



# HERO SALES PAGE

For Selling Off The Page

## 1. Attention-Getting Headline About Utopia

What is the outcome your reader wants? You can use the Sales Page Seasoning words to spice the headline up later.

## 2. Problem

Show the reader that you understand their current situation and what they are struggling with right now. If you've found their Realization Point using the strategies in Pay Day training, here's a good place to use it.

## 3. Simple Solution

A summary of the solution you have available for them.

## 4. What's In The Box

What will they get for their money. List out everything that's included - these are the features. Then against each one, drill down to the benefits by asking: 'so what'? What does each feature mean for the customer?

## 5. Credibility

Who are you? Why should they trust you? What makes you the right person to help them with this problem? Prove you are a credible, likeable, trust-worthy expert.

## 6. Call To Action

What do you want them to do now? And what will happen next? This is where you mention scarcity/urgency.

## 7. FAQs

List every question your customer has when they arrive at the page, and as they make their way down it.

## 8. Restate The Utopia

You can even use the same sentence. Or use a variation of the same message if you prefer.

## 9. Restate The Call-To-Action

Don't make them scroll back up to find the action-taking button. Make the price and button hugely visible right at the bottom of the page, where everyone expects to find it.

## Social Proof

Some people like to gather it underneath the Credibility section, others at the end of the page, and others use it scattered throughout the page.

---

---

---



# LEAD GENERATION PAGE

For Starting Conversations

## 1. Attention-Getting Headline About Utopia

What is the outcome your reader wants? You can use the Sales Page Seasoning words to spice the headline up later.

## 2. Problem

Show the reader that you understand their current situation and what they are struggling with right now. If you've found their Realization Point using the strategies in Pay Day training, here's a good place to use it.

## 3. Simple Solution

A summary of the solution you have available for them.

## 4. Credibility

Who are you? Why should they trust you? What makes you worth the effort of a video-chat? Prove you are a credible, likeable, trust-worthy expert.

## 5. Call To Action

What do you want them to do now? And what will happen next? This is where you mention scarcity/urgency. What is the easiest next step you can ask the reader to do? Don't make them travel to another page to fill out a contact form. Don't ask for more information than you need. Tell them what's going to happen next.

## 6. Social Proof

Add your testimonials here. Screenshots of emails and Facebook comments can look scruffy, but appear trustworthy/authentic.



# EDITING CHECKLIST

## 1. Can it be simpler?

- ☐ Can any of the words be replaced with shorter, less formal, friendlier, less jargonistic words?
- ☐ Can I delete any words without losing meaning?
- ☐ Would adding an image help the reader get the full meaning more quickly?

## 2. Can it be clearer?

- ☐ Re-write passive sentences, to make them active - subject-verb-object:  
NOT “The ball was caught by Andy” ... “Andy caught the ball”
- ☐ Eliminate ambiguity - and don't rely on punctuation to make the meaning clear.  
~~The panda eats shoots and leaves.~~ ✗  
~~The panda eats, shoots and leaves.~~ ✗  
The panda prefers eating bamboo stems, shoots and leaves. ✓
- ☐ Untangle ideas - one per sentence. Even if that means starting the next sentence with And/ But.

## 3. Can it flow better?

Ideas build on one another, moving in the same direction, building to a crescendo before changing topic/direction - like a slide, not a see-saw.

- ☐ Read out loud - is there a musical pattern to the sound of the words?

## 4. Can it have more feeling?

Appeal to emotions:

Greed

Sloth

Vanity

Belonging

Safety

FOMO (urgency and/or scarcity)

Use stimulating, active, emotionally-charged language.

Get the emotional decision to buy first - then you close the deal with logical reasons to buy. Feelings first.

Then add the Sales Page Seasoning.

---

---

---

---



# SALES PAGE SEASONING

250+ words to spice up your sales page

## WORDS TO REFLECT HOW HELPLESS THEY FEEL NOW

### 48 alternatives to 'overwhelmed'

doubtful	off-kilter	squirming
uncertain	frenzied	jittery
indecisive	blushing	woozy
perplexed	awkward	twitching
embarrassed	incapable	compulsive
hesitant	paralyzed	uninterested
disillusioned	fatigued	unresponsive
distrustful	inferior	terrified
misgiving	vulnerable	suspicious
unsure	distressed	anxious
tense	pathetic	alarmed
stressed	distraught	panicked
uncomfortable	doomed	threatened
dishonest	incompetent	disempowered
distracted	incapacitated	cowardly
disoriented	trapped	insecure

## WORDS TO AVOID

These 'stop' words interrupt the flow of your page and create a jarring negative feeling.

Deal	Lose	Decision
Cost	Hurt	Hard
Pay	Buy	Difficult
Contract	Death	Obligation
Sign	Bad	Liable
Try	Sell	Fail
Worry	Sold	Liability
Loss	Price	Failure

## SPICE #1: APPEAL TO GREED + CREATE A SENSE OF VALUE

These words appeal to the natural human tendency to want more and pay less.

Reassure the reader that they are getting great value for their investment.

Bargain	Frenzy	Pay zero
Before	Frugal	Premiere
Best	Gift	Price break
Big	Giveaway	Prize
Billion	Greatest	Profit
Bonanza	Guilt-free	Quadruple
Bonus	Hurry	Quick
Cash	Inexpensive	Reduced
Cheap	Instantly	Rich
Deadline	Jackpot	Save
Discount	Last chance	Savings
Double	Limited	Six-figure
Economical	Luxurious	Skyrocket
Exclusive	Marked down	Soaring
Expires	Massive	Special
Explode	Monetize	Surge
Extra	Money	Treasure
Fast	More	Triple
Feast	Nest egg	Ultimate
Final	Never again	Up-sell
First	New	Value
Fortune	Now	Whopping

## SPICE #2: APPEAL TO SLOTH

Maybe we should call it energy conservation. We naturally don't want to do more work than is necessary, so we like the promise of an easy ride.

Accessible	Freebie	On demand
All-inclusive	Gift	Painless
Basic	Guide	Pattern
Building blocks	How-to	Picnic
Cheat sheet	In less than	Piece of cake
Child's play	In record time	Plain
Cinch	Index	Printable
Clear	Ingredients	Quick
Complete	Instant	Ready
Components	Itemized	Replicate
Comprehensive	Kickstart	Report
Copy	Light	Roadmap
Downloadable	List	Simple
Easy	Manageable	Simple as ABC
Economical	Manifest	Smooth
Efficient	Mere	Smooth sailing
Effortless	Minutes	Snap
Elementary	Model	Straightforward
Elements	Mold	Steal
Factors	No nonsense	Steps
Fail-proof	No problem	Swipe
Fill in the blanks	No sweat	Template
Formula	Nothing to it	Tools
Free	Now	Uncomplicated



## SPICE #3: APPEAL TO VANITY

A powerful driver of purchase decisions - vanity taps into our need to see ourselves, and have others see us, in a particular way - especially more attractive and more successful.

Ahead of the game	Elegant	Quick-witted
Amazing	Elite	Remarkable
Amplify	Enchant	Sassy
At the top	Epic	Saucy
Attractive	Fearless	Sensational
Awe-inspiring	Fortunate	Smart
Beautiful	Foxy	Spectacular
Bold	Genius	Spine
Booming	Good-looking	Staggering
Boost	Gorgeous	Strong
Boss	Guts	Stunning
Brassy	Handsome	Successful
Bravery	Hero	Super-human
Brazen	Jaw-dropping	Triumph
Bright	Jubilant	Turbo charge
Brilliant	Kick ass	Ultimate
Cheer	Knockout	Unbeaten
Clever	Legendary	Undefeated
Conquer	Lucky	Valor
Courage	Magic	Vanquish
Crowned	Mind-blowing	Victory
Daring	Money Making	Wealthy
Dazzling	Notable	Wonderful
Defiance	Noteworthy	Wondrous
Drop-dead	Optimal	You
Effective	Prosperous	

## SPICE #4: BELONGING - SOCIAL PROOF

Reassure the reader that this is a wise investment by providing 'social proof' that other people have bought before them, and been happy with their decision.

Use:

- Screenshots of feedback
- Testimonials - ideally with names and photos
- Facts and stats, eg - number of people who have bought, number of 5\* reviews, number of people you've worked with
- List results achieved: 'Lisa C lost 6lbs in 2 weeks'

## SPICE #5 SAFETY/SECURITY

Create a guarantee that reverses the risk (so you're taking it, not the customer), and use these words to make them feel safe, secure and assured.

According to	No Risk	Bona fide
Accredited	No Strings Attached	Case study
Anonymous	Official	Dependable
Approved	Privacy	Don't worry
Authentic	Protected	Ensured
Authority	Proven	Expert
Backed	Recession-proof	Fully refundable
Best-selling	Refund	Genuine
Cancel Anytime	Research	Improved
Certified	Results	Pay zero
Endorsed	Secure	Professional
Guaranteed	Tested	Reliable
Ironclad	Try before You Buy	Scientifically proven
Lifetime	Verify	Studies show
Moneyback	Unconditional	Track record
No Obligation	Because	Well respected
No Questions Asked	Best	Worldwide

## SPICE #6 URGENCY + #7 SCARCITY

Move the buyer from 'I want to buy this' to 'I need to buy this right now' with these FOMO generating words (Fear Of Missing Out).

Now	See results now
Hurry	While they last
Quick	Running out
Limited	Sale ends soon
Running Out	Join while you still can
Fast	Before it's too late
New	Why wait, get (help/benefit/relief) now
Deadline	Stop (this bad thing happening) - get (help/benefit/relief) now
Last Chance	Members Only
Final	Ask for an Invitation
Never again	Be one of the few
Expires	Become an insider
Missing Out	Be the first to hear about...
Left Behind	Only available to subscribers/existing customers
Most Important	Limited
Improve (this outcome) today	

# Need help?

I'm Laura,

## Digital Copywriter and Content Strategist for Solopreneurs.

If you're a solopreneur who needs help connecting with their target audience ...

If you want to build & nurture new client relationships online ...

If you want to create content that connects with the same power as an in-person conversation ...

... we were made for each other.

Like crisps & wine, tea & biscuits, or whiskey & cola, we're going to get along beautifully.



Email me at [laura@worditude.co.uk](mailto:laura@worditude.co.uk)



See all my best freebies at  
[writewithworditude.com](http://writewithworditude.com)



Find me on Facebook at  
[facebook.com/worditude](https://facebook.com/worditude)



Laura

