

Stand Out & Scale Sales Page Outline

HOOK/HEADLINE

BEFORE STATEMENTS/QUESTIONS

AFTER STATE STATEMENTS/QUESTIONS

INTRODUCE YOUR STAND OUT FACTOR STORY

TESTIMONIALS/SOCIAL PROOF

BRIEF SOLUTION BASED BIO

REVEAL PRODUCT/OFFER

STRONG SPECIFIC CTA

TRANSFORMATION BASED FEATURES & BENEFITS

CTA

GUARANTEE

CTA

COST OF INACTION/URGENCY

CTA

OBJECTION BUSTING FAQ

CTA

QUALIFYING CLOSE

CTA