

**W.E.R.K. YOUR LANDING PAGE**  
**WERKWEEK #3 – SMACK-THAT-BUY-BUTTON**  
**SALES PAGE**

**W.E.R.K.**  
YOUR LANDING PAGE



**CRAFT LANDING PAGES THAT**  
**GROW YOUR EMAIL LIST AND**  
**GET YOU PAID**

**W E R K Y O U R W O R D S . C O**

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## SMACK-THAT-BUY-BUTTON SALES PAGE

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***“It’s NOT about the number of words, it’s about having the right elements and messaging to make folks wanna smack the buy button.”  
– Apryl Beverly***

Now that you’ve hooked smokin’ hot leads with your drool-worthy freebie opt-in, it’s time to get PAID!

But before we get to the coins, please allow me to drop a little strategy on you by answering a question I’m asked all the time ...

*How long should a sales page be?*

The answer? It depends, in part, on the amount of your offer. Your sales page should include enough of the RIGHT words to propel the reader into action.

For example, let’s say you’re selling a \$75 mini-course on how to sell shoes online. You have a few videos, worksheets and that’s it. Now, you don’t need 50 pages of text describe the features and benefits of the content for a \$75 product.

You’d literally kill folks with your words. And NOT in a good way.

Second, it depends on your audience. Now, let’s say you decided to skip the freebie offer and go straight in for the coins. You can certainly do this, but trust and believe it’s more difficult selling to ice-cold folks who barely know your name. In this case, you’ll need more words to convince the reader to make a decision.

Third, it depends on what type of product you’re selling. Is it a “gotta-have-it” or a “need-it-in-my-life”?

Let me break this one down:

### **GOTTA-HAVE-IT OFFERS**

A gotta-have-it offer is something folks don’t NEED to survive but want to have it so they can live a happier, richer, healthier life. Think of coaching services, copywriting, health coaching and so on. No one’s going to die without these (well your business might), but you see my point.

To sell these items, you need to do some serious copywriting because you have to stir up the DESIRE for the product when logic is telling them that what you're selling is not something they require. With a long-form sales page, any good copywriter can make the reader believe they need the product or service.

Now, once you stir up that desire, you'll likely make the sale because people will typically pay MORE for things they want than for necessities (as long as they're surviving and their essential needs are met).

Consider this:

You might NEED a car and you can get that for 5,000. But you WANT a BMW and that's gonna run you \$60,000. With all the BMWs on the road, it's pretty clear they're not hurting for sales.

Now, rarely will folks spend \$30,000 on a pair of shoes if they have NO shoes at all. Or go to an expensive restaurant when they have no idea what they'll eat tomorrow.

### **NEED-IT-IN-MY-LIFE OFFERS**

On the other side, you've got the need-it-in-my-life offers – clothes, food, shelter – life's essentials. Now to sell these items, all you need is a fantastic unique selling proposition (USP) and copy that makes the offer sound irresistible. You can usually do these two things in the short-form sales page which is less than 3 pages – think billboards and magazine ads.

Alright, so what's the answer, Apryl?

How long should a sales page be?

Well ... it depends. I can tell you that the sales pages I write for clients who sell products and services ranging from \$47 to a few thousand bucks are between 600 to about 2,000 words.

But I want you to know that it's not about the number of words, it's about having the right elements to make folks wanna smack the buy button. And that's what I'll reveal today.

Soooo, let's get to it!

## SHORT-FORM VERSUS LONG-FORM SALES PAGE

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You may have heard the terms “short-form” and “long-form” sales page floating around the Internet streets. If not, all you need to know is this:

**A long-form sales page relies on a significant amount of content to convince the reader to buy. When used correctly, these types of sales page can considerably boost your sales. However, when used incorrectly, it can overwhelm and frustrate the mess outta folks.**

So, you gotta know when to go long and when to go short.

Now, today we’re ONLY talking about “short-form” sales pages. If you need help crafting a long-form sales page, you can get access to the Slay Your Sales Page Masterclass by visiting:

<http://baab.biz/product/slay-sales-masterclass/>.

### WHEN WILL THE 60-MINUTE SALES PAGE FORMULA WORK BEST?

The sales page writing formula we’ll discuss today works best when:

- Prospects are already aware of your product/service or brand
- Your product/service is straightforward
- Your product/service is low-cost
- Your product/service is low-risk
- Your product/service is low-commitment

Let’s take a closer look at when the 60-minute sales page formula will work best.

### WARM AUDIENCE

A warm audience is one that has some knowledge of your brand or product and services. For example, selling products and services to an email list of engaged subscribers, is considered a warm audience. Alternatively, running a Facebook ad to a new audience that knows nothing about you is considered a cold audience.

Theoretically, it takes more convincing to get a cold prospect to “smack the buy

button” than it does for someone who is already familiar with you.

## **STRAIGHT-UP BENEFITS**

We all know complex offerings require more explanation. However, if the benefits of what you’re selling are clear and concise, you can use the 60-Minute Sales Page Formula with ease.

For example, let’s say you came across a class on how to make \$10K on Instagram and the cost is \$97. That’s a very specific benefit. So, if you haven’t made any money on Instagram or have had trouble building an audience there, this will likely be something you’d invest in.

Logically, \$97 is a small price to pay to find out how to make \$10K and if you trust the person selling the course, you won’t need to read too much content before making a decision.

Now, let’s say you come across a life coach offering to teach you how to get “unstuck.” You might have some issues visualizing what that means for you. Not to say the class is not valuable, but because the benefit statement is not clear and concise, you’ll likely have trouble determining if you’ll get what you need from the class.

Make sense?

## **NO-BRAINER PRICE TAG**

The no-brainer price tag depends on the amount of money YOUR audience is comfortable spending. In many situations, the magical number will be less than \$200, but again, that depends on your specific market.

## **LOW-RISK**

For example, let’s say you want a new pair of earrings. You do some online research and find out the type of earrings you want is going to run you about \$25.

After searching a couple of retailers, you’ve come up with a bunch of options – but you’re not just going to pick the ones that look the best. You’re going to do some “dumpster diving” to find out everything you can before spending your hard-earned \$25, right?

You’ll go on the hunt for tons of reviews, durability details about the earrings, track down buyers of the earrings ... right?

Likely NOT. You see, purchasing earrings is a low-risk investment. On the other hand, you would do a ton of investigating and soul-searching before buying a house. That's because a house is a high-risk investment. It's more expensive, it needs to grow with your family, it needs to be in a safe location and you'll be committing to it for 30 years or more.

Now, think about the things you sell as a business owner. When you're selling something high-risk, your offering is under way more scrutiny. And the more scrutiny, the more you need to explain why it's worth the money, time and commitment your audience will have to put into it.

And that's the major difference between a short-form or a long-form sales page:

**When you have a product that will be highly scrutinized, you'll need to consider all the possible objections your prospects may have about your product or service, AND counter each one in your sales page. Less scrutiny equals less explanation and, ultimately, fewer words.**

## **LOW-COMMITMENT**

Membership programs are popular right now, but they're not easy to sell to a "cold audience." Why? Because even though you may price it at \$7 a month, there is still a huge commitment involved in enrolling in a membership program.

What this means is, while the price point is relatively low, you'll still likely need a long-form sales page to explain all the benefits of enrolling (and staying a member) of the program.



## THE 60-MINUTE SALES PAGE FORMULA

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And the moment we've all been waiting for ... the 60-minute sales page formula:

HEADLINE

PAIN STORY

PAIN RELIEVER

CALL TO ACTION BUTTON

TESTIMONIALS

STREET CRED BIO

CALL TO ACTION BUTTON

## A DEEP-DIVE INTO THE SEVEN FORMULA ELEMENTS

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Let's take a closer look at each element:

### **ELEMENT #1: HEADLINE**

For this headline, you must make sure you include the primary benefit of investing. You can do this either in the main headline or by anchoring the headline with a subheadline. **Your headline MUST be powerful and benefit-focused if you want this formula to work for you.**

Here are a few examples of headlines that have helped sell out my clients' programs:

#### ***The Dreamboard Party Experience***

*Go from Hoping and Praying to Creating a Plan to  
Make Your Dreams Come True*

#### ***The Pain-Free Playbook for Winning Clients on Social Media***

*Go from Social Media Overwhelm to  
Social Media "Oh Yeah!" in as Little as 3 Hours*

#### ***Create Your Course Bootcamp***

*The Procrastination-Proof Push You Need to Finally  
Create Your Course and Attract Raving Clients Fast*

### **ELEMENT #2: PAIN STORY**

Here, you want to recap the pain/struggles your prospect is experiencing. Now, the point is to let your prospect know you can relate to what she/he is going through. You do NOT want to send your prospect into a deep, dark depression here.

You want her/him to visualize their pain and realize they can overcome their struggles with your help. You don't want to make her/him feel hopeless because if she/he does, they likely won't see your offering as a feasible solution to end their pain.

Here are two easy ways to paint the pain picture.

## **WAY #1: 3-PART PAIN GROUPING**

It goes like this:

*You're \_\_\_\_\_ . [insert action #1 Prospect is already taking that's not getting the results they want]*

*You're \_\_\_\_\_ . [insert action #2 Prospect is already taking that's not getting the results they want]*

*And you're likely \_\_\_\_\_ . [insert action #3 Prospect is already taking that's not getting the results they want]*

*The only problem is, nothing seems to be working.*

**Here's an example of this from an actual money-making sales page:**

## **WAY #2: PAIN RECAP PARAGRAPH**

*Let's get straight to the point:*

*You HATE writing sales pages. And word on the street is your peeps HATE reading the ones that go on and on and on 'til the break of dawn. Yet, all the sales experts and smart gurus tell you writing sales pages is how you "make money in your sleep."*

## **ELEMENT #3: PAIN RELIEVER**

Now, this is where you introduce your offering as the “pain reliever.” Here, you want to get straight to the point of why the offering will relieve your prospect’s pain. The key here is to be straightforward and concise.

You’ll have a limited amount of time after talking about the pain for the prospect to connect the dots and truly see your offering as a viable solution. So, this is a critical component in your short-form sales page.

Here, you want to transition into the offering and introduce it as the “pain reliever.”

## **PAIN RELIEVER INTRO**

*And THAT is exactly where the [insert name of your offering] comes in.*

OR if it's a product, you'd write:

*And THAT is exactly why I created OR ... that's exactly why you're gonna love [insert name of the product].*

## **FEATURE/BENEFIT BULLETS**

Once you've added a solution transition statement, it's time to add a bulleted list that showcases the features and benefits of your product or service.

For example:

- *Get one video delivered straight to your inbox for the next 4 weeks so you can craft your money-making strategy at your own pace*
- *Gain access to two Q&A calls to tighten up your course before you release it to the world*
- *Tap into my exclusive, must-have list of platform dos and don'ts that will eliminate all uncertainty when it comes to delivering your course*
- *Uncover step-by-step training sessions on 2 plug-and-play platforms so you avoid last-minute landmines and course catastrophes*

Be sure to always start your bullets with an action word.

Here are some of my favorite action words/phrases to jumpstart bodacious bullets:

1. Access
2. Craft
3. Crawl inside
4. Develop
5. Dig

6. Discover
7. Eliminate all confusion on \_\_\_\_\_
8. Find out
9. Get my never-before-talked about \_\_\_\_\_
10. Get up close and personal
11. Ignite
12. Plan
14. Tap
15. Uncover

#### **ELEMENT #4: CALL TO ACTION**

Make your button text short and fun. Here are a few suggestions:

*Gimme my spot!*

*Let me in!*

*I accept the challenge*

*Yes, I'm ready for greatness.*

#### **ELEMENT #5: TESTIMONIALS**

Choose 3 of your best testimonials that speak to a specific result your clients have been able to achieve by working with you. The testimonials do not have to be specific to the program, but they should showcase a result.

Here are a couple examples of results-focused testimonials:

## **EXAMPLE #1**

***I made over \$500 in a few hours!***

*I am naturally someone who stares at the wall trying to decide on the words to write. Apryl has shown me how to stop wasting that kind of time.*

*First, I used what I learned in one of her classes to find my ideal customer. Then, I coupled that with one of her writing templates. From there, all I had to do was plug in a few industry terms and hit "post." And I made over \$500 in a few hours!*  
- Leslie C. Bentley, *The Sewcial Place*

## **EXAMPLE #2**

***I made THREE sales in 5 minutes!***

*I was in the CopyCloset™ last week, watching a video and paused it to try my hand at my first video post. I figured Instagram stories would be the easiest. I HATEEEE making videos.*

*Anyways, something inspired me in the CopyCloset, and I did a 15-second video, wearing one of my hair towels, talking about one of my favorite things about them. And within 5 minutes of posting I sold 3 hair towels!*

*Now, I see how saying "buy my stuff" is less effective than "this is why I love it." It was a story, albeit a quick one, but it resonated. So, I'll take your words and apply them. Thanks!! - Brie Moore, Breezy Tee*

Notice how each testimonial showcases an achieved result? Your testimonials must back up the promise you make in your offer.

## **ELEMENT #6: STREET CRED BIO**

Here, you want to showcase your street cred so the reader trusts you as the expert. Make sure you write this in first person and speak directly to your reader.

See below for an example of a straightforward superstar bio:

## ***Meet Your Virtual Wedding Planner***

*Hi, I'm Suzie Smith, certified wedding and event planner, "wow" deliverer and lover of all things elegant and classy. After landing my first paid event planning gig at the age of 17, I was hooked on developing and designing weddings, corporate meetings and other social events.*

*I'm all about creating OMG-inducing events and infusing my clients' personalities into every element of their special day. And yes, my favorite part of what I do is helping couples create their luxurious and elegant dream day all without breaking the bank. Classy is what I offer; lifetime memories are what you get.*

*And inside \_\_\_\_\_ [insert name of the program], I'll reveal exactly how you too can \_\_\_\_\_ [insert desired action].*

### **ELEMENT #7: CALL TO ACTION**

End the page with a repeat of the same call-to-action language you used in **Element #4.**

## A FILL-IN-THE-BLANK SALES PAGE TEMPLATE

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### HEADLINE

**STEP #1:** INCLUDE THE NAME OF YOUR PROGRAM

**STEP #2:** ANCHOR THE NAME OF THE PROGRAM WITH A BENEFIT STATEMENT

### PAIN STORY

**CHOOSE ONE PAIN STORY TYPE:**

**TYPE #1:** 3-PART PAIN GROUPING

**TYPE #2:** PAIN RECAP PARAGRAPH

### PAIN RELIEVER

**STEP #1: CHOOSE ONE OF THE FOLLOWING SOLUTION TRANSITIONS:**

**SERVICE-BASED OFFERING TRANSITION:** *And THAT is exactly where the [insert name of your offering] comes in.*

**PRODUCT-BASED OFFERING TRANSITION:** *And THAT is exactly why I created OR ... that's exactly why you're gonna love [insert name of the product].*

**STEP #2: INSERT ACTION-INDUCING BULLETS BY CONNECTING FEATURE FACTS + IRRESISTIBLE BENEFITS**



Reference the earlier discussion on bullets for help putting together your bulleted statements.

## CALL TO ACTION BUTTON

### CHOOSE ONE CALL-TO-ACTION PHRASE:

*Gimme my spot/book!*

*Let me in!*

*I accept the challenge.*

*Yes, I'm ready for \_\_\_\_\_.*

## TESTIMONIALS (TOP 3)

### CHOOSE ONE TESTIMONIAL OPTION:

**OPTION #1:** INSERT YOUR TOP 3 TESTIMONIALS (WITH PHOTOS AND IDENTIFYING DETAILS)

**OPTION #2:** INSERT 5 TO 7 SCREENSHOT TESTIMONIALS OBTAINED FROM SOCIAL MEDIA

*\*Be sure to get permission to use testimonials NOT received in a public forum.*

## STREET CRED BIO

**FILL IN THE BLANKS:**

***Meet Your [INSERT YOUR TITLE]***

*Hi, I'm [INSERT YOUR NAME], [STANDARD TITLE #1] and [STANDARD TITLE #2], [FUN TITLE i.e. "wow" deliverer] and lover of [INSERT WHAT YOU LOVE THAT BENEFITS YOUR AUDIENCE].*

*[INSERT YOUR SUPERSTAR PARAGRAPH – AWARDS, DEGREES, BOOKS AND OTHER DETAILS THAT QUALIFY YOU AS THE TOPIC EXPERT]*

*I'm all about \_\_\_\_\_. And yes, my favorite part of what I do is helping [INSERT WHO YOU SERVE AND YOUR PROMISE STATEMENT].*

*And inside \_\_\_\_\_ [INSERT NAME OF YOUR PROGRAM], I'll reveal exactly how you too can \_\_\_\_\_ [INSERT DESIRED ACTION].*

**OR SOMETHING LIKE ...**

*And with my \_\_\_\_\_ [INSERT PRODUCT TYPE], you'll get quality without sacrificing style.*

**CALL TO ACTION BUTTON**

**REPEAT THE EXACT SAME CALL-TO-ACTION PHRASE AS SELECTED ABOVE. CONSISTENCY IS CRITICAL HERE.**

## SEE THE FORMULA IN ACTION

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### ***Slay Your Sales Page Masterclass***

*Discover How to Take Your Product from Sagging Sales to Incredible Success*

*Do you hate writing sales messages for your business? I have a client who absolutely hates writing sales copy for her books, coaching services and digital products. She actually tells everybody she meets how much she dreads writing copy. And just thinking about sitting down to craft a smack-the-buy-button sales message makes her wanna run out and stand on the highway during after-work traffic.*

*Sadly, she's not alone. In fact, a lot of people would rather get hit by a semi-truck doing 80 mph on the freeway than write for their businesses. They see it as tough, time-consuming and boring. And they hate sounding "corny" and "salesy."*

*But NO MORE! Inside this Masterclass, you'll discover how to SLAY your sales page and make more money than you ever imagined.*

*Here's a whiff at what's waiting for you inside the Masterclass:*

- *A **failproof done-for-you template** you can use right away to create a sales page that will have your book disappearing from Amazon faster than funnel cakes at a festival.*
- *The inside scoop on how to **get your clients to write your product/service sales page for you** (and then smack the buy button once you publish the page).*
- *The Hollywood blockbuster **secret to writing about yourself in a way that attracts versus repels new clients.***
- *Permission to write a **"self-centered" story sure to sell out your products and services** like iPhones at a high school (even though other copywriters swear **THIS breaks all the rules**).*
- *A **guided tour and a copy of the money-making B.O.S.S. Sales Page Map** from my bestselling book, *Shots Fired!**

- *25 of my favorite, top-performing phrases you can use to **glue eyeballs to every sales message you sling.***

**<<Gimme My Spot>>**

*Now, don't take my word for it. Here's what a few of my superstars have said about working with me:*

***I made over \$500 in a few hours!***

*I am naturally someone who stares at the wall trying to decide on the words to write. Apryl has shown me how to stop wasting that kind of time.*

*First, I used what I learned in one of her classes to find my ideal customer. Then, I coupled that with one of her writing templates. From there, all I had to do was plug in a few industry terms and hit "post." And I made over \$500 in a few hours!*  
**- Leslie C. Bentley, The Sewcial Place**

***I made THREE sales in 5 minutes!***

*I was in the CopyCloset™ last week, watching a video and paused it to try my hand at my first video post. I figured Instagram stories would be the easiest. I HATEEEEE making videos.*

*Anyways, something inspired me in the CopyCloset, and I did a 15-second video, wearing one of my hair towels, talking about one of my favorite things about them. And within 5 minutes of posting I sold 3 hair towels!*

*Now, I see how saying "buy my stuff" is less effective than "this is why I love it." It was a story, albeit a quick one, but it resonated. So, I'll take your words and apply them. Thanks!!* - **Brie Moore, Breezy Tee**

***Meet Your Million-Dollar Word Stylist***

*I'm Apryl Beverly, The Million-Dollar Word Stylist™, sentence slinger and W.E.R.K. Coach.*

*I craft compelling copy that has generated \$7,022,810 (and counting) in revenue for B2B solo entrepreneurs, small business owners and some of the country's top brands.*

*And inside this Masterclass, I'll reveal how you too can use meaningful words to sell your books, products and services.*

<<Gimme My Spot>>

## **W.E.R.K. IT NOW (WIN) TASK #6**

Use the Sales Page Map and Template I shared this week to craft your sales page. Focus on keeping it to about 600 words max for review purposes. Remember, more words ain't always better so be concise, direct and straight-up.

Obviously, you can go longer, but I want you to master the template while you're here with me and my team so you can go create irresistible sales pages once the WERKShop is over.

Send your draft via a Word doc or link if you have it to [abeverly@baab.biz](mailto:abeverly@baab.biz) with the subject line: WERKWEEK 3: SALES PAGE.

We'll be in the group to answer your questions and provide support.

## BOOK SALES PAGE SAMPLES

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I know several of you were wondering about book sales pages. Here are a few book sales pages I've written:

1. *Shots Fired!*: [www.shotsfired.co](http://www.shotsfired.co)
2. *F.A.S.T. Money*: [www.fastmoneybook.co](http://www.fastmoneybook.co)
3. *Are You Ready for the Yes?*: <http://www.areyoureadyfortheyesbook.com/>

## WERKWEEK #3 WRAP UP

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And WERKWEEK #3 is in the history books! Be sure to join the [WERKPlace Spot here](#) so you can ask questions and get your weekly feedback.

Remember, my team and I will not answer questions via email, Facebook messenger, rolled up piece of paper in a bottle ... none of that. You must post your questions inside the group.

### **W.E.R.K. IT NOW (WIN) TASKS**

Each week, you'll receive one or more WIN tasks to complete before the following week. We will close comments TUESDAYS at NOON EDT for the prior week's assignment feedback.

For example, feedback for this week will be accepted until noon EDT NEXT TUESDAY. After that, we will disable the commenting capability for the post and will not provide feedback on your assignment so please be sure to stay on pace with the class if you want to cash in on the feedback portion.

**NEXT WEEK, WE DIG INTO PRODUCT DESCRIPTION PAGES!**