

Tiny Course Empire Podcast Episode 95
How to write a simple sales page (Online Business Roadmap Step 5)

You might not know this about me, but one of my very first writing gigs online was as a copywriting intern for Lexi Rodrigo. Lexi is a brilliant marketer and copywriter, and she taught me the value of knowing my benefits from my features, and also why you should always write at least 25 versions of your headline.

That last one is something I continue to resist, but when I do it, it always makes for a stronger sales page.

It was probably 2009 or so when I worked with Lexi. After that, I went on to write sales pages and other copy as a freelancer, and I've written hundreds of sales pages for my own products as well.

Writing all of those sales pages—and reading hundreds more—has helped me develop a really simple process for writing a sales page fast. I've talked about that on this podcast before in episode 64, but in this episode, I'm going to give you an even easier and faster plan designed just for small digital products.

This is episode 95 of the Tiny Course Empire podcast, and today we're going to write a sales page for your digital product. Grab a notebook and a pen, and let's get started.

Hey, it's Cindy, and thank you for spending a few minutes of your day with me.

You'll find the show notes and recommended resources for this episode at TinyCourseEmpire.com/95.

While you're there, be sure to hit the subscribe button. New episodes drop every Thursday morning. Next week, we're going to take a big step forward from the creation stage of a brand new business, and move into the improvement stage. Up to this point, you've been building and building and building, and now it's time to start improving on what you've done.

But that's next week. This week is all about that last step in the creation process, and that's getting your product out there where people can buy it. To do that, you need a sales page, so that's what we're going to look at today.

Tiny Course Empire Podcast Episode 95
How to write a simple sales page (Online Business Roadmap Step 5)

But before we dive into this one, I have to address the elephant in the room as they say. Several of you wrote to me this week to ask why I didn't include any info about pricing in the last episode, which was all about creating your first digital product.

I've said before that pricing is such a subjective thing—especially for digital products. You might charge \$20 for a planner that someone else charges \$50 for. I might charge \$99 for a course that another seller charges \$500 for.

That's because prices in the online space are largely made up. You get to choose what you charge, it's as simple as that.

Yes, you need to charge a price that's profitable.

Yes, you need to charge a price you feel comfortable with.

Yes, you probably need to charge a price that's not too far outside the accepted norm for your market and your niche.

But other than that, you get to make it up. Charge anything you want. Which is exactly what people don't want to hear. They want to know how much something is worth. What price should they put on that workbook or course?

Here's what I recommend if this is your first go-around with pricing your products.

First, take a look around at your competitors. What are they charging? Aim for something in the same ballpark. It doesn't have to be exactly the same price, but it shouldn't be so far off that your buyers are going to question it. If it's too low, some buyers will wonder what's wrong with it. They won't see the quality of it.

If it's too high, they'll think it's overpriced and buy from your competitor instead.

These rules do not apply to you if you already have a huge audience, or if you are a brand name. In that case, charge whatever you want. People will buy from you because it's you.

But if you're just starting out, aim for the middle. It will be easier.

With that price in mind, say it out loud, in a sentence, as if you're selling it to someone you just met, like this:

"I'm a photographer, and I created an ebook to teach beginners how to use proper lighting techniques so they can capture beautiful memories wherever and whenever they happen to be. The ebook is available for download on my site for \$19."

It's that last part—the price—that's important here. When you say your sentence out loud, pay attention to how you feel when you get to that bit. Does your voice crack or squeak a little bit? Do you get quieter? Or does it just roll off your tongue like it's not a big deal?

If you can say your pricing out loud without feeling a bit nervous and without subconsciously downplaying it by lowering your voice or looking away from the person you're talking to, then ask yourself if the price might be a little low. Turn it up a notch and try again.

If you get nervous though, if you glance away, or your palms get a little sweaty or your heart beats faster when you get to the price, it might be touch too high. Dial it back a bit and try again.

What you're looking for here is the price point that you feel good charging, and that makes you just a tiny bit uncomfortable. That's your sweet spot.

And remember, it's just a number. You can change it any time you like. It's your product. You get to make up the rules.

That said, if you want a more scientific, maybe more sophisticated approach, there's a workshop replay inside Six-Figure Systems called Perfect Pricing. That one-hour training will walk you through the steps to take to figure out exactly what you should be charging for your courses, coaching, and digital products. It comes with a calculator you can use to figure out your potential profits, and to estimate the number of sales you'll need to make your budget.

You'll find that inside your Six-Figure Systems dashboard. If you're not already a member, you can join us at sixfiguresystems.com.

I'll see you on the inside.

Ok, now with our pricing question out of the way, let's talk about how you're going to write your sales page. And just like everything else in this online business roadmap, we're going to keep this one super simple.

I do have a longer course for writing sales pages, and I'll link to that in the show notes. It's perfect for writing longer sales pages that you might want for your courses or a membership, but I'm a big believer in keeping it short and simple for your first product, so that's what we're going to do here.

I have a three-part plan for you to follow that's going to make this easy.

The only things you need for your sales page are to explain what your product does, who it's for, and how it works. Let's look at each section.

Sales page part one: What does your product do?

This begins with your sales page headline. It's not an overstatement to say this is the single most important part of your sales page. Your headline's job is to get your reader's attention and keep them reading, and the way to do that is to make the headline all about the biggest benefit of your product.

Let's say you've written that ebook about lighting for new photographers. What's the big result your readers will get from it? What's the promise you're making?

Maybe they'll take better photos without expensive equipment.

Maybe they'll learn to use light in interesting ways to change the mood or tone of a photo.

Maybe they'll be able to take photos anywhere, in any light, and never have grainy or overexposed shots again.

Each of those ideas would make a great headline for a sales page. You could say something as simple as:

Learn to use light to take beautiful photos with nothing more than your iPhone.

Or How to use light to capture emotion and tell a story with your photos.

Or Never worry about lighting again when you understand a few simple camera settings.

Earlier I told you that Lexi Rodrigo advised me to write at least 25 headlines for every sales page, and I'm going to advise you to do the same, because it's just good practice. The first few are the low-hanging fruit. They're not going to be very good, because you're not putting much thought into them.

These headlines that I just wrote right here are serviceable enough, but they're not great. If I kept going, and wrote out several more, the later ones would be better, simply because I worked at them a little more.

So don't stop with just the first or second headline you write. Spend 30 minutes or so and come up with a list of 20 or more headlines, then choose the best one.

But the headline is just one part of what your product does. After the headline, you'll have a bit more space to explain it. Take two or three short paragraphs and go into more detail about the results your reader will achieve when they use your product.

You can talk about the frustrations they're already having, or what they've already tried that didn't work. This is where you'll start to incorporate the second part of your sales page, which is all about who this product is for.

Sales page part two: Who is your product for?

The fact is—and I know you know this—but your product is not a good fit for everyone. In fact, if you think your product IS something that everyone needs, I want to encourage you to go back to the drawing board with it, because it's probably too broad. You want your ideal customer to see themselves in your sales copy. You want them to know you have the solution for them.

I don't want you to overcomplicate this though. Don't overthink it. Don't think that you have to have your ideal customer avatar fully fleshed out at this point, you just need to have an idea of who can make the best use of your product.

Now, this will be different for each niche, but think about questions like...

Tiny Course Empire Podcast Episode 95
How to write a simple sales page (Online Business Roadmap Step 5)

- Are they beginners or more advanced?
- Why do they want to achieve the result your product promises? What's motivating them?
- What other resources have they used? Who else do they follow for information about your topic?

These are the types of things you can incorporate into your sales page to let your readers know you're speaking directly to them.

For example, on the sales page for our fictional photography lighting guide, you might say something like:

"If you've ever purchased an expensive camera and still been disappointed over your vacation photos, then I have one word for you: lighting. It's what makes those photos of snow-capped mountains look washed out, and what turns vibrant fall leaves into layer upon layer of dull brown. You might think you have to spend years studying photoshop to fix those underwhelming shots, but the truth is, knowing just a few settings on your camera can really help."

End quote.

In just a 78 words here, I've identified who this product is for: someone with a nice camera who's taking vacation photos.

I've also told their story and touched on their frustrations with photos they've taken in the past.

I've even made mention of a resource they've probably tried—photoshop—and still been disappointed with the results.

It doesn't take much to make a strong connection with your reader. Just think about what they really want that your product can provide, and write their story in two or three sentences. That will help make it clear that you have the solution they need, because you understand the problem they're facing.

Sales page part three: How does it work?

Tiny Course Empire Podcast Episode 95
How to write a simple sales page (Online Business Roadmap Step 5)

The third piece of the sales page puzzle is explaining how your product works. I like to make this its own section, with a subheadline that says something like, “Here’s what you’re getting today.”

Then I list out the features and benefits of the product in a short bullet list. And for a simple digital product, it can be really short, maybe only three bullet items.

For example, your photography lighting guide might have three bullet points, like this:

- 32 page printable guide with beginner-friendly exercises
- Camera settings cheat sheet for optimal lighting in any situation
- 24 full-color example photos for added clarity

This short list tells your reader exactly what they’re getting and why it’s important.

They’re getting beginner friendly exercises, so they won’t feel overwhelmed. Notice that this line also further clarifies who this guide is for—it’s for beginners.

They’re also getting a camera setting cheat sheet so they can choose the right settings in any light situation.

And they’re getting 24 example photos which will help them better understand what’s being taught in the guide.

These bullet points are what’s known as feature and benefit pairs, and this is an important skill to have when you’re writing a sales page. You can think of it like this.

The feature describes something about the product, the benefit is why the reader should care.

It’s a 32-page printable guide - that’s a feature. It describes the product.

Beginner-friendly exercises is the benefit. It tells the reader what’s special about it and why it should matter to them.

There’s a camera settings cheat sheet. That’s a feature, or a description of a part of the product. The benefit is better lighting. That’s why the reader should care.

Tiny Course Empire Podcast Episode 95
How to write a simple sales page (Online Business Roadmap Step 5)

When you're writing your how does it work section, you always want to pair your features with a benefit. Understanding why it matters that the product includes a cheat sheet is what will sell it.

And that's it - just those three parts are all you need to get a simple sales page up and ready to make sales.

I'm going to recommend that you write your sales page in Microsoft Word or Google Docs—don't try to write and design your page at the same time—and then when you're done drafting your sales page, give it a read through and ask yourself if it meets the three part criteria.

Question 1: Does it clearly state what your product does or the results you're promising? This should be in the headline, in your bullet points, and also sprinkled throughout the rest of the copy.

Question 2: Does it make it clear who your product is for? This is going to show up mostly when you're writing about the problems your audience is facing, and the solutions they've tried that didn't work.

Finally, question 3: Does it explain how the product is going to help? Did you finish up with a list of features and benefits that describe the product AND the results?

Once you've covered all of that, the only thing left is to connect your sales page to your payment processor.

Before we do that though, I want to answer another question I get frequently, which is "how long should my sales page be?"

There's no clear-cut answer here, but generally speaking, the higher the price point, the more sales copy you'll need to make the sale.

I've sold \$10 products with nothing more than a headline and five bullet points.

If you're satisfying answering the three questions I just asked, then you've written enough. Don't think you have to have 1,000 words or 2,500 words to make a sale. it's ok to keep it simple and short.

Tiny Course Empire Podcast Episode 95
How to write a simple sales page (Online Business Roadmap Step 5)

In the last episode I recommended that for your first product that you choose a simple payment processor and delivery option, such as SendOwl, Warrior+, or EJunkie. These platforms will connect to your PayPal account or credit card processor so you can take payment, and they'll also handle the delivery of your product for you. They're super simple to set up, and that's good, because I don't want you to get hung up on the tech right now. It's more important that you get your product out there where people can buy it than it is that you have a fully branded course portal with multiple upsells and downsells and all the fancy stuff.

That's the theme of this series - we're keeping it simple.

Now, within your sales platform, you're going to need to set up your product. And this is going to vary depending on which platform you're using, so you'll need to read or watch their documentation to figure out how to set it up. But once you have your product set up, you'll be able to grab a link for your buy button. This is the link that leads to a checkout form—that's where your buyer will enter their information to make a purchase, and that form is created by your sales platform, so there's nothing you need to do there. You just need to grab the link, and use that link for the buy button on your sales page.

Which brings us to the next big question you probably have, which is where exactly do you build this sales page?

You can think of a sales page as nothing more than a specially formatted web page. It's just like a blog post, or the home page of your website, or your about me page—it just has some specific elements that make it a sales page, like a buy button.

Now you can get special software and plugins to make creating sales pages easier. I use and like Thrive Architect for that, which is a WordPress plugin. Elementor is another good WordPress plugin that does a decent job with sales pages. Some WordPress themes help you build sales pages as well, such as Divi.

If you're not using WordPress, or you don't want to invest in a page builder add-on just yet, you could just write up your sales page using your built in page editor. In other words, just create a page on your website and put your sales copy there.

Tiny Course Empire Podcast Episode 95
How to write a simple sales page (Online Business Roadmap Step 5)

And if you don't have a website, then choose a sales platform such as EJunkie that will allow you to create a simple sales page right on your checkout form.

Once you have your sales page up and ready to take payment, there's just one last thing you need to do, and that's to let people know your new product is available for purchase. That's what your email list is for, so the first thing I want you to do is send an email announcement to your list.

Let them know your product is available, why they need it, and where to buy it.

I'm not going to tell you how many emails to send, but send more than one. Remember that not everyone will read all of your emails, and not everyone who reads will click the link. You have to remind them, sometimes many, many times.

You can also link directly to your sales page from the content you're publishing. Back in episode two of this series, I recommended that you put a call to action on all your content, and that you link to your lead magnet.

But now that you have a sales page written, you can start linking some of your content—when it's relevant—to your product instead.

So those are your assignments for this episode.

Number one, get that sales page written and published. Don't worry if it's not perfect, or if you don't have the right page builder, just get something up and make sure you test it so you know it works.

Then send at least one email to your list announcing your new product, and preferably more. If you want to learn more about how to structure a multi-day email campaign, I have a course about that and I'll link to it in the show notes, but you can also keep this really simple.

Send one email announcing your new product. Tell them the same things that are on the sales page - what it does, who it's for, and how it works.

Then a couple of days later, send another email, and this time share your personal story. What experience did you have that prompted you to create this product?

Tiny Course Empire Podcast Episode 95
How to write a simple sales page (Online Business Roadmap Step 5)

A couple of days after that, send a third email. Maybe this time you link to a new blog post or podcast episode, and in that blog post you link to your sales page. This is a more subtle call to action, but it's a good addition to your campaign.

Then a day or so after that, send one final email reminding people that your product is available. If you've had it on sale, tell them that the coupon is expiring or the price is going up. Give them one last chance to purchase at a discount.

If you're feeling especially ambitious, send two emails that day—one in the morning and one in final reminder in the evening.

Or if you don't think you're up for all that just yet, cut it back to three total emails. One to announce your new product, one to tell your story, and one last reminder.

This is how online businesses make sales. You create something of value, you write a sales page that explains that value, and then you ask people to go read the sales page. Some of those people will buy.

It really doesn't get any simpler than that. I want you to keep that in mind if you've been stuck thinking there has to be a membership site or a course portal or 17 social media accounts and Twitter threads and Pinterest boards and a sales page builder you can barely use.

You don't need any of that.

Write a simple sales page for your digital product, and let people know about it. That's it.

One of the people who really wants to hear about your product is me. Click over to TinyCourseEmpire.com/95 and leave me a comment. Tell me about what you've created and where I can find it. Drop me a link. I'd love to check it out.

And could you do me a favor? If you have a friend or colleague who could use business-building advice, would you share the link with them? It's a great way to grow our audience, and I'd appreciate your support. All the episodes can be found at TinyCourseEmpire.com.

--

Tiny Course Empire Podcast Episode 95
How to write a simple sales page (Online Business Roadmap Step 5)

That's it for me this week. I'll be back next week with my best advice for improving and increasing your audience building efforts. We're going to start putting that content to work for you in more ways, so I hope you'll join me for that.

Have a terrific rest of your day, and I'll talk to you next week.