

Simplified Offer Page Template

- Course Title
- Course One Liner
 - This can often be the title of a webinar or other free offer promoting the program
 - Should be self-standing not requiring any explanation to understand.
- Benefit Statement(s)
 - Market research provides content for this.
 - You want to preserve the language used by your market research volunteers.
- Credibility Statement
 - Your marketing provides you with your credibility.
 - Your deliver either enhances or detracts from your credibility.
- Course Components and Modules
 - Must be very clear and concise.
 - Avoid any possible confusion about what your solution provides.
- Bonuses
 - Can be bonus' the complement your offer or address a potential objection to your program.
 - Can include optional fast action bonuses.
 - Can include bonuses for paying full price vs taking a payment plan.
- Results Statement(s)
 - This is very results driven.
 - Learning is NOT a result. This needs to be an accomplishment the user can tangibly measure.
- Who is this program for?
- Who this program is NOT for? (optional)
- Logistics
- Testimonials
- Instructor bio (optional)
- Pricing options
- Guarantee(s)
- What the course is actually worth (optional)
- FAQ