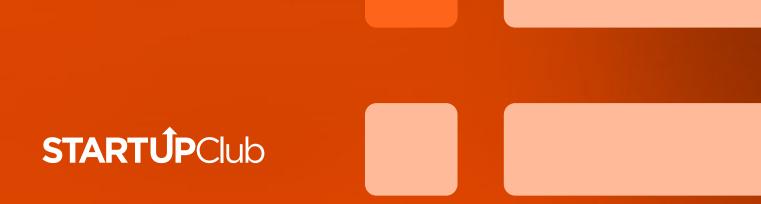Implementation Checklist

The Proven Online Sales Letter Checklist

by Eben Pagan

STARTUPClub

Your Checklist

Follow this checklist to find out what every effective online sale page should have.

Regardless of what you're selling online (information products, physical products, software, etc), you will benefit from creating and using individual sales pages for each specific product or service you offer.

When you dedicated sales pages for each product, you can really dial in on your offer and deliver a much more compelling offer free from distractions.

Use the following checklist to make sure your online sales pages contain all the necessary elements to be effective.

Opt-in Incentive (Freeline Content):

☐ Follow the "Killer Sales Letter" process / formula

☐ Write at least 25 different headlines using the Power Headline Formulas

☐ Use a sales letter design and layout that reinforces your brand

☐ Use a simple, clean design; make sparing use of images, headers, banners, graphics, fonts, etc.

- ☐ The sales letter looks as much like an editorial piece as possible

- ☐ There are no menus or navigation links to other web pages on the sales page (other than the legal terms in the footer)

- ☐ The sales letter uses two, maximum three, fonts

- ☐ The sales letter uses two maximum three, colors

- ☐ There are 9-12 calls-to-action on the sales letter

- ☐ The call-to-action / order links are either (a) the familiar blue underlined text links or (b) the familiar silver/grey "Submit" buttons

- ☐ Each order link or button has positive, action-oriented, or benefit-promising text, written in the first person (e.g. "Yes! I want to lose 20 pounds in the next 30 days - Sign me up!")

- ☐ All the calls-to-action / order links bring the visitor to the order box, a "Johnson" box, which summarizes the offer and guarantee, reinforces the call-to-action, and has the "Add to Cart" or "Buy Now" button

- ☐ The sales letter makes liberal use of headlines and subheads

- ☐ The sales letter makes liberal use of bullets and/or "fascinations"

- ☐ The graphic elements on the page are

professionally designed

☐ The sales letter is continuously being A/B split tested

☐ Perform A/B split testing - first on headlines, offers, guarantee; then on secondary elements like page design and layout, use of audio/video, header/banner graphics, font styles, use of product images, etc.

Order Form

☐ Order form is on a secure URL

☐ Header is used to reinforce brand

☐ The offer is summarized and either (a) a final "checkout" button is presented that brings the user to the payment processor page, or (b) the payment information is collected under the order summary and a button is available to complete the order from this page

☐ Use trust symbols like hackersafe, better business bureau, etc. to reassure the buyer that their purchase is secure and you are a reputable vendor

☐ Offer the ability for buyer to initiate a "live chat" or to "contact support"

☐ Optional/Recommended: Provide a toll-free number to reassure buyers and to provide a voicemail for those who

prefer to talk with a live person.

- ☐ Offer credit card, PayPal, phone, fax, check and wire transfer payment options if possible

- ☐ Optional/Recommended: The order page includes an upsell offer

Up-sell Page

- ☐ If the order form does not offer an up-sell, a separate web page may be presented with an up-sell offer either (a) before the order form is presented; or (b) after the order is processed and before the product delivery page is presented

Delivery Page

- ☐ A product delivery page is presented on completion of the order - preferably secured by a password, member area or expiring link delivered by the shopping cart

- ☐ The design of the delivery page should reinforce the company or product brand and reassure the buyer.

- ☐ Provide a (preferably toll-free) phone number with a recorded welcome and thank you message, and instructions for quick-start success with the product, as well as support contact information.

- ☐ Make an up-sell offer directly on the delivery page, or

advertise banners/links to other product sales mini-sites

Follow Up Auto-Responder Sequence

☐ Create a 7-12 message auto-responder sequence to follow up with people who do not buy

☐ This is primarily a series of promotional/sales messages, since the visitor landed on a product sales mini-site and is actively in the "buying" mood.

☐ The auto-responder content follows the sales presentation and influence sequence that is in the sales letter itself (yes, you may copy/paste directly from the sales letter into your autor-esponder messages)

"Stick" Auto-Responder Sequence

☐ Create a separate product customer list for buyers of the product

☐ When people are added to the customer list, program your auto-responder to automatically remove them from the follow up (promotional/sales) email sequence

☐ Send a confirmation email with details for accessing the product and getting support

☐ Send 3-5 messages, one every 2-3 days to reinforce the sale,

help the client consume your product and remind them how to get support

☐ Offer an unadvertised bonus just before the guarantee period expires, that will be delivered after the guarantee period