

*Use Your Story in Your Copy*

# Sales Page Transitions

**Write Your Sales Pages Easier**



# Sales Pages

sarahtalbert.com



**Your Intro:  
Hook or Value  
Proposition**



**Who are you speaking  
to?  
Address pain points  
and show empathy.**



**Breaking Up  
Myths:  
What lies are they  
telling themselves**



**Share Your Offer:  
3-5 Main Benefits  
Use Bullet Points**

# Sales Pages

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**Your Bio:**  
Why trust you?



**Be the Change:**  
Allow them to dream



**FAQ:**  
Serve well with the  
questions they are already  
asking themselves



**Closing:**  
Summarize what they  
get or the change they  
will see

# Pain Points or Symptoms

Write your answers here. Organize them.

What do you see as a symptom to why they can't get what they want?

# Benefits or Dream of where their life can be

Write your answers here. Organize them. What are they actively looking for in their life to change

# Between Hook (1) and Pain Points (2)

- Ever find yourself feeling stuck and \*insert negative feeling\*? Wondering what am I doing wrong?
- Do you ever find yourself [Pain Point 1]? Struggling to [SYMPTOM 2]. You're not alone. You're aching to finally have [change] but you...
- There's a BIG problem with how [your ideal client's title (online business owners)] like you, are being taught online today. So let's lay it all out for you today...
- Here's the problem: [list 3 pain points]

# Between Pain Points (2) and Myths (3)

- First, let me tell you one important thing - this is soo not on you! Not even a little bit. And in my [lovingly] forward nature, I'll tell you the real truth behind that lack of growth...
- But overwhelm is keeping you from making the progress you hoped for... Let me know if this sounds familiar:
- There are some big misconceptions about what it takes to be successful with [TOPIC]. Here's what I want you to know:
- Forget everything you know about [TOPIC]. It's time to change your thinking: (List 3 myths or lies they're believing)

# Between Myths (3) and OFFER (4)

- There has to be a better way...
- Until you know how to [SOLUTION], you will NEVER get the results you want, EVER.
- Let's call a spade a spade... All this info is just dancing around the core necessities of how to truly [SOLUTION]. What you truly need is...
- Are you ready to cut through all the loud, head-banging noise, and build a [SOLUTION] you are incredibly proud of? Introducing [name of program]



# Between Offer (4) and Your Bio (5)

- This Sounds Awesome, But Why Should You Listen to Me?
- Who am I to teach you?
- I may be crazy, but I'm not stupid.
- Well that sounds perfect, but I've tried this stuff before, what makes this different?

# Between Your Bio (5) and Their Dream (6)

- Now it's your turn... Imagine [how your business changes their life]
- Picture yourself [DREAM THEY HAVE] WITHOUT THE [PAIN POINT]
- Quick, decisive action truly is one of the most important qualities you must have to lead a [what life are they looking for] life.
- I'm excited for you. Because I believe you're about to start a beautiful journey to [dream they have]. A journey that will tap into resources, goals and dreams you didn't know even existed.

# Between The Dream (6) and FAQ (7)

- Is there a time limit to use this?
- Couldn't I just Google these questions?
- What kind of industries does this work for?
- I still have questions... what do I do?
- How do I know if this is for me?
- What's the difference in this program than others like it?
- Can you guarantee results?

# Between FAQ (7) and Closing (8)

- Don't Waste Time trying to "Piece Together" a Plan from Scratch without [NAME OF OFFER].
- What you get when you say "YES" right now:  
[insert bullet points]
- Where do we go from here? I'm so over seeing all those "gurus" and "experts" leading people down [insert pain point]. That's not how it works here.
- Are you ready to connect the dots from [where they are now] to [insert dream]
- I know this works because it's the same method I've used to [DETAIL RESULTS]... but today its your turn to make a choice

# Insert Testimonials

- Testimonials should speak to how you're different
- They should also speak to results specific to this offer
- Insert testimonials between mindset shifts they may have as they read, such as: after section 4 and 5 and 7



A portrait of Sarah Talbert, a woman with long brown hair and freckles, smiling. She is wearing a pink and white patterned top and large hoop earrings. The background is a blurred outdoor setting with green foliage and a red fence.

# SARAH TALBERT

COPYWRITER



Would you like support writing your own sales pages or website copy? Reach out on any of the platforms above and I'll be happy to have an honest conversation about how to help you reach your goals.

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## CONTACT

**BLOG**      [www.sarahtalbert.com](http://www.sarahtalbert.com)

**EMAIL**      [sarah@sarahtalbert.com](mailto:sarah@sarahtalbert.com)

**PHONE**      +1 757 710 8145

**SOCIALS**    @sandbar\_marketing\_llc

## ABOUT THE COPYWRITER

Sarah is a mom of 3 and married to her middle school sweetheart. She's a lover of french press coffee and the feel of the sun on her skin. She loves helping women showcase their gifts through words that sell their services. Your copy should sound like you, and have clients ready to sign up with you before you ever hop on a call.