

1. Done for you website build, sales funnel or webinar funnels
2. Course Setup in Kajabi
3. Audit of website, funnels or course
4. [Buy Kajabi Templates](#)

BOOK A CALL

PEOPLE BUY DUE TO EMOTIONS