

## Creating Your Sales Page Success Checklist

	Yes	Needs Improvement	No	Action
Identify who this product/program is right for	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Powerful Headline	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Subhead	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Location/Time (Sales letter format)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Greeting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Header/photo/ banner or graphic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
What you see with your clients (their situation)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Who you are/Your story/Your Why	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Success photos of you	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Description of Clients' Pains	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Description of Clients' Hopes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

	Yes	Needs Improvement	No	Action
Gap – cost of being here vs. where they want to be (internal & external)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
The Solution: What you have created to help them	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Benefits: What will be different for your clients?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Features: More details about your program/offer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
“Buy Now” links/buttons (at least 2 times on your sales page)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Pricing Options (at least 2 payment plan options):	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Pre-launch price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Early Bird	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Regular price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Relevant Bonuses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Client Testimonials:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

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Name	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Occupation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Photo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Audio or Video	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Colleague/Celebrity Endorsements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Quotes from famous people who endorse the idea or concept	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Creative results Photos/Charts/Graphs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
FAQ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Answer Obstacles (price, time, why you, why now)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Make Your Page Easier to Read:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Mini Headlines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

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<b>Bold Copy</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
<b>Bullet Points</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
<b>Copy broken up in short paragraphs</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
<b>Checkmarks</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
<b>Guarantee Copy and Graphic</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
<b>PS Notes</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
<b>Limiter or Reason to Buy Right Now</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
<b>Opt-in Box</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
<b>"No Thanks" Link to Your Website Graphics buttons</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
<b>Contact Information</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____