

## STAND OUT & SCALE SALES PAGE CHECKLIST

On your sales page, have you included:

- A call out to your ideal client or customer.
- Attention grabbing headline that encourages them to continue reading your sales page.
- Questions or statements that resonate with your ideal client about their current state (the before state of The Transformation) in the way they express it themselves.
- Questions or statements that express the after state of The Transformation and inspire your ideal client towards where they desire to go.
- How you can help them achieve their transformation through your solution (your Stand Out Factor).
- Social Proof and Testimonials (“As Seen On” Logos, testimonial screenshots, meaningful statistics).
- A brief bio about you and why you are the ideal person to offer them a solution to their problem with an image of you (preferably making eye contact with the camera).
- Reveal your product/offer (the means of delivering your Stand Out Factor signature method/process for helping them achieve The Transformation).
- Strong Specific Call to Action Buttons that stand out on the page.
- Features and Benefits of your offer that highlight The Transformation/Outcome.
- Your risk reversing Guarantee with a guarantee badge.
- Some form of Urgency in the form of Cost of Inaction, Time Urgency, and/or Scarcity.
- Objection Busting Frequently Asked Questions section.
- Close out the sales page by highlighting who the offer is for and not for and motivating them to take action now.

- Call to Action Buttons and/or Offer “Stack” section sprinkled throughout the sales page between all sections following the initial Strong CTA.
- Your Call to Action is clear and draws attention. (Visual clues like arrows can support this.)
- Mockups of what is included in your offer including any bonuses.
- The page is clear and easy to read and understand.
- The font used and the line and letter spacing is easily readable.
- There is adequate spacing between sections and around various elements on the page.
- There is a clear flow to the page and it is not too busy or confusing.
- The page is consistent with your branding.
- Your Privacy Policy and Terms of Service pages are linked in your footer.
- Your image files are optimized so they are not too big and the file sizes aren't too large so your page can load faster.
- The page is optimized for mobile.
- You have tested all buttons and steps in your sales funnel to ensure they are functioning correctly on both desktop and mobile.