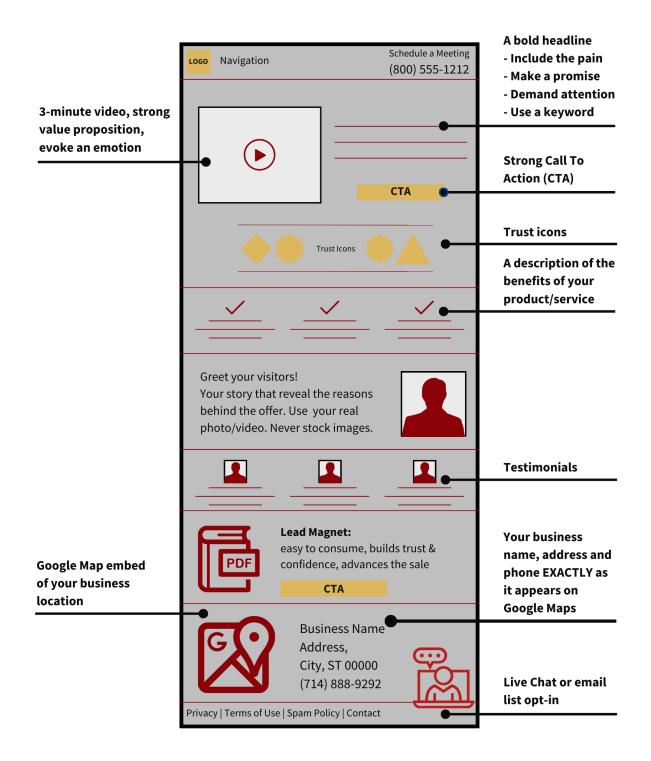


ELEMENTS OF A HIGH CONVERTING SALES PAGE

A CHECKLIST



40 Elements of A HIGH CONVERTING SALES PAGE

14



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Done	Item	Description	
			,
	Bold headlines	template here	psychology here
	- Include the pain		
	- Make a promise		
	- Demand attention		
	- Use a keyword		
	- Check headline quality here	https://coschedule.com/headline-analy	zer
	Social Currency; insiders / how can people feel like they are cool		
	Make a Common Trigger association		
	Evoke an Emotion		
	Strong value proposition - Painkiller vs. Vitamin		
	Include a 3 min video		
	Opening paragraphs that promise and persuade		
	- show why they need it	Lean Canvas Problem Block	
	- encourage their dreams		
	- stress unfair advantage	From the lean canvas	
	- confirm their suspicions		
	- show what will happen if they don't have it		
	Stories (Personal ones sometimes are best) that reveal the reasons	behind the offer	
	- put the reader in the picture 'what's in it for me'		
	- justify the reader's past failures - and why that won't happen now		
	- include details that foster rapport and credibility		
	- show how the product helps to overcome their competition		
	Subheads that stop scrollers and make reading easy		
	Anxiety-reducing testimonials		
	Proof that your product or service actually works		
	- Diminish/Relieve their fears		
		"Will this work for my situation?"	
		"Is this going to be too hard?"	
		"Will I have time for this?	
		"What if I need to return this?"	
		"How can I trust this person?"	
	An offer they can't refuse		
	- Justify the price		
	- A risk-free environment / money back guarantee		
	 bullet points w/ benefits 		
	- who we are		
	- why you can trust us		
	A solid close that gets your "buy" button clicked		
	Chatbot with live operators for questions		
	Can purchase be made public?		
	Tracking Pixel, Analytics, Split testing		