



JESSICA CAVER LINDHOLM
PRESENTS

Sales Page Swipe File

**REAL EXAMPLES OF THE 'COPY THAT SELLS'
FORMULA IN ACTION TO USE WITH
YOUR OWN SALES PAGES**

In this Sales Page Swipe File I'm going to be breaking down some of my most successful sales pages over the last couple years so that you can see the formula I shared in your training guide, in action.

I'll be walking you through the same 5 step formula I shared in the training guide, so be sure to review that guide as well for additional support and clarification

Step 1: Describe the problem that your ideal client is going through in THEIR WORDS.

Below is a screen shot from a 6-week tele course I hosted on how to master sales conversations:

The idea of running your own business feels fun and even glamorous until it comes to getting on the phone and selling your offerings.

Nothing can create more fear and dread than the thought of sounding pushy and salesy.

Believe me, I know.

I remember how my entire body would clench up and it would actually become difficult for me to breathe as I got closer to sharing my offerings and their prices.

You get to the point where you'd rather just give your services away or not do sales calls at all rather than have to go through that awkward process again.

But giving your services away (or for the cheap) turns your business into an expensive hobby pretty quickly.

You're not here to have an expensive hobby, you're here to be of great service and earn a great income.

Right?

Everything changed for me when I learned how to have a sales conversation.

I didn't feel like I was driving with my eyes closed anymore.



Let's break this down a little further, we want to describe the problem that your ideal client is experiencing in their own words.

The main problem that my ideal client who I was targeting this specific program at was the stress of sales conversations, so I touch directly on that pain point right from the beginning by using words and phrases like:

"Nothing can create more fear and dread than the thought of sounding pushy and salesy."

This is one of my ideal clients main fears, that if they go the extra step to support a potential client in signing up for their offer that the client will judge them as being pushy and will tell everyone how salesy they are. I attract heart centered and often spiritual entrepreneurs who are terrified of being seen in this way. And this fear stops them from closing the sale with clients who want to be sold to.

Everywhere you see a red arrow below is highlighting a sentence where I'm connecting with the pain point of my ideal client.

The idea of running your own business feels fun and even glamorous until it comes to getting on the phone and selling your offerings.

Nothing can create more fear and dread than the thought of sounding pushy and salesy.

Believe me, I know.

I remember how my entire body would clench up and it would actually become difficult for me to breathe as I got closer to sharing my offerings and their prices.

You get to the point where you'd rather just give your services away or not do sales calls at all rather than have to go through that awkward process again.

But giving your services away (or for the cheap) turns your business into an expensive hobby pretty quickly.



Step 2: Share what life would be like with this problem solved — that you not only know how to help them solve it but you've been there.

After you've connected with your audience's pain point, you'll have their attention and they'll know you're speaking to them. This is where you can build a deeper connection by sharing your own story or transformation and show them that:

1. It's possible to overcome this problem
2. How great it feels once you've moved past it

After I'd learned how to have a powerful authentic sales conversations (which is what I was going to be teaching in the program that this sales page was for) "everything changed for me". I want my audience to know what it's like once they take the next step forward.

Once I'd solved this problem (not being able to close sales) I felt like and celebrated all the areas where the red arrow is pointing.

Everything changed for me when I learned how to have a sales conversation. 

I didn't feel like I was driving with my eyes closed anymore.

Literally, not even 48hrs after I learned this style of selling I was able to easily (and with integrity) close my first \$5,000 sale. 

I had never sold coaching for more than \$50 previously!

So you can see just how powerful these tools and strategies really are.

I then went on to have my first \$10,000 month (after previously never breaking \$1,000 in a month).

Then on to officially having a 6-figure coaching business within 6 months. 

And I'm ready to share the exact sales system I used (and still use today) to make this all possible.

To earn at the level I desire, to overcome objections with ease and all while staying in integrity and putting the client first.



Step 3. Share your program, why it works and build up credibility.

At this point you've connect with your audience through their pain point, shared that it's not only possible to overcome this problem but how great things could be once they do so, and now it's time to share how they too can have the transformation that either you or your audience, clients, etc. have gone through.

This is where we introduce your offering!

(Side not: If I were to offer this program again I would make the program name 'Finally Free' more specific to what I was teaching, it was a little too vague — but the page still worked because of the copy.)

Introducing...



A 6-Week LIVE Telecourse on how to master sales conversations and start booking your own premium clients!

In this program I'll be walking you step-by-step through the exact sales system I used to book my first \$5,000 package and still use to sell my \$15,000 packages.

The amazing part of my **'Lean Back' Sales Formula** is that it works just as well if you're selling a \$200 introductory package as it does for a much higher price point.

Giving you complete freedom in your sales process!

- To start to build credibility with the audience you can do a couple things:
- Share results that you have seen for yourself once you've made the changes or adjustments you're going to be offering during your course
 - Share client's results in the form of testimonials to show what happens after someone works with you and implements what you're recommending
 - Share colleague/mentors testimonials to show that you can be trusted to do what you're offering to teach or guide your clients on

In the below copy you'll see that I share my own results as well as photos of my travels to show what life has been like after I mastered sales conversations and a photo of me with one of my mentors, 7-figure business owner and coach Gina Deveen, to give me additional credibility.

This is an interactive LIVE course that includes weekly group coaching calls where you can get laser coaching on the areas you need the most support. Like a personalized plan on how to overcome the most common objections perhaps?

PLUS, you'll receive weekly recordings of the calls to listen to as often as you desire AND weekly written modules for lifetime access to this useful content.

This will become **your go-to resource** every time you schedule a sales call.

I still pull my 'Lean Back' Sales Formula out whenever I'm having a sales conversation and it's worked wonders for me with **consistent 20K - 50K months throughout 2015** as I've traveled and worked with clients from around the world from L.A., Paris, New York, Sydney, Miami, the French Riviera and More!!

And this is what I want for YOU, too!



At this point in the sales page I start to share the Benefits of signing up for this course. These are the specific outcomes that a client can expect to receive or achieve during this training.

Share the Benefits first, then go into the Features of your offer such as: how many sessions they'll receive, resources, bonuses, etc.

Your audience is more interested in the Benefits than the Features. Potential Benefits and Outcomes of a program is what inspires us to make a purchase.

During Finally Free, the LIVE 6-week course, you'll learn:

- How to start your sales calls to *immediately* put you in the role of the expert
- How to turn an objection into a sale when a potential client says:
 - "I need to think about it"
 - "Why don't we check in in a month?"
 - "I need to talk to my husband"
 - "I'd love to but I can't afford it"
 - And the other most popular objection
- How to go the extra step and turn a 'maybe' client into a 'Yes!' without feeling (or looking) pushy.
- The practices I swear by to hit my income goals Every Month!
- The systems to take payment immediately so you're not waiting and wondering if a new client's going to pay.
- When to offer discounts, bonuses and incentives to make your offer an easy 'Yes!'
- How to express your value without feeling salesy.
- How to remove your money blocks for good and unlock consistent income.



Once you've shared the Benefits you can shift into explaining the Features of the program and any Bonuses as shown below.

What's Included In The Program

* 6 LIVE Training and Coaching Calls with Jessica

Every week I'll be hosting a live training and coaching call where we'll go deeper with the main topic of the week and you'll have the opportunity to get the support you need by asking me your questions and receiving personalized coaching. Calls will include about 30 minutes of training and content followed by 60 minutes of laser coaching and Q&A, lasting approximately 90 minutes. During our group calls you'll also get to hear your classmates ask great questions as well which will build the learning and community experience.

* 6 Training and Coaching Calls

Due to our international audience, these calls will be held shortly after the live calls.

WEEK 1 - July 1st

The 6-Figure Mirror

- Removing money blocks
- How to shift your relationship with money

Sign Up Today to
Receive These Bonuses

Bonus #1:

* Exclusive Introductory Pricing

I'm offering this LIVE course at an "absolutely can't say no to" price for a limited time because I know almost every entrepreneur will benefit from this material and I want to make this decision an easy 'Yes!' for your business, your desires and your bank account. So don't miss out, you won't see this LIVE program this low again!

Bonus #2:

* Group Orientation Call - Week of June 22nd

I'll be hosting a members-only Orientation Call to help you get the most out of your LIVE telecourse. You'll have the opportunity to ask me your questions and receive personalized laser coaching on the spot. You don't need to figure everything out on your own any longer. Recording of orientation call now available.



Then it's time for your Call to Action!

To offer the potential client the opportunity to sign up for your program or offer!

Step 4: Your Call To Action

Your Call To Action doesn't need to be complicated. Honestly, it shouldn't be as it might confuse the potential client.

The Call To Action is a great place to support the audience in taking the next step, give them a brief recap of what they're signing up for, what they can expect to happen once they sign up or any additional support in taking the next step.

Here's some examples of the basic Sign Up buttons and Call to Action that I've used for programs priced from \$47 (this program) to \$15,000. Keep the Call to Action simple and clear.

Ready to get started?

When you sign up for Freedom Society today you'll get instant access to:

- Welcome and Prep Pack
- Resource Guide
- Recommended Reading List
- The *First 7* Freedom School Modules
- And the Call-In Details for The Next LIVE Coaching Call

Full Pay *Payment Plan*

ENROLL NOW

6-Month Mentorship Valued at \$27,500

Your Investment:

4 Payments of \$3750 \$15,000 in Full

THIS TRAINING IS VALUED AT OVER \$397
BUT TODAY ON THIS PAGE ONLY
IT'S YOURS FOR...

Just \$47

YES, I WANT COPY THAT SELLS!

Step 5: Recap And Call To Action...Again

This is a very important section, you don't want to just leave the potential client hanging. Making an investment in ourselves, no matter how big or small, can feel like a big deal. It's saying that our dreams and desires are worth it, so be sure you stay with the potential client to help them make the decision that 'Yes' this is for them or 'No' it's not.

That's why it's so important to come back with a recap of what they're interested in, remind them why they've made it to this part of the page, they're obviously interested if they've read and scrolled this far. And then remember that the majority of purchases we make are emotional, they make us feel a certain way. So be sure to tap back on the emotionally charged areas that stood out for your ideal client like their pain point and how good it will feel to have the solution.

Do you desire to...

Master the art of sales conversations and start booking more clients ASAP?

Overcome objections with integrity while helping your ideal clients in getting the support they desire?

Finally know how to share your value so that it feels easy to charge the rates you desire?

Celebrate your first 10K month by closing every sales call you get on?

If you feel yourself thinking or even saying 'Yes' and 'Yes!' Then I invite you to join us during this powerful LIVE course.

Just click the 'I'm Ready!' button below and you'll receive instant access to your Orientation material and be ready for the course and coaching.

Or, you can keep trying what you've been trying.

It's completely up to you to know what your true desires are. I believe that there's more than enough clients and more than enough money for each of us to live out our dreams.

I also know what it felt like to live on \$400 - \$800 a month for several years. And I know the determination, the stretching and the big decisions I had to make to go from \$7,000 years to easy \$7,000+ months.

I'm just a small town country girl who had a big dream and went after it like my hair was on fire.



Remember, that nothing we're doing here is done out of manipulation. We're never trying to talk someone into taking an action. The goal is to clearly share what you have to offer and the value of your program so that the person who needs your support can find your offer, know it's for them and easily sign up.

This recap section is also a great area to share FAQ's and additional testimonials.

And I typically like to end with some sort of a 'Final Note' or P.S. section to offer the potential client support in taking the next step and knowing that I am here for them and what they desire to create for themselves.

P.S. You don't have to dread getting on your sales calls and seeing another ideal client slip away. If you're reading this page then you know **you're here for a reason** and that you're ready for something bigger in your life. I don't teach a lot of courses, I only teach on the topics that I KNOW will make a difference in my clients lives. And I won't be offering this course again this year.

I'm offering this course LIVE at this very special price, just this one time. Are you ready to join us? To have your own community of like minded women, colleagues and friends? To receive personalized high level coaching? To have a written sales system that will serve you far into the future?

Selling just one of your new premium offerings during this program will easily pay you double the price of the course. **If it feels like an easy 'yes' just scroll up to sign up now.**

I believe that each of us is meant for greatness. I'm looking forward to working with you and supporting you in making your dreams your reality.



For additional examples of my sales pages and the 'Copy That Sells' formula in action, please head over to my website at www.JessicaCaver.com.

About Jessica:

Jessica Caver Lindholm is a Freedom and Success Coach for women entrepreneurs who are ready to make money, doing work they love, from anywhere.

She transformed her business and life by creating a unique freedom-based business model allowing her to go from earning \$7,000 a year in 2013 to having her first \$10K month in just 30 days in 2014.

Combining her business savvy, intuitive coaching, and deep passion for freedom, Jessica then went on to earn her first 6 figures in just 6 months and celebrated has celebrated multiple \$100,000 months this year all while helping her clients create their own 6 and even 7-figure businesses.

She believes that true freedom comes from unlimited time, money and a clear joyous mind and with the quick success of her business her husband was able to quit his 9-5 and they now work and play together full time.

Jessica's the ultimate Freedom Girl regularly enjoying long weekends soaking up sunshine in her home-state of Colorado with her husband and pups. Learn more at www.JessicaCaver.com

