

PLEASE NOTE: This is a machine transcription. Some punctuation and spelling weirdness are to be expected.

You might not know this, but one of my first training experiences online was learning how to write sales copy. I was fortunate enough to be chosen as an intern to work with a full-time copywriter.

Her name is Lexi Rodrigo, and I can't thank her enough for introducing me to some of the most impactful elements of a sales page. For example, she was the person who encouraged me to write 25 or more headlines before making a final choice. At the time, that seemed ridiculous to me, but years later, I repeat that advice to others because I know how important it is.

Now, that was probably 2009 or so that I was interning with Lexi. Since then, I've written hundreds of sales pages. I write all my own sales copy for my own products, and I've written hundreds more for clients.

All that practice writing sales pages means I've gotten really good at it, and really fast. What used to take me days, now takes just a few hours, and that's largely because I have a system to follow.

This is episode 64 of the Tiny Course Empire podcast, and today, I'm giving you my system for writing a sales page fast.

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Well hello, and welcome to the Tiny Course Empire Podcast. I so appreciate you spending a few minutes of your day with me today.

If you're new here, be sure to hit the subscribe button on your podcast app of choice, so you don't miss any future episodes. Each week I bring you actionable strategies you can put to use in your online business, whether you're selling courses, printables, coaching, or even freelancing.

You'll find the show notes, transcript, and links for everything I'm talking about today at [Tiny Course Empire dot com slash 64](https://tinycourseempire.com/64).

Today we're talking about sales page. I have pretty strong opinions about sales pages, so let's just get that out of the way right now.

I believe that entrepreneurs should, for the most part, write their own sales copy. I believe this is core skill that anyone who's selling information can master. Now, I'm not talking about if you're selling T-shirts or jewelry or supplements. Those are different skills. But if you're a writer - if you sell courses or information products or

coaching - then writing sales copy is just an extension of what you already do. In fact, writing that sales page for your course or your templates will actually help you clarify and refine your product offers.

So learning to write your own sales pages is something I believe all information product sellers need to do.

And listen - even if you think you stink at writing, and even if you don't have the time to write your own sales pages and even if you think I'm an idiot and you're just going to go ahead and hire someone else to do this because who am I to tell you what to do, right?

Even if all that, I still want you to learn to write good copy. I've said it before, and I'll say it again, you cannot outsource your success. You cannot simply hand off every task you don't like or don't want to learn and expect to be successful with it.

The best, most successful business owners I know fully understand their business. They know how it works, from the smallest piece to the biggest. That doesn't mean they're cranking all the widgets and micromanaging every little piece of it, but they understand it. They study it, because it's nearly impossible to outsource something you don't understand.

Imagine you hire someone to write a sales page and you don't understand what good copy looks like. How will you know if that sales page is any good? You won't.

So that's my rant. Learn to write good copy. It's important to your business. And I'm going to help with this episode. So let's dive in.

First: Start with a template.

I try to never start anything from scratch. Podcast episodes, course content, my daily emails, and especially my sales pages all start with a template.

Now when I say template, you might think of a kind of fill-in-the-blank page where I'm just adding a few words and everything else remains the same, but that's not really what I mean here.

My sales page template is more of a framework. It has placeholders for the page title and subtitles, it has different sections in it - and we'll talk about those in a minute, because filling in those sections are the other steps in the process. So it has a few sections and each section has a heading placeholder and some text placeholders in them.

Then I have an FAQ section - and this remains largely the same from sales page to sales page. I might add a question or take one away, and I definitely update the text to be more specific to my product, but the FAQ section is pretty much complete right in my template.

I also have an about me section at the bottom, and I update that to talk more about the product and why I'm the right person to listen to about whatever problem my course or product solves.

My template also has placeholders for buy buttons, notes about where I want the video to go, about testimonials, and the guarantee box.

I use a template for sales pages—and I recommend you do as well—for a couple of different reasons.

Number one, and this is the most important, is that it's really hard to start from scratch. I don't care if you're writing a short email to a friend or a 1,000 page epic fantasy novel - starting from nothing is hard. That blank page is intimidating. Having a template eliminates all of that. No more blank page fear, because you've already started even though you haven't written a word yet.

Another reason starting from a template works so well is because it helps you break your sales page down into more manageable chunks. And listen, I've been writing sales pages for more than 12 years. I've probably written hundreds of them at this point, maybe even a thousand or more, and I can tell you that even now, thinking of putting 2,000 or 3,000 words down on the page in one go feels crazy hard to me.

But my sales page template doesn't ask me to do that. It only asks me to fill in one or two paragraphs for this section right here. That's it. I can write a paragraph or two. So can you. That's easy. You could do that right now in less than five minutes. At most, it's 200 words. Piece of cake.

So having that template takes the pressure off.

And finally, using a template helps with your branding. It's important if you have a lot of courses or products that you sell that your branding is consistent. Your loyal customers need to know that product is yours, and they should be able to see that just from the sales page.

Think of it like this - consider your favorite chain restaurant - maybe it's 5 Guys, or Cheesecake Factory, or maybe you really love Olive Garden. Whatever it is, you've probably walked into that restaurant in your home town, but you've also likely visited one when you were traveling, and you know what? You knew the instant you walked in that you were in the same place. You knew exactly what to expect. You knew what the menu would look like, you knew what you were going to order, and you knew what kind of service to expect—you knew you'd have a good experience because you recognized the environment.

Those chain restaurants are created following a template. They all look and work the same. And that's true for other businesses as well, including yours.

Your branding—and this starts with your sales page template—tells your loyal customers that they are in the right place. They know what to expect. They trust you.

So that's step one: start with a template. Don't start from scratch, because it will only stress you out more than is necessary, and it won't give you that good, solid branding that we all need in our business.

Oh, and if you've never used a sales page template before, here's how to create one. Find your best performing sales page. I don't mean the one that sold the most, I mean the one that converted the best—and start there. Use that as your template. Strip out all the product-specific stuff, and replace it with content about this new product.

Easy peasy.

Pro tip: You don't have to follow these steps in order

For most of the sales pages I write, I tackle the features and benefits first. That's the easiest part for me to write, and once I have those done, the rest is just momentum. I can keep going and knock out a whole sales page quickly because I've already got that big chunk completed.

So give yourself permission to jump from section to section. Don't worry about writing it from start to finish. No one is watching, and no one will read the unpolished version of it anyway, so just write in any order that makes sense to you.

Ok, with that said, let's lay out a simple sales page you can use as a jumping off point.

Section 1: What is it your buyer wants?

Ok, that was a lot. Step two is a bit easier, hopefully, and that's to really nail down what your buyer is looking for. What's the goal? What do they stand to gain?

I like to start my sales pages with two or three paragraphs about the goal, and in my business, that typically means they want to earn more money, or work fewer hours, or impact more people with their business.

Your buyer's dream might be different. Maybe they want a cleaner, more organized home. Maybe they want to not feel so anxious all the time. Maybe they want to live healthier lives.

What is it that your reader really wants, and that your product can deliver on?

Paint a picture of that in the first couple of paragraphs of your sales page. And again, it doesn't have to be long - just two or three paragraphs - no more than 200 or maybe 300 words.

Section 2: What have they tried or done before that didn't work, and why?

The next section of your sales page is reminding them of all the things they've tried, and why those things didn't work.

Again, this is going to be two or maybe three paragraphs, so it doesn't take a lot of brain-power or writing to get through this.

In my sales pages, the reasons might be that the technology is overwhelming, or that the reader doesn't have time to do what needs to be done, or that they don't have the skills to do it.

Remember that your product is the solution they're looking for, so make sure that whatever the stumbling block is here, your product solves it. In other words, you don't want to remind them that the reason they haven't had success yet is because the technology is hard without offering a way to make the technology easier.

Section 3: Features and benefits, features and benefits, features and benefits.

Next, you introduce your solution, and one way to do that is to simply list all the features and benefits you're offering.

Understanding the difference here is the key to writing a compelling sales page.

So many sales pages are filled with details like, 47 pages of checklists or 12 hours of video training or 30 social media graphics. Those are the features. That describes what's in the box. Features are important, because people want to know what they're getting, and listing the features will tell them what to expect.

But if you stop at the features, you're missing a powerful selling point, and that's the benefits. The benefit is the flip side of the feature. It's why your reader should care that there are 12 hours of video or 47 pages of checklists. In other words, what's in it for them?

So you might say something like, 12 full hours of video training leaves no stone unturned. You'll have a complete system to follow with no gaps in your knowledge.

That let's your reader know what the feature is - it's 12 hours of video - and why she should care - because it's complete. Nothing else will be needed.

Now, how does this relate to writing a sales page fast? Here's how it works.

Start with a big list of the features. Write down everything you can think of. Maybe your planner comes in three different formats, or the videos are downloadable, or transcripts are available, or it's delivered in a zip file. Just make a big list of all the things. What will the buyer see when he or she makes buys.

Once you've listed all the features, go back through each one and ask yourself why that matters. What's the benefit of it? Why does your reader care?

When you have your feature and your benefit, you can write it as a complete sentence. Features and benefits pairs make good bullet points on your sales page or on a checkout form, but you can also use them in other ways.

For example, if you have a course and it has, say, 12 lessons, then each lesson is a feature. Or if you're selling a checklist or template pack, each checklist or template might be a feature. In this case, you simply list the title of the lesson or the checklist, and then include a sentence or two about why it's important.

You can see this in action on any of my sales pages. A list of lessons or checklists, and why it matters.

I find that the feature and benefit section of the sales page is typically about 50% of the page, so once I have this part done, I'm almost finished.

And while I'm thinking of it, here's another pro tip - let it sit for at least a day before you publish it. I know that for a lot of sellers, the sales page is the last thing they write. They've got a product all ready to go, and they promised to launch it today, and they've got to get that sales page up right now, so they write it - maybe even in their page builder on a live page - and hit publish.

Don't do that. Write it first. Let it sit for a bit. Reread it with fresh eyes. You'll very likely find some things that can be improved, and I'm not just talking about spelling and grammar either—although a little distance can reveal those mistakes for sure.

But you'll also find better examples, bigger benefits, and stronger word choices if you just give it a day or two to rest before doing a final polish.

Section 4: Recap and a call to action

The last major section of your sales page is to recap the offer and call your reader to action. In this section, I typically include a bullet list of what they're getting - not the detailed and much longer features and benefits list from above, but a shorter, more succinct version. This is where I say how many video lessons and that there are printable checklists included and that there are transcripts.

The call to action is what you want them to do next—which is to buy. Give them a buy button and a reason to click it. Remind them of the big benefit you promised - a cleaner, more organized home, higher income, more time, less anxiety - whatever the big benefit is, you want to use that in your call to action section.

And that's it - the rest of your sales page is going to be your FAQ section if you have one, maybe a short about you section if you like, and—if you do include those sections—add one more call to action section at the end.

Section 5: Housekeeping

This is where you're going to have your FAQ section, your guarantee box, an about you section, and a final call to action.

And that's it - just five sections for a very simple sales page that works.

First you identify the goal your reader wants to achieve, outline what he or she has tried that didn't work, introduce your solution and all the benefits it brings, then recap, and close.

Writing sales pages doesn't have to be hard. Start with this simple framework and you can grow from there.

Here's the last thing I want you to know about this. This is not the combination to a safe that has to be completed in a certain order in a certain way. Think of it more like a recipe, and just like a good recipe, it's open to interpretation and substitution—but only after you master the original.

Tiny Course Empire Podcast Episode 64: How to Write a Sales Page Fast

Get really good at that lasagna before you go substituting Italian sausage for ground turkey, because until you do, you won't really know what it's supposed to taste like—so how will you know if your substitution worked?

The same is true for your sales page. Follow the recipe first. Understand how the pieces work together, and how they apply to your business and your products.

Then feel free to rearrange it. Remove pieces that don't work for you. Move your about me section to the top and take the FAQ section out if that works for you. Make it your own. This recipe is just your starting point.

If you want to get really good at writing your own sales pages, or if you're a freelancer and you'd like to add sales page copywriting to your list of services, I want to invite you to check out my course, [Sales Pages That Convert](#). In that course, we dig even deeper into what makes a sales page work, including how to overcome buyer objections, how to format your page for maximum impact, and even how to really nail a headline, Sales Pages That Convert will get you there.

It's available as a part of [Six-Figure Systems](#), which means you can get access to it for just \$7 when you start a one-week trial today. I'll drop the link in the show notes for you, or you can visit tinycourseempire.com/join to get started. I'll see you on the inside.

Here's what's next. I want to invite you to head over to tinycourseempire.com/64 to find the show notes and transcript of this episode, along with links to the resources we mentioned. While you're there, drop me a comment and tell me about your sales page writing experiences. Do you love them or hate them? What's your favorite tip? I'd love to hear them.

Finally, if you're enjoying the show, would you do me a favor and leave a rating and review over at Apple podcasts or wherever you're listening? that helps others find us. and of course, if you have a friend or colleague who would love to hear this episode, go ahead and send them the link. tinycourseempire.com/64.

Have a terrific day everyone, and I'll talk to you again next week!

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