



# **ELEMENTS OF A HIGH CONVERTING SALES PAGE**

## **A CHECKLIST**



# 40 Elements of A HIGH CONVERTING SALES PAGE



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