











SALES PAGE CHECKLIST

Use this handy guide to make sure you've covered the most important elements of a successful sales page...

-  **Headline** Have you grabbed their attention?
-  **Hook** Have you let them see themselves in what you're describing?
-  **Pain point** Have you shown you understand the problem they're looking to solve?
-  **Solution** Have you offered a way to overcome the pain point?
-  **Overcome objections** Have you outlined the benefits of your service?
-  **Social proof** Have you included testimonials to build trust in the service you deliver?
-  **Call to action** Have you included a single, clear and easy-to-follow next step?
-  Have you left your reader totally clear on what you're offering and how it will impact them?
-  Have you included **keywords** in your copy?
-  Most importantly... does what you've written sound like **you?**



Want more support with creating copy that converts?

Book in a discovery call

