

SERVICES PAGE GUIDELINES

MODULE 2 – YOUR ESSENTIAL BACK PAGES

Answer these questions for each program you intend to offer — including freebies, consults, time for money services, products, membership programs, masterminds, live events, etc.

1. What is the specific, known and urgent problem you help them solve?
2. What are the pain points they are trying to avoid? (What do they want less of?)
3. What pleasure or ultimate outcome are they seeking? (What do they want more of?)
4. What will achieving that outcome do for them? (And if they don't achieve that outcome, what pain will they experience?)
5. What is the “promise” of your program? (How does it help them bridge the gap between where they are now and where they want to be?)
6. What are specific features and components of your offer? (What are the emotional benefits of each?)
7. What, if any, are the fees for this program? Will you state your fees in your Services page copy?
8. What is the cost to them if they **don't** work with you?

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9. Are there any other details they need to know? (Logistics, times, dates etc.)
10. What do they need to DO right now? (Your call to action.)
11. What are the steps of your conversion process(es) for this program? Such as:
 - Short program description linking to contact page
 - Short description linking to page with longer description
 - Short description linking to landing page (sales letter or sales video), which links to shopping cart.
 - Ad on site linking to landing page (sales letter or sales video), which links to shopping cart.
 - Button on navigational bar linking to the landing page (sales letter or sales video), which links to shopping cart.

Now you're ready to draw from this information to write your streamlined Services page describing your current offers. And if you're ready, write a landing page or sales letter, or write and record a video, for each program you want to enroll your visitors into online.

Review the subsection of your learning guide called **How to Authentically Motivate Visitors to Invest**. Remember to use your keywords, and specific language gleaned from your research on your target market.

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When you've finished writing and formatting the copy for your Services pages, ask yourself these questions:

Did I describe my offerings in client centric language that people in my target market will relate to?

Did I focus on the benefits that my services will provide to my ideal clients, in terms of pain they KNOW they want to avoid and outcomes they KNOW they are seeking?

Did I show how my programs help my ideal clients bridge the gap between where they are now and where they want to be?

Did I end with a call to action inviting them to the next step, and give them what they need to take that step? Have I streamlined the flow of each step a visitor needs to take, from when they arrive on my site to when they invest in my program?

If you answer 'no' to any of these, go back and finesse your copy. Try not to overwork it, and keep the text as streamlined as possible.