Your Main Headline... Use This To Grab Your Visitor's Attention (Make Them Want to Read On)

Use this Subheading for the Most Important Differentiator of Your Product

In this above-the-fold content, the goal is to give your visitors a clear reason to stay and read on. Communicate not only what your product does, but also why it's a better solution than any alternative.

"Use a statement, promise or testimonial to emphasize an important point about your product."

Get Your Copy Now >>

OUR CLIENTS

CERNER   CITADEL   Sta...

This is for you if...

When selling a product, telling your visitors who the product is for and who it's for is a very powerful way to get the right people's attention. That's what this section is for.

To make best use of this section, don't list features or even benefits of your product or service. What's important here isn't about your product, it's about your visitor.

The more you know about your ideal prospect, the more precise you can be in your "this is for you if..."

... benefits of limiting your audience. Don't make vague statements that could apply to anyone, make statements that clearly address your target market. If no one stops reading here, it's probably pointless.

... include the elements: who your visitor is, what they do, what they've done/should have. E.g. "You're a small business owner and you're aware of security ... solutions you've tried are out of your price range"

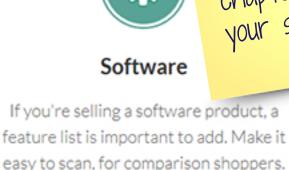## Don't Fear the Feature List! Deliver a Wow-Factor With the List in this Section!

A visual element for each feature, some text to explain the benefits plus the sheer number of features make this an effective selling point.
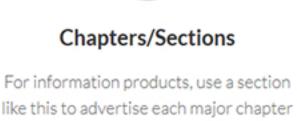
Name of the Feature
In this paragraph, explain the feature in terms of how it makes your product more useful for your customer.

Software
If you're selling a software product, a feature list is important to add. Make it easy to scan, for comparison shoppers.

Information/Services
If you aren't selling software, a section like this becomes about benefits more than features.

Chapters/Sections
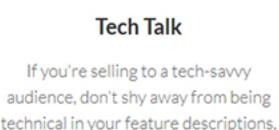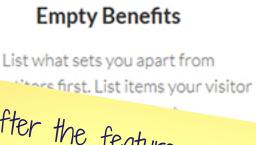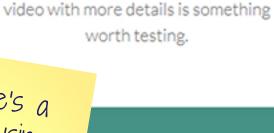For information products, use a section like this to advertise each major chapter or section in the product.

Services
If you're selling a service, use this section to talk about all the aspects of your service that are exceptional.

Tech Talk
If you're selling to a tech-savvy audience, don't shy away from being technical in your feature descriptions.

Empty Benefits
List what sets you apart from ... first. List items your visitor ...

More Information
Linking each feature to an article or video with more details is something worth testing.

All vs. Best
Test a longer feature list with everything you can think of against a shorter one with just the highlights.

... NAME now!

... section is all about getting your visitor ...

Yes, I Want to Get [Benefit] Now >>

A Text Section with a Subheading

This is the most repeatable section on the page. You can use text sections like this repeatedly, to explain details about your product, elaborate on the major benefits you offer and much more.

Beware the wall of text. We've used many visual elements and a lot of visual variety ... engaged. Make sure that you don't hit them with a wall of text in your text sections. ... with short paragraphs, highlighted text and occasional images.

Address your visitor's objections. A text section like this is ideal for addressing obje... ... questions especially pay attention to anything that's keeping your prospects from making a purc... ... re they unsure about? These are points you can address here, on your sales page.

Add Testimonials for Social Proof
"Testimonials are a great way to add some social proof to your sales page and they usually increase conversions (although it's still something you should test)."
John Doe, ACME Inc.

What the Perfect Testimonial Looks Like
"We've created a simple but excellent testimonial layout for you to use ... (the best sentence or statement from the testimonial), the testimonial text itself, an image and a name byline.

And of course, it's all beautifully designed so your testimonials will make a great impression!"
Jane Doe, OtherCorp

This is the "What You Get" Section.

This is another call to action section, with a few conversion boosting elements.

Add a heading and a large image of your product. In the text section above the product, describe exactly what your customer gets after making the purchase. The clearer your visitor is about what they will get, the less friction there is before the purchase.

Get Your Copy Now >>

Try It Out 100% Risk-FREE for 30 DAYS!

100% RISK FREE
30-DAY TRIAL

Add your guarantee statement or money back guarantee here. Describe what your guarantee entails as well as a reason why you're offering it. It's also worth testing different guarantees against each other, although offering a standard money-back guarantee is a ...

Add More Testimonials Here, After the Main Call to ...
"Visitors have several opportunities to purchase the product, so if they're still scrolling at this point, they're still unsure. Testimonials are a great way to sway undecided visitors."
John Doe

Testimonials With Specific Details Win
"Don't just list testimonials that are gushingly positive about your product or company in general. Although those can help, the best testimonials are ones that include specific details.

For example, a customer saying how something went wrong, but your support staff was extremely fast and helpful can be better than just another customer saying everything was excellent."
Jane Doe

More Testimonials...
"We're nearing the end of the sales page, so adding many more testimonials here can work in your favor. In the first testimonials section, show just two or three of your best ones. But here, you can list dozens, to try and sway those undecided visitors."
John Doe

FAQ

... to some frequently asked questions:

+ Why Add This FAQ Secti...   + Boring Technical Stuff Goes Here
+ Browse for the Information You Need   + Heatmaps Are Your Friend

Get instant access to our PRODUCT NAME now!

A subheading, an image and a strong call to action: this section is all about getting ... to click the button and start the purchase process.

Yes, I Want to Get [Benefit]