



Sales Page Basic Structure

Below, you'll find a basic structure for a sales page. As you read it, reference this example sales page: [yesyesmarsha.com/networkingcoachingfull](https://www.yesyesmarsha.com/networkingcoachingfull)

TITLE OF SERVICE: SUBTITLE THAT EXPLAINS IT IF YOU NEED TO.

[if it's not obvious from the title what it is, you can add a colon and a subtitle]

[Charismatically phrased Good thing about who they are - pain point they have]

[↑ These are big letters at the top to grab attention - WRITE THESE LAST!]

[Eg "Your career's is a success. But... you know you want more."]

[Another eg "You LOVE your kid. But, let's be real: parenting is hard."]

You're a *[demographic (eg 'coach' 'person' 'mum')]* who *[something good about them]*. The only problem? *[whatever their main pain point is]*.

[explore pain point a bit further]

It doesn't have to be like this *[<-- or something similar]*. I can show you how to *[do the thing you show them]* so that you *[can get to benefit*]* and *[get to Ultimate Benefit**]*.

*[*Benefit = what they get as a result of your session. **Ultimate benefit = what they get as a result of that – and with the assumption that they Do The Work!]*

Do you [or are you]:

[3 - 6 pain points in bullet form]

I'm [your name] and I believe [thing you believe]. *[Sentence or two showing your credibility on why you're capable of teaching this, eg, "For 10 years, I worked in such-and-such an industry, helping professionals do such-and-such a thing" or "For 15 years, I struggled with keeping my desk tidy, until I figured out a sure-fire system to make it happen every day"].* Now I *[thing you do for them, eg "help busy entrepreneurs go from desk-mess to desk-heaven!"].* *[<-- could be written as "Now I help [demographic] get from [pain point] to [ultimate benefit]].*

Imagine if you could...

[3 - 6 desires in bullet form]

I would love to help you. Together we'll *[thing you'll do]*, taking you from *[pain point]* to *[benefit or ultimate benefit]*.

How it works

[VERY SIMPLE list of your process. After each thing, explain why it's good, using (or implying) "So that.." - eg "You'll get my pre-session questions so that we can hit the ground running]

Bonuses

[Write a numbered list of things they'd be getting anyway. But make them seem like bonuses! Say why they're good/important. Eg "A recording so that you can listen back and get the exact wording we came up with!"]

[optional:]

Pep-Talk

[You can do this! Even you! Imagine, you'll get to benefit and ultimate benefit!]

The Result?

[Reminder of benefits and Ultimate benefits, as bullet points]

Ready to [get to ultimate benefit slightly differently worded]?

Your next steps:

[exact next steps here]

[Testimonials here]

Ready to [get to ultimate benefit slightly differently worded again]

[Reminder of exact next steps you want them to take]

*Want some help writing your sales copy? Let's chat!
Book in a free, no obligation call here: yesyesmarsha.com/call*

Marsha Shandur (of [Yes Yes Marsha](#)) is a Storytelling, Speaking,



and Sales Coach and Trainer. She has worked with hundreds of individuals and groups of executives, entrepreneurs, students and professionals across Canada, the US and the UK, including keynotes at World Domination Summit in Portland

and at Women's Executive Network events across Canada, and through working with clients like Royal Bank of Canada, United Way and HelloFresh. She is the host, organizer and Storytelling Coach for True Stories Toronto, the city's largest storytelling show.

Before launching [Yes Yes Marsha](#) and her career as a Storytelling Coach and Speaker, Marsha spent 15 years working as a Radio DJ, where she gained a powerful understanding of how to tell stories in a way that fosters connection, trust, engagement and loyalty. Her work has been featured in Forbes, BBC and Mashable.

Find out more — and see Marsha in a LOT of wigs — at YesYesMarsha.com

YES YES
marsha