



# Checklist:

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## Is your sales page ready?

When done right, a sales page should accomplish **TWO** primary tasks:

1. **BUILD DESIRE**
2. **SELL THE PRODUCT**

As you go through drafting your sales page, you can refer to this checklist to make sure you're hitting the right notes to accomplish those two things.

Feel free to print this out and place a checkmark in the left column if you answer **"yes"** to the question.

- Do you have an attention-grabbing headline that makes a potential customer go "THAT'S ME!" and want to read more?
- Do you describe the pain the customer is going through, as well as what their life would look like if their problem were solved?
- Do you describe what they've tried before to fix it - and why that didn't work?
- Do you use emotionally evocative words and REAL language that the customer uses?
- When you reveal your offer, do you clearly state what your product is and what the customer gets?
- Do you address any objections they may have to why "the dream" can't be achieved?
- Do you reverse buyer's risk with a guarantee, testimonials, etc.?
- Do you clearly outline what it costs them to NOT act and buy now?
- Is all the information a customer would need available on the page (features, benefits, price, guarantee, FAQ, etc.)?
- Do you have a CLEAR call-to-action for the customer to act on (e.g. "Join now")?