



SETTING UP YOUR FULL EMAIL SYSTEM

Now that you have clarified your vision, your message, and brand, have created your course, have created a Freebie, have created a Sign-Up Page, have written your email sequence, and have learned about marketing, it's time to put it all together.

Your system to sell your course will look like this (from your customers' perspective):

Ad → Sign-Up Page → Freebie → Sales Page → A series of emails → Sell your course

If you have signed on with a provider like [Kajabi](#) or Teachable, and have uploaded all your content, it's time to create your email sequence and import your email content.

Once you have done that, you will want to create a funnel on the backend in the order above. Kajabi has funnels set up for you (they call them Pipelines).

If you go with Kajabi, I recommend using their OVO (Opt-In/Value/Offer) pipeline to sell your offering (course/program), which is a pipeline that mirrors the above system.

You will want to create the pipeline/funnel before making your Ad go live so you can link your Sign-Up Page to the Ad and get your customers through the system.

You have learned what goes into a great Ad and a great Sign-Up Page. You have also learned how to write your sales email sequence.

The only thing that remains is how to create a Sales Page and a Check-Out Page!

Now, think back to other sales pages and check out pages where you purchased a product or course. Think back to why you purchased the offering/product. Was it after you had gone through the email sequence? Was it straight away? What made you pull the trigger and buy? Were there times you didn't buy something last second? Why/why not?

Write your thoughts down here:

Here is a GREAT article by Kajabi that captures the essentials of a Sales Page that converts!

Before you start creating a Sales Page for your online course, you need to know a few best practices that will stop you from making mistakes.

Many sales pages fall flat because they don't incorporate essential elements that convince people to convert. Don't follow in their footsteps. Instead, create a checklist so you know exactly what to put on your sales pages.

Following are 13 must-have elements that you need to include on all of your sales pages.

1. A Catchy Headline That Makes a Promise and Demands Attention

If you want people to buy your course, you need a catchy headline that forces people to stop and pay attention. The best headlines aren't too salesy or gimmicky. Instead, they inspire trust.

The headline should consist of just a few words, but it should communicate three things:

1. The type of product you're offering (in this case, an online course).

2. The value customers can get from the product.
3. The differentiating factor that makes the product stand out from its competition.

If you're not sure how to write a headline, start with the topic of your course, add an adjective that describes your course, and make sure that you create a promise that will encourage conversions.

(Or you can go back to the PDF "THE 7 COMPONENTS OF A BRAND-BUILDING, EMAIL GROWING, INCOME-PRODUCING AD" and get some ideas there).

For example: "30-Day Weight-Loss Course That Lets You Eat the Foods You Love."

It's simple and direct, but it communicates a clear *benefit* and lets customers know exactly what they'll get from the course.

Think of your headline as your tagline. If you don't succeed, prospects might not read another word on the page. You need to make every syllable count.

2. Opening Paragraphs That Promise and Persuade

If your headline is your tagline, your opening paragraph is your elevator pitch. You're expanding on the promise you made in the headline to convince prospects that they don't just want your online course — they need it.

This is your chance to give your sales pitch and reveal the hidden depths of your course. Consider using bullet points to point out clear benefits (not features) that the reader will derive from your product.

Don't forget to inject some personality. Many people who take online courses do so because they appreciate the creator's teaching style. Let people know what they can expect from you, whether it's humor, extensive knowledge, or a touch of irreverence.

3. Stories That Reveal the Reasons Behind the Offer

Storytelling can make or break a sales page. You don't want to tell your life story from your first memory, but you do want to connect emotionally with the reader. Tell stories that explain why your course offers enough benefits to justify the price.

For example, if you've created an online course to help people lose weight, you might tell prospects about your own struggles with weight loss. Let them know that you understand their struggles and that your course provides valuable, actionable advice instead of judgment.

Of course, you don't have to rely on your stories alone. If other people have already taken your course, ask them to share stories of their own so you can reprint them on your sales page. This form of social proof can turn a skeptical prospect into a customer.

4. Details That Foster Rapport And Credibility

If there's one thing that a sales page must do, it establishes rapport and credibility. You want the reader to view you as an authority in your industry and as a friendly entrepreneur who can help them reach their goals.

Your voice and tone can influence rapport considerably. If you're selling a course on a serious topic, coming off as too flippant might turn prospective customers away. Similarly, if you're teaching a lighthearted course, getting too serious might seem discordant.

Whenever possible, incorporate data into your sales pages. Raw numbers can convince people to buy a product as long as you can back up those numbers. For instance, if 100 percent of your customers have reported satisfaction with your course, you need prospective customers to know that.

5. Subheads That Stop Scrollers And Make Reading Easy

A sales page isn't much different from a regular article in that big walls of text can scare off readers. Most people don't want to spend hours reading lengthy paragraphs. They want the gist of the information so they can make a quick, informed decision.

Subheads break up the content visually and let readers know what they can expect in each section. For example, in a long-form sales page, you might include subheads that break down features and benefits, address potential objections, and provide testimonials from previous customers.

You can also use bulleted and numbered lists to break up your content. On a long-form sales page, graphics and photos can help ease readability and draw in your prospects.

6. Anxiety-Reducing Testimonials

People don't like to spend money. They might like to enjoy the benefits of products, such as online courses, but they're protective of their cash. You have to reduce their anxiety by helping them understand that the benefits outweigh whatever price tag you've put on your course.

The best way to do that is through social proof. As we mentioned earlier, social proof lets people know that others have taken advantage of the course and found it satisfying.

Testimonials are most powerful when they include details, such as the author's name and photograph. You can add even more power to

testimonials by asking past customers to record video or audio testimonials.

Anyone can write a fake testimonial and print it anonymously on a sales page. Don't do that. Instead, make sure you add credibility by attaching each testimonial to a name (full first name and last middle initial, at a minimum).

7. Proof That Your Product or Service Actually Works

We all love success stories. To convince prospects to buy your course, consider offering proof that the benefits you tout will actually come true for prospects.

Let's go back to our weight-loss course example. You could include before-and-after shots of customers on your sales page. This demonstrates irrefutably that your course works, and prospects can see the proof in actual photographs.

This type of social proof can become even more powerful than a simple testimonial. People want to know that they won't flush their money down the drain by buying your online course. Put their fears to rest by sharing stories and evidence that back up your claims.

8. An Offer They Can't Refuse

We've talked about headlines, first paragraphs, and social proof, but never forget that people are rational. They make decisions based on logical reasoning, and they want to feel as though they're getting the best deal possible.

Since your sales page is designed to do one thing — sell your product — don't forget to make a tasty offer that prospects can't refuse.

If you watch late-night infomercials, you might have noticed that the pitchmen and women constantly talk about the offer. They mention not

only what you'll pay for the product, but what you would pay if you didn't take advantage of the special promotion.

If possible, use your sales page to make similar offers.

For instance, you might offer a 20 percent discount if your customers buy a bundle of several courses. You show that they can save money even though they'll ultimately spend more.

Alternatively, run sales and other promotions every once in a while. Let your prospects know by sending out an email and announcing the promotion on social media. Give people a reason to click the "buy" button before this opportunity goes away.

9. A Risk-Free Environment

As much as people want a good deal, and as much as they're ruled by logic and reasoning, they're also easily swayed by risk. Nobody enjoys taking risks with money. Most people would rather hold onto their money than lose it.

If, however, you can take away that risk, more people will buy products on your sales pages.

Offering a risk-free purchase helps ease purchase anxiety. You could let your prospective customers know that they can get a refund within a certain time period if they're dissatisfied with your course.

However, you don't want to give customers too much time. If your course only takes two days to complete and you offer a five-day, risk-free promotion, customers could easily consume the entire course and get their money back.

Make sure that your risk-free offer is designed to let people get a feel for your course. After they've sampled some of your course materials, they

should make a permanent decision. After the risk-free period ends, you don't give refunds.

10. CTA Button: A Solid Close That Gets Your "Buy" Button Clicked

You can use a generic phrase on your CTA button, such as "buy now" or "purchase course." However, you might get more conversions if you allow yourself to be a little creative.

For our weight-loss course example, your CTA button might say, "Yes, I Want to Lose Weight Now." It's an affirmative statement that can get people to click because they believe what the button says. They do want to lose weight, so they buy your course.

Use your CTA button as an extension of your headline. It should reflect the promise you made there so that it resonates with the prospect.

Make it as positive and affirming as possible.

However, make sure it's short and sweet. You don't want a CTA button that has four lines of text.

11. About Us

As we noted earlier, your sales page might be the first point-of-contact between your brand and the prospective customer. Consequently, prospects will want to know who you are.

This is particularly important when it comes to sales pages for online courses. Your prospects want to know why you're qualified to teach the course and how you'll offer value through the course materials.

You don't have to write an overly long biography. Hit the high points that explain what makes you an authority in your industry. You could mention several details:

- Educational background
- Licenses and certifications
- Personal research or data collection
- Professional experience

Don't forget about adding personality. Don't just list a bunch of dry credentials. Bring life to them by writing in a conversational voice.

Alternatively, you could create a short video that introduces you and your brand to the consumer. While you want to give details about yourself, you also want to focus on the customer. How can your background and credentials benefit him or her?

12. Video

We've mentioned video several times here, and for good reason. A video can deliver more information in a shorter period of time, depending on how quickly your prospects read. It's also more engaging than text.

You don't have to limit yourself to one video. Create one that introduces you to your prospects, another that introduces your product, and a third that features satisfied customers. You don't need fancy videography equipment, either. Many entrepreneurs shoot videos on their smartphones.

However, if you have access to a studio, use it. Making your videos look more professional can lead to more conversions.

13. No Navigation Links

A sales page has one purpose: Convince the prospect to become a customer. That's it. If you add anything to your sales page that distracts from your mission, you might lose the sale.

This is why you shouldn't include navigation links on your sales page. Keep the prospect focused on the product you're discussing, and not on other pages on your website. The only link on a product page should lead to the sales form where the customer buys your course.

NOW IT'S TIME TO BUILD YOUR SALES PAGE!

Now that you've learned about what goes into building a sales page that converts, it's time to go build yours!

Once that's done, you're not quite done yet...

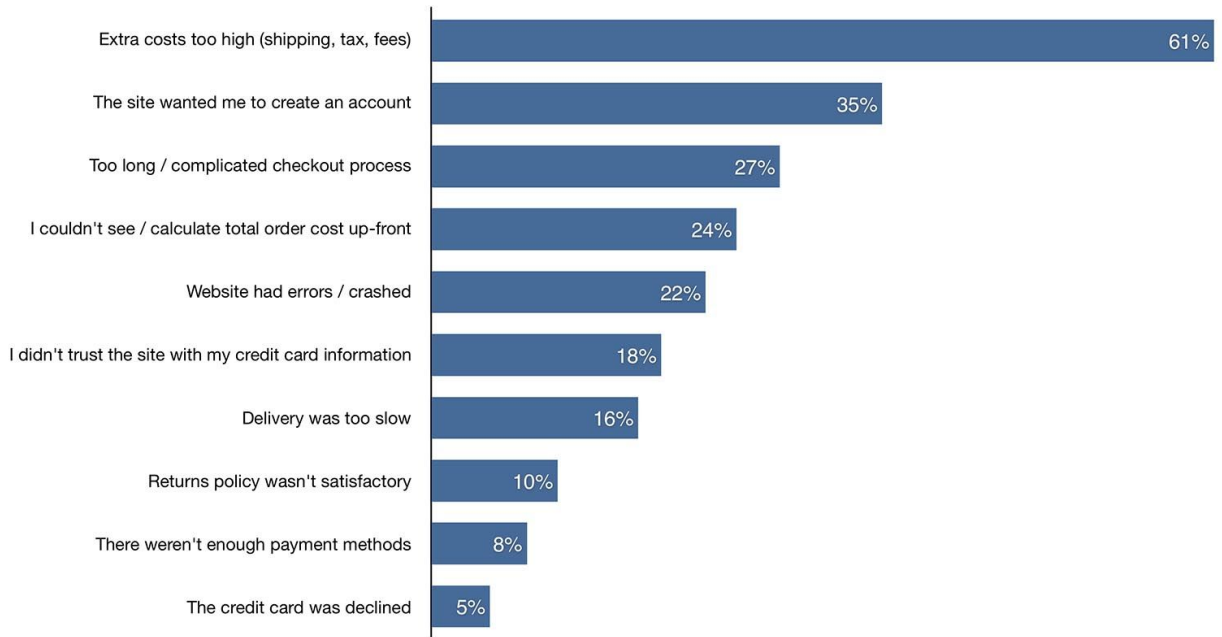
You'll want to make sure that your Check-Out Page (where your customer buys the course) is optimized for your course and creates a seamless experience for you buyers. Why? 69.23% of all e-commerce visitors abandon their shopping carts. The stark reality is, people frequently abandon carts last second so you want to make sure that your check-out page is 100% pristine to prevent that from happening.

Check out the chart below for why people abandon their carts:

Reasons for abandonments during checkout

1,044 responses · US adults · 2016 · © baymard.com/checkout-usability

"Have you abandoned any online purchases during the checkout process in the past 3 months? If so, for what reasons?"
Answers normalized without the 'I was just browsing' option



You can increase your conversion rate by up to 35.26% solely by optimizing your checkout flow and design. And I don't know about you but I think that's a pretty big difference!

Keeping user experience as the top priority can fix many of the outlined issues solely through design changes.

HERE ARE 11 CHECKOUT PAGE STRATEGIES TO IMPROVE CONVERSION RATES

1. Give your buyer a Visual checkout process. While it's ideal to fit everything onto one page, plenty of studies have shown that the less clicks to checkout there are, the higher your conversion rate will be. If you need to spread things out across multiple pages, give your buyer a visual indicator of how far they've progressed.

2. Add checkout buttons to the top and bottom of the page. The less time that your customers have to spend looking for them, the sooner they'll take action.

3. Include credit card logos and security seals. Let shoppers know your site is a secure, trusted place to do business.
4. Give visitors the option to create an account AFTER checking out. There's nothing more annoying than being presented with the "Register to Create an Account!" popup first before you can complete your order. Buyers will gladly give their contact information in order to track their purchase after the order rather than stopping to fill everything in beforehand.
5. Let buyers save their cart or add to wishlist. Many people use a shopping cart as a wishlist to save things for later. Why not give them the opportunity to do just that by letting them save their cart or optionally add products to a wishlist for a future purchase?
6. Include a product summary to remind them of what they will be getting.
7. Show the final price before checkout. More and more sites are incorporating this feature to help prevent orders from being lost due to the customer's idea of a perceived price increase in the form of shipping/handling/tax fees. So make sure to include the total price!
8. Include product ratings and testimonials. Nothing helps instill confidence in an order more than customer reviews and ratings about a particular product. So add 1-3 at the checkout page.
9. Was \$X, Now \$Y. Everyone loves a good deal. If you can show the previous price of an item, you'll encourage them to complete the order while the item is still on sale. Or you can say: You Saved \$X. If you can show the shopper how much they've saved on their order before the final price is displayed, they'll feel much more comfortable pressing the Checkout button.
10. Make Digital Download Instructions Clear. If you are selling an ecourse or a digital product, at checkout, make it expressly clear how the customer can download their order. If they need special software to open it, show them how to download it. And in the future, if they need to download it again, provide them with instructions on how to do so. Don't assume everyone knows where and how to get Adobe Reader!
11. Promote financing offers for higher-ticket items courses. Some stores use Paypal's "Bill me Later" function while others offer payment in installments or a lower price for locking in a year's worth of service (versus paying month to month). Consider some creative financing options to help move your more expensive offerings, especially your high-ticket courses or programs.

Of course, with any list that includes techniques and tips to help increase conversions, you should remember that no matter how certain you are that one idea or the other will work for you, it's ALWAYS worth testing.

Your buyers may surprise you, and you won't know how well a particular strategy works until you test to see if one check-out page does better than another.

NOW WHAT?

Once the Check-Out Page is complete, you'll want to do a test-run on your entire funnel from start to finish to see if it works.

You can do this by going over it yourself, or having someone else do it. You don't want to have gone to all this trouble creating your course and building your system/funnel and later discover that there's a missing link somewhere!

Once you've tested out the funnel, it's time to make your Ad go live and start marketing!

Create your Ad and set it to run... Then link it to your Freebie Sign-Up Page, and see the emails start to send. After a while, you'll start to see sales trickling in and your email list will be growing with eager subscribers.

If someone doesn't buy your course the first time around (which most people won't), you still have your email sequence to nurture your relationship with your new subscribers and sell to them. This is why giving them a Freebie in exchange for their email address is so important!

Lastly, make sure that you keep promoting your course as much as possible!

Remember: The #1 Marketing Mistake Entrepreneurs make is to stop promoting... So don't let that be you.

Here are a few links to tutorials on how to do paid advertising on the most popular social media:

Facebook:

<https://www.facebook.com/business/learn/categories/advertising-on-facebook>

<https://adespresso.com/guides/facebook-ads-beginner/>

Instagram:

<https://business.instagram.com/advertising/>

Pinterest:

<https://neilpatel.com/blog/an-incredible-guide-on-generating-sales-using-pinterest-ads/>

<https://www.shivarweb.com/19048/how-to-advertise-on-pinterest/>

LinkedIn:

<https://business.linkedin.com/marketing-solutions/how-to-advertise-on-linkedin>

Also, as you market and advertise, you will also want to check your data and analytics on the backend to see what is working and what isn't. The better you become at tracking data and analytics, and tweaking it according to that date, the better your funnel will work and the more you will sell.

Lastly, make sure you celebrate this occasion! Tell yourself: JOB WELL DONE!!!