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The Sales Page Essentials Checklist

A sales page is not about clever words. It is about answering the reader's questions in the right order until saying yes feels obvious. This checklist covers the essential blocks every high-converting page has. Use it to build a new page or to audit one that is not converting.

Project: _____ Date: _____

Part 1 - Grab And Hold Attention

- ☐ 1 **Open with a headline that names the result the reader wants.**

The headline's only job is to earn the next line being read.

- ☐ 2 **Follow with a subheadline that adds the how or the who.**

Headline promises the destination, subheadline hints at the vehicle.

- ☐ 3 **State the problem your reader is living with right now.**

People need to feel understood before they will believe you can help.

Part 2 - Build The Case

- ☐ 4 **Introduce your offer as the bridge from the problem to the result.**

Position the product as the shortcut, not the whole journey.

- ☐ 5 **List what they get as clear benefits, not just features.**

Features are what it is. Benefits are what it does for them.

- ☐ 6 **Add proof: testimonials, results, or a clear demonstration.**

Only use real proof. One honest result beats ten vague claims.

☐ 7 **Handle the top objection before they think of it.**

Answer the but... in their head and the sale gets a lot easier.

Part 3 - Make The Ask

☐ 8 **State the price and exactly what happens when they buy.**

Hiding the price builds suspicion, not desire.

☐ 9 **Add a clear, single call to action button.**

One button, repeated down the page, beats many competing links.

☐ 10 **Close with a reminder of the result and a reason to act now.**

A real deadline or bonus turns someday into today.

PRO TIPS

- Read your page out loud. Anywhere you stumble is where a reader will click away.
- The best sales page is the one that sounds like you explaining it to a friend.
- Copywriting and Funnels are full volumes inside IM Checklist AI, step by step, when you want the deep dive.

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