

W.E.R.K. YOUR LANDING PAGE
WERKWEEK #4 – POWER UP YOUR
PRODUCT/SERVICES 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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Contents

POWER UP YOUR PRODUCT/SERVICES PAGE	3
PLAN BEFORE YOU PROMOTE	5
YOUR OFFERING OUTLINE TEMPLATE	6
CRAFTING THE DESCRIPTION	8
THE PRODUCT/SERVICE DESCRIPTION PAGE TEMPLATE	15
	15
A DEEP-DIVE INTO THE TEMPLATE ELEMENTS	16
WERKWEEK #4 WRAP UP	19

POWER UP YOUR PRODUCT/SERVICES PAGE

“The key is to generate intrigue and excitement before you ever even create the product or service.” – Apryl Beverly

The first step to crafting the “perfect” product/services page is planning. You see, you gotta know WHAT you’re selling before you ever put fingers to keyboard.

And that’s where a lot of folks get tripped up. Folks love racing to market a half-baked idea and then wonder why nobody smacked the buy button.

Now, I’m not saying you have to create the entire product before going out and seeing if it’s truly what your people want, but you gotta have a darn good outline so your message is right, tight and consistent every single time you talk about it.

For example, when I launched the CopyCloset back in May 2016, I enrolled nearly 100 members before having a single piece of content inside. Heck, I didn’t even have a sales page when I attracted 50 of those members.

How did I do it?

I outlined my vision for the CopyCloset and sold the core message. I talked about:

1. Who it was for
2. How it would help entrepreneurs and small business owners who didn’t have the budget for a copywriter or simply wanted to educate themselves on how to write words that sell and serve
3. What members could expect once enrolled
4. The benefits for joining

Once I saw people were interested, I went back and created the sales page with an outline of six months’ worth of content.

I would’ve never been able to do that without proper planning. Did I actually create six months’ worth of content in advance? Nope. I enrolled people, set a date on when content would be available and made sure I delivered content by that date.

Now, think about how celebrities market and promote their concerts. We feed off of the hype of WHEN it will happen. While the artist is certainly preparing the show as tickets are selling, no one’s sitting around creating an entire production and selling tickets once it’s completely done. Think about how much time they’d

potentially waste by waiting to sell tickets AFTER they've perfected the show. Same thing goes for entrepreneurs:

You've gotta create the vision/plan and get to market fast.

Now, that I smacked you upside the head with that little-known secret, let me show you how to properly plan your product/service offering.

PLAN BEFORE YOU PROMOTE

“Now, I’m not saying to create before you sell, but you must plan before you promote.” – Apryl Beverly

The secret to selling out your products and booking your calendar solid is promoting the vision.

No need to worry about grammar, spine-tingling sentences or any of that stuff because, in many cases, the plan will be for your eyes only.

In the plan, you want to identify the following:

- 1. Offering Goal:** Craft a short statement that summarizes why you’re creating the offering.
- 2. Buyer/Participant Outcome:** Craft a brief statement outlining WHO is the ideal buyer and WHAT he/she can expect to gain from investing in your product.
- 3. Distribution Platform:** Identify how you’ll deliver the product or service and for what duration.
- 4. Authority Anecdote:** Craft a brief statement outlining what gives you the street cred to deliver the product. You’ll likely be able to pull info from the short bio you crafted during WERKWEEK #2.
- 5. Pricing:** Determine your money goal and work backward until you land on the per unit/participant price you need to accomplish your money goal. For example, if your goal is to make \$1000 from your one-hour Masterclass, you’ll need 37 participants if you charge \$27. If you charge \$47, you’ll need 22 participants.
- 6. Module Map (Optional):** If you’re creating an online course or a Masterclass, you’ll need to create a list of bullets that map out each module or segment of your Masterclass in a way that’s easily consumable. Be sure to tie a result to each module or segment, so your participants can achieve tiny wins along the way.

YOUR OFFERING OUTLINE TEMPLATE

1. Offering Goal

2. Buyer/Participant Outcome

3. Distribution Platform

4. Authority Anecdote

CRAFTING THE DESCRIPTION

Having a plan will make crafting a product description super easy because you'll simply use your product summary notes to craft the overall sales message so you can hit the market with confidence, clarity and consistency – all the ingredients needed to get folks smacking the buy button on your offer.

So how is this different from a sales page?

The product description is a vital page for selling DIY digital products, tangible products and coaching calls where you don't need a full-blown sales page.

Here, you want to write the core summary of the offering along with key points on the benefits the buyer/client can expect.

For a product description page, you won't dig too deep into crafting an audience story, but instead focus on highlighting key features and benefits of the offering.

Let's look at examples of descriptions for tangible products, digital products and coaching consultations.

CRAFTING A COMPELLING TANGIBLE PRODUCT DESCRIPTION

Let's say you have an online store where you sell tangible products. Now, you can simply show a picture of the item along with the price and call it a day.



Satin Lined Beanie Gray
Jersey Cap Unisex

\$28.99

Or, you can include a product description that explains how it fits, how the buyer will feel in it and the value of investing in the product.

That description could look like this:



Satin Lined Beanie Black Jersey Cap Unisex

\$28.99 In stock ★★★★★ (5 customer reviews)

Who says your hair has to suffer while you're out and about being your fashionable and stylish self? The days of choosing between fashion and function are over! Our satin lined cap beanies mean you can have both. While you go about the business of being you, let our beanies lock in moisture and protect your hair from damage, while you're awake or sleeping.

- Now with elastic, to stay even more snug on your head
- Measure head if unsure of size .
- Circumference: 20-22" (51-56cm).
- Length: 12" (30.5cm).
- Exterior 100% cotton.
- Interior lush, protective satin.
- A collection of cool and stylish colors you can mix and match for the perfect look.
- Fun prints that complement any outfit.

See the difference? Now, honestly, which product presentation would you be more likely to explore further?

Now, let's say you're selling digital products from a store on your website. For something like this, you don't need a full-blown sales page, just a description of buyer expectations and benefits to making the investment.

CRAFTING A COMPELLING DIGITAL PRODUCT DESCRIPTION

For example, here's the store description for one of my digital products:



Copywriting Quickies 1.0

\$50.00

5-PART EMAIL SEQUENCE PROVEN TO WAKE UP A DEAD, UNRESPONSIVE EMAIL LIST OF SUBSCRIBERS

1

Add to cart

SKU: copywriting-quickie-10 Category: [copywriting](#)

Description

Description

Struggling with getting your “loyal” followers to open, read or click your emails? Wake up your unresponsive list of “zombies” with this confident, personality-infused, irresistible 4-part email series tried and tested to shock grandmas, gurus and even hard-core, can-never-be-persuaded-to-do-anything “gangstas” into immediate action.

Here’s a peak at what you get behind the curtain:

- A virtually failproof outline of when and why to send each email so you get higher open rates, more clicks and more eyeballs on your glorious products and services
- My secret email templates that work like magic in moving subscribers from uninterested to brimming with excitement whenever they see your name in their inbox
- Example emails you can copy, tweak and send to shock your own flat-line, unresponsive list into action
- Analysis of what goes on in a buyer’s head after receiving each email in the series

See how I include the title with an “anchor statement at the top of the page? From there, I include a line or two to let the buyer know I can relate to his/her struggles before diving into how the product can address those struggles.

Lastly, I use bullets to set the expectation and communicate buyer benefits.

CRAFTING A COMPELLING CONSULTATION DESCRIPTION

Now, let’s look at how this strategy applies to consultation services. Here, you have a couple of options:

1. Use the page to entice browsers to book a PAID coaching call with you.
2. Use the page to entice browsers to book a DISCOVERY call with you so you can pitch the offering over the phone.

Today, I’m going to show you an example of a page I use to entice browsers to

take action in both situations.

Scenario #1: Paid Coaching Call Page

For this type of page, you'll need to be extremely specific about expectations. You see, nobody wants to "jump on" a random call they're investing money in.

To do this, start with a clear promise statement detailing the results the client can expect to achieve. From there, summarize the experience by outlining the length of the consultation, what you'll discuss and how you'll guide the client through his/her struggles.

Make it super clear by using bullets to outline expectations and benefits to booking the call.

Your final page will look like this:



Copy Cosmetics Consultation

\$299.00

60-MINUTE ONE-ON-ONE CONSULTATION WHERE YOU GET MY MILLION-DOLLAR EYEBALLS ON YOUR SENTENCES AND GIVE YOU THE INSIDE SCOOP ON HOW TO TURN YOUR DRAB WORDS INTO FAB MONEY-MAKING SENTENCES

1

Add to cart

Category: [copywriting](#)

Description

Description

Know you need to dress up your drab copy, but not sure what to do or where to start? Let's talk copy cosmetics.

All you need to do is book a copy cosmetics consultation and get:

- 60 glorious minutes with me reviewing that one page of Ugly Betty copy or a promo post from your favorite social media platform that's got you up all night overdosing on Google.
- Three profitable and actionable copywriting tips that will take your words from drab to money-making fab.
- Three hacks on how to infuse your writing with seductive words virtually guaranteed to propel the right people to smack the "buy" button.
- An exclusive BONUS copy of my Copy Kit where you'll find a few of my best secrets on writing spine-tingling sentences that serve and sell.

****Note: This service does NOT include me writing (or rewriting) your copy. It is strictly a DIY consultation to give you the pro advice to dress up your own words so it propels folks to whip out their credit cards and smack the buy button. You will receive a written action plan and the call recording.***

Scenario #2: Complimentary Coaching Call

Have services or products you'd prefer to sell via phone? That's the primary reason for offering complimentary discovery calls.

I made the mistake early in my business to basically give away too much of my goodness during complimentary calls and sit wondering why folks weren't buying.

And then I was reminded of what my granny says, "nobody's going to buy the cow if you're giving them the milk."

That means if you're answering their burning questions during the discovery call, what's the motivation to buy?

Therefore, you must be strategic about your time during a free call AND how you present the offer on the page.

On the one hand, you want them to book the discovery call so you can pitch your paid offerings. But you also don't want to mislead them into thinking they'll get more than you're willing to share.

Now, here are two ways to balance that:

- 1. Communicate Call Length:** Be sure to note call length in the description. You can say something like: "For 15 incredible minutes, we'll"
- 2. Set Clear Call Expectations:** Set parameters on what they can expect during the call. For example, "During the call, I'll share one of my key strategies for losing belly fat." Now, this key strategy should flow seamlessly into your pitch about your paid program. See how that works? The prospect is excited to hear the key strategy so they book the call. You deliver on that promise all while leveraging the opportunity to serve the prospect by offering your paid program.

I love how this coach wrote her complimentary call description page:

Perfect your Sales Process for Stress Free Sales and Big Results

Complimentary Sales + Strategy Session with Kelita: let's identify where and how you're leaking clients so we can get you more clients and build a profitable coaching business SOONER!

Here is what to expect from our 30 minute 1:1 call together:

- You will answer 4 questions before the call so I can do a bit of research so I'm best prepared to serve you on the call
- On the call I will get to know more about you, your goals, your business (or the business you would like to build), your current strategy so that I can identify the challenges and the obstacles you're facing
- At the end of our session if it's a good fit and it's the next best step we will talk about moving forward with working together (inside a unique one of a kind coaching "done WITH you" coaching program)

[CLICK HERE TO SCHEDULE YOUR CALL NOW](#)

See how she includes a headline that outlines the expected result. She goes on to identify the struggle her audience is facing before including a statement on the benefit to booking the call.

Lastly, she clearly identifies the call length and uses bullets to set call expectations.
#BOOM

THE PRODUCT/SERVICE DESCRIPTION PAGE TEMPLATE

And the moment we've all been waiting for ... the template:

HEADLINE

STRUGGLE IDENTIFICATION

OFFER BENEFIT

SET EXPECTATIONS

CALL TO ACTION BUTTON

A DEEP-DIVE INTO THE TEMPLATE ELEMENTS

Let's take a closer look at each element:

ELEMENT #1: HEADLINE

Here, your headline will either be the name of the product (if you're selling tangible products), the name of the product + an anchor subheadline (if you're selling a digital product) or a results-focused headline) if your promoting a paid or free consultation call).

Here are a few examples:

Write Like A B.O.S.S. Masterclass
DISCOVER HOW TO SLING SPINE-TINGLING SENTENCES THAT MAKE YOU MONEY

Satin Lined Beanie Bundle

Copy Cosmetics Consultation
DRESS UP YOUR DRAB, BORING WORDS WITH A COPY COSMETICS CHAT

ELEMENT #2: STRUGGLE IDENTIFICATION

Here, you want to insert up to three sentences that let the prospect know you understand his/her pain/struggles.

Here are a few examples:

Know you need to dress up your drab copy, but not sure what to do or where to start? Let's talk copy cosmetics.

Struggling with getting your "loyal" followers to open, read or click your emails?

Tired of chasing clients down for payments? Begging for testimonials with no success? Taking on more work than you can handle because you don't know how to say "no"?

ELEMENT #3: OFFER BENEFIT

Use this section of the product/service description to communicate how your offer addresses the struggle identified in Element #2. For example:

Wake up your unresponsive list of “zombies” with this confident, personality-infused, irresistible 4-part email series tried and tested to shock grandmas, gurus and even hard-core, can-never-be-persuaded-to-do-anything “gangstas” into immediate action.

Now, the sweet thing about the offer benefit is you’ll likely already have the words ready to go from your planning process.

ELEMENT #4: SET EXPECTATIONS

Now, this is where you’ll clearly communicate what the prospect will get from the investment of time or money. A list of about 3 to 5 bullets will do the trick here.

For example:

All you need to do is book a copy cosmetics consultation and get:

- *60 glorious minutes with me reviewing that one page of Ugly Betty copy or a promo post from your favorite social media platform that’s got you up all night overdosing on Google.*
- *Three profitable and actionable copywriting tips that will take your words from drab to money-making fab.*
- *Three hacks on how to infuse your writing with seductive words virtually guaranteed to propel the right people to smack the “buy” button.*
- *An exclusive BONUS copy of my Copy Kit where you’ll find a few of my best secrets on writing spine-tingling sentences that serve and sell.*

ELEMENT #: CALL TO ACTION

As in previous weeks, you’ll use the call to action to tell folks what to do so you can offer a solution to their problem.

W.E.R.K. IT NOW (WIN) TASK #7

Use the Template I shared this week to craft your product/services page description. Be sure to choose the right template based on what you're promoting on the page.

Now, because these pages are typically directly on your website, there's no need to include a bio or testimonials since those pieces of information should already be on your website.

Focus on keeping it to about 300 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.

Now what I want you to notice is how I'm essentially weaving similar elements through each of these different page types. That's because the foundation of copywriting stays the same. You simply need to tailor the writing to the specific format and audience.

Send your draft via a Word doc or link if you have it to abeveryly@baab.biz with the subject line: WERKWEEK 4: PRODUCT PAGE.

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

WERKWEEK #4 WRAP UP

And WERKWEEK #4 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 PAGE SETUP WITH MY INCREDIBLE WEB DEVELOPER!