



5 Simple Things Your Hot Selling Product Offer Needs Worksheet

Thank you for joining us for the free class today. We hope you found the examples helpful and that they gave you food-for-thought in crafting better product pages and making better offers you to your customers, so they are more likely to:

- Say yes to buying
- Come back buy more AND
- Tell their friends about you

If you missed the free class or you just want to review some of the examples, [you can do so here](#). Seeing and understanding those examples will make it much easier to use this worksheet as effectively as possible.

#1: The Hook – A Reason to Pay Attention

What is different about your product or offer that will serve as a hook to keep the visitor reading through your whole sales page? Explain the different ways you'll keep the hook going throughout your offer.

#2: Pain Agitation & Empathy

What is your ideal customer worried about? What problem are they trying to solve? How you can empathize with them and show them that they need to resolve this issue? How will you incorporate this into your product page?

#3: What Life Looks Like with and/or without Your Product

If your customer chooses to purchase your product, how will their daily life or outlook change? What problems will they continue to suffer from if they don't get your product?

#4: Proof and Testimony

What proof do you have to support your claims? Are there statistics or other facts you can share? What stories or testimonials can you provide?

#5: Urgency

How can you make your customer feel they should buy your product right now? Is it further agitation of their problem that needs fixing right now? Could it be a special limited time offer?

Next Step: Bring Your Completed Worksheet to the Study Groups and 30-Day Challenge

Once you've completed this worksheet, bring them to our Fast & Simple Course Creation Study and Accountability Group and 30-Day Challenge.

We can walk you through creating a better product and offer for your customers...from start to finish.

[Click here to join the training and 30-day challenge.](#)

The sooner you do, the sooner you can have that hot selling product offer doing the work for you!

See you there,



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