

The CLASSiest Sales Page Template

Remember back in high school, how your English teacher told you to write **the Body of your essay first**, **then the Introduction**, **and finally the Conclusion**?

There was a reason for that.

The beginning is hard. That blinking cursor can break us.

But if you make some traction...just get going...then you hit the ground running.

Hat tip to Julie Stoian (of [Funnel Gorgeous](#)< an affiliate link) for applying this to sales pages! Using her initial process, I was able to bang out a sales page in one sitting!

I've created this TEMPLATE to help you write your own page in a sitting. I've color coded ALL **20 parts** that belong in a CLASSY sales page.

If it's purple:

Write First. That's the BODY.

If it's blue:

Write Next. That's the CONCLUSION.

If it's red:

Write Last. That's the INTRODUCTION.

And finally:

Add your va-va-voom throughout! I know, not part of the essay, but you get the picture ;)

So, time to get writing. Oh, one more thing: I've put my sales page as inspiration while you write (it's in **bold yellow with black background**).

Remember. **PURPLE** first ;)

Happy writing.

xo Lindsay

A CLASSY SALES PAGE IN 20 PARTS

PART 1: Scroll-Stoppin' Headline	4
PART 2: Introducing...	4
PART 3: Problem/Pain	5
PART 4: Solution	7
PART 5: SO WHAT?	8
PART 6: The Perfect Teacher	9
PART 7: Re-Introduce the product	10
PART 8: Benefits	10
PART 9: Stir Desire	11
PART 10: Who's It For?	12
PART 11: Features	12
PART 12: Guarantee	14
PART 13: Quick Stack Recap	14
PART 14: Urgency/Scarcity	15
PART 15: What You'll Walk Away With	16
PART 16: FAQ	16
PART 17: Final Remarks	20
PART 18: Final Quick Stack	20
PART 19: TESTIMONIALS	22
PART 20: CTA BUTTONS	22

PART 1: Scroll-Stoppin' Headline

I know. This part is hard. It's hard for me too...I'm not a copywriter in the slightest! But aren't you glad I didn't make you write this first???

Try out this sentence stem:

Stop struggling with {a sticky icky pain point} and start {a thing they want so freakin' bad}!

To make it even spicier...add on one of these at the end:

even if __

so that you can __

without __

The example I had for my On Course Social product:

Stop struggling with "what the heck do I post today?" syndrome and start sharing authority-building content on social media...EVERY SINGLE DAY!

If you're not feeling that stem, here are my two favorite resources that have helped me get in the flow!

[Kickass Headline Generator](#) + [Impact Blog](#).

PART 2: Introducing...

TA DAH! Time to introduce your product! Tell us what it is, who it's for (For the [ideal student] who want __ without __)...and its BIG Promise.

With the On Course Social calendar tool, you'll have the one-and-only social media posting machine that course creators are using every day to finally start selling more courses and grow their audiences in just 30 seconds a day!

< INSERT CTA BUTTON >

PART 3: Problem/Pain

What have they tried? Why didn't it work?)

This part takes some finessing. The goal here is to help the reader connect with the struggle (whether it's a story about how you struggled yourself and finally had an epiphany, or whether you know their deep pain from working with them for a long time). Either way, your job is to show that the conventional methods they've tried aren't serving them! You're setting them up to get excited for the New Opportunity (next part).

NOTE: I learned SO MUCH of this from [Russell Brunson's Expert Secrets](#)*. The new opportunity, the epiphany bridge, all of it! In this book, he outlines his webinar script, and a lot of it is applicable here too. It's a must read for online marketers. *Yes, that's an affiliate link.

You're a course creator whose content REALLY does change lives, but the selling and launching and selling and launching roller coaster is sucking you dry.

I see you.

You're sick of posting willy nilly on all the social media platforms (and OMG did you hear about the new one??? You can get a million followers in a day) and hoping it's enough to sell your course!

You're tired of being STUCK with...

NO audience,

NO students,

NO time, and

NO clue how to put yourself out there CONSISTENTLY?

And you know that if you could just find a way to create content that shows your expertise, grows your reach, and doesn't take hours and hours to create every day, you'll finally be able to have the sold out launch of your dreams, just like...

TESTIMONIAL SCREENSHOT

Don't get me wrong...

Joining ANOTHER platform (or learning the latest strategy for messenger bots) feels like a good idea in the moment.

But don't you think the stress of what to post every day, where, and when is just too much?

And how about all the "engagement" that you're supposed to do?

Something's gotta give.

Especially, when there's an easier way to plan your content and launch your course to raving fans!

Be honest.

How much time are you spending:

Scrolling on your fav platform without engaging or posting anything?

Worrying about whether your following, your list, or your audience is BIG enough to launch your course?

Writing and designing and liking and sharing...and and and and...but still getting no course sales?

Moving your launch date (again!) because you don't think you posted enough?

Deleting all the social media apps on your phone so you don't feel like crap every time you open them?

This is NOT how you should be spending your time.

You should be spending it on sharing your expertise, growing your business, increasing profits, and leading your team.

I know you know...D E E E E P DOWN...

That showing up on every channel randomly sharing a "this or that" question (seriously, the coffee or tea question has got to go) has NOT been the answer for you, has it?

Every time you've tried to "show up" on social media, it often looks like this:

You worry whether your ideal students are even hanging out on the platforms suggested by the experts, so you stretch yourself thin trying to be EVERYWHERE.

When that doesn't work, you...

Buy more courses about every platform and hope that one of them will be a magic bullet.

You make a few posts here and there that get likes (maybe even follows), but no buys.

You post again...

And cross your fingers someone will ask about your course.

They don't.

SO, you decide to make a BLATANT post about your new program (because if you don't talk about it, they can't buy it)...

And that one post doesn't get interaction, so you wait a month to take action again...all because of your fear that no one even knows you exist or how you help people.

Sound about right?

What if I told you there is an EASY way to post consistently on social media, feel good about your content, and grow an audience of people who can't wait to take your course...

And that it just requires a SIMPLE calendar tool (that literally does the work for you) combined with an authority-building content strategy that will save you hours a day!?

PART 4: Solution

The NEW OPPORTUNITY.

Your goal here is to reveal the shiny new vehicle that will get them to where they actually want to go! Because you highlighted what they've tried before and why it wasn't working, they're waiting for you to tell them what does work and why your offer is different!

Unlike other programs that __, this works because __.

Unlike other social media prompt calendars and content marketing planners that don't focus on the needs of course creators and their launch schedules, this tool helps you create content that demonstrates your expertise so you can sell your course all year long (even while you're not launching)!

We all know the naked truth:

The success of your next launch is ALL about what you do BEFORE you launch, not DURING!

And that is the EXACT thing that has us pushing back our launch dates or (GOD forbid) launching to crickets!

Imagine never having to STRESS about what to post again!

Imagine having the foresight to grow your audience BEFORE you launch, so you never launch to crickets!

Imagine drastically cutting the time it takes to create content that attracts your ideal students (the ones who buy AND get results)!

No more RANDOM prompts that are devoid of meaning or value that just add likes and not buyers.

No more FEAR about whether or not you showed up enough before you announce your course.

No more DOUBT about what to post, where, and how often.

Let's take that massive content creation weight off your shoulders, save you more time, and give you tons of ideas...so you stand out, get engagement, make more money come launch time!

PART 5: SO WHAT?

WHY are they searching for this? What do they really want (Freedom, time, money, etc)?

Time to drive it home. What would solving this problem mean for them? How would it change their life forever? These results are usually the things that REALLY drive them (not just money, but what money gets them).

With all that pressure gone, what would it mean to finally have the:

CLARITY that comes with consistent social media presence,

TIME to deepen relationships with your audience,

And the FREEDOM from any guilt you feel when you ghost your people.

Now you can use all that crystal clear clarity, extra time, and joyful energy to focus on what matters in your business: growth, relationships, and getting to spend more time teaching!

< INSERT CTA BUTTON >

PART 6: The Perfect Teacher

When the student is ready, the teacher will appear. Why are you the RIGHT teacher for them? It's time to shine! Let your readers know all the awards, experience, and credentials that got you here. Notice I sprinkled in some screenshots and revealed the problem and solution one more time ;)

Hey there, I'm Dr. Lindsay Padilla,

PROFESSOR AND ENTREPRENEUR EXTRAORDINAIRE!

I'm the powerhouse teacher and marketer you've been waiting for! I've been helping educators, experts and entrepreneurs create amazing courses (and the lucrative income streams that come with them) over....

SCREENSHOT...

And over...

SCREENSHOT...

And over again!

SCREENSHOT...

After years in academia, I was shocked when I landed in the world of entrepreneurship and realized the deep, unspoken secret of online courses...

Most of the people selling courses didn't actually know how to teach!

And if they did, they didn't know how to sell 🤖

That means that the very course creators who CAN actually change lives were likely feeling salesy when they talk about their courses on social media, which makes for a very unique problem.

What if we combined our strengths as TEACHERS with the power of marketing??? What would that look like???

That's why I created On Course Social. To show the online world a better way to share and engage on our favorite platforms...one that takes LESS time, LESS energy, and LESS worry!

PART 7: Re-Introduce the product

What is it? Who's it for? What does it do?

ENTER: On Course Social!

Is a dynamic calendar of social media prompts made for the course creator that wants to sell more courses without the stress and overwhelm of deciding what to post and when.

Is perfect for planning your launches, growing your audience, filling your masterclasses, and attracting your perfect students: 365 days of the year!

You never have to guess what to post before, during and after your launch again!

< INSERT CTA BUTTON >

PART 8: Benefits

Teacher hat...ON. To me, the benefits are easy. These are the EPIC RESULTS you're getting your customers/students! It's the "what you'll walk away with" section! Think Student Learning Outcomes. Think Storybook Endings (that's what we call them in my program on course creation: Build a Better Beta). How do you create an outcome? You start with this stem:

By using this product, the student will be able to:

By the end of the course/experience/etc, the student will be able to:

*Then you add as many epic **ACTION VERBS** as you can! If you need more ideas, check out [this resource](#) I used as a professor.*

Basically, ask yourself: what will the student BE ABLE TO DO with the knowledge you give them?

Make it extra sexy (and marketer-y...totally a word) by adding those stems from the headline section! >>> Without..., even if..., so that...!

Fun, right?!

With On Course Social, you'll be able to:

Generate social media content in 30 seconds or less EVERYDAY (perfect for people who overthink about what to post)

Eliminate the stress of trying to come up with ideas of what and post and what to say (to help you overcome that blinking cursor of doom)

Create authority-based content using the ACES method to attract your ideal students and sell more courses (without looking salesy)

Save hours and hours a month planning your content (so you can stop wasting time deciding what to post and spend it doing money making tasks in your business)

Track the right metrics to make sure you maximize effort (without needing to obsess over likes and followers every day)

Build a marketing plan that helps you grow your audience in-between launches or generate more consistent sales if you're evergreen (so you build a list of buyers who want to join your course)

Increase your engagement on the platforms where your ideal students hang (so you can stay top of mind before, during, and after your launch...AKA always top of mind!)

Promote your brand, services and courses (without feeling like you're "over-selling")

PART 9: Stir Desire

If You Want {TOP 3 PROMISES}, then {PRODUCT} is perfect for you.

So, if you want to quickly create content that attracts your ideal students, increase engagement and relationships with your audience while growing every day, and build out a marketing plan that helps you crush your launch goals...

Then, On Course Social is the perfect tool for you!

< INSERT TESTIMONIALS >

PART 10: Who's It For?

After reading some of your killer testimonials, they may doubt themselves (whether they'll do the work), your process, or

You want them thinking...hey, that's me!

On Course Social is MADE for the course creator who:

-knows that they have so much to offer their followers, but struggles with what to say

-feels guilty when they don't engage with their audience regularly, but genuinely wants to build relationships online

-stresses about hitting their launch goals, but wants more direction about what daily habits to change

And is NOW ready to:

-show up as the expert that they are

-enroll hundreds of students every year so that they can build the course business of their dreams and change the lives of those they help

< INSERT CTA BUTTON >

PART 11: Features

This is your Modules + your Bonuses!

Now, the example I'm sharing is from a tool and not a course, so rather than doing a walkthrough of how the product works, you'll actually list your modules! Make sure every bullet is written as if it's a learning outcome ;) Remind them the benefits of FINISHING each module.

Some stems to try on:

How Will {PRODUCT} Help You? By Walking You Through {THE PROCESS}, Step-By-Step.

Here's whatcha get OR Here's what you'll discover:

How does this tool actually help you sell more spots in your course and grow your audience...EVERY day of the year?

Here's how it works:

VIDEO WALKTHROUGH

On Course Social allows you to enter in your launch dates (including open and cart close dates) and DYNAMICALLY inputs prompts to fill your masterclass and then add other prompts on the rest of your calendar.

It's jam-packed with 365 prompts that amplify your authority and present you as the go-to expert on your course topic!

The ONLY social media content generating machine...made for course creators by a course creator (and professor, tehehe)!

And if you don't like a prompt???

Hit shuffle and watch the content move around like magic! You can also input your own prompts that will be filled the next time you shuffle.

It's magic.

All other planners and prompts fell short for me and my course creator students.

They were hard to edit, clumsy, and didn't connect with the course I was launching. I made what I needed.

Utilizing this calendar will free up more time so you can spend it growing your business. It's time to ditch the overwhelm and create a social media plan that supports your launches!

Pretty awesome, right?

< INSERT CTA BUTTON >

< INSERT TESTIMONIALS >

PART 12: Guarantee

I could talk for days about a solid refund policy. In fact, I do on my podcast Wealthy Teachers. In a nutshell, do what feels good for you. The price point, the delivery, the level of access, all matters.

If you have to have a team member handle the student "proving" that they did the work, factor that in ;)

Remember, you can test too! I started with one policy for my signature course, changed it, and it made refund requests go down dramatically.

Here's what I did for a \$27 product:

If you find you're not 100% satisfied with the On Course Social calendar tool after 30 days, I will offer you a full refund...no questions asked.

I want course creators to save time, feel confident about what they post on social media, and make more sales of their courses!

Please, take the full 30 days to explore the materials, plan your launches, and experience the absolute joy that having content planned out for you creates!

And if you're not happy, contact me within 30 days and I will gladly refund every penny.

PART 13: Quick Stack Recap

The stack recap with no fancy-schmancy descriptions or benefit statements.

Here's the run-down again ("ONE MORE TIME WITH FEELING") of what comes with your \$27 investment TODAY:

On Course Social Calendar Tool (Value \$197)

Launch Planner + Prompt Generator (Value \$147)

ACES Method for Prompt Creation (Value \$47)

Shuffle Magic (Value \$47)

Social Media Analytics Reporting System (Value \$47)

Quick Start Guide (Value \$27)

Bonus #1: How to grow your authority and build your list using the 4 types of media (Value \$47)

Bonus #2: Social Media Powerhouse Series (Value \$297)

Bonus #3: Batch it! Workshop (Value \$197)

Bonus #4: Podcast Feed (Value \$27)

TOTAL VALUE - \$1,080

Today's Price - \$27

< INSERT CTA BUTTON >

PART 14: Urgency/Scarcity

Choose one (or more if you're feeling it!):

- ★ Pilot, BETA or first run (usually entails extra access to YOU)
- ★ Limited spots, licenses, quantities (add a ~~strike through~~ on your sales page and update every day)
- ★ Price will be increasing soon (add timer!)
- ★ Closing soon (add timer!)
- ★ The opportunity cost of **not** taking action (You have 2 choices...)
- ★ The amount of money you'll save (or earn) the faster you act

Once you know what "BUY NOW" strategy you'll use, add that emotion to really seal the deal!

It's true. I'm offering this game-changing social media prompt and launch planner at a RIDICULOUS PRICE.

Of course, it's a special offer that won't last forever...

LOCK IN THIS DEAL WHILE YOU STILL CAN!

Even if it's not about saving money for you, there are other things at stake...

BIG THINGS.

If you wait to snag this calendar...

That's one more day you'll fail to connect with your audience on social media.

That's one more launch that won't quite hit your goal.

That's one more student you can't help.

If you're not growing your audience and building real relationships with them, waiting another 3 months (OR 6 or 12!) to finally do it means you'll be winging it during your next launch.

PART 15: What You'll Walk Away With

(again...the big promise your new opportunity offers)

Aren't you tired of crossing your fingers hoping someone comments on a post during cart open?

It's time to change that. TODAY.

PART 16: FAQ

This is the fun part. Think of EVERYTHING they could possibly ask, and then some! Go ahead and snag some of mine...most of them will work for you!

I know you have questions...because all good teachers are good students ;)

Is this \$27 a month?

Nope! It's a ONE time payment of \$27. Just 27-buckaroos gets you access to 12 months of prompts, the dynamic calendar with launch planning, and allllll those magical bonuses!

Why is this sooooo cheap!?

Right?! It's kinda ridiculous, really. But...I want this in as many course creators' hands as possible! The more courses you sell, the more lives you change. Not only that, but I love giving you a TON of value up front..and hopefully you'll want to learn even more from me in the future! WIN-WIN.

How much time is required?

Maybe 30 seconds a day?! No, but seriously. From the time you open the calendar to the time you post, it can be that quick! We even teach you how to batch the content monthly in the Bonus: Batch it! You can create on brand content that helps you sell more courses in just 30 seconds a day.

How fast can I expect to see results?

While I don't promise doubling your audience size or growing your list with 1,000 new emails a day, I can promise that your consistency will produce results over time.

What if I can't commit to using ON COURSE SOCIAL every day?

That's totally fine! Show up as MUCH or as LITTLE as your heart desires. This is your business! You can choose what days to post, and you can just ignore the ones you don't use. Because of our built in shuffle system, you'll likely get the prompt again on a day you want to post ;)

How do I make sure I actually do this?

I hear ya on this one! I've bought MANY things I never get around to using. But here's the cool thing...in my time helping my own students launch their courses, I found that the most important step is setting a date. And that's EXACTLY why I created On Course Social to do what it does. Step 1 is to set the date you'll show up on social media and Step 2 is to set your launch date. Boom...now you just show up!

I made this for you. Because I struggled with the same things as a fellow course creator. It's time to change that.

I don't use social media at all right now. Will this still work for me?

Maybe you're finally getting around to using social media for your business...and that's okay! No judgement here! I believe that On Course Social is perfect for new social media marketers! Because I present it in an easy-to-use format and make sure you only start with ONE platform, it's great for beginners. Time to start :)

I already have a bunch of prompts and calendars from other marketers? Will this still work for me?

I know there are a lot of social media prompt calendars and systems out there. Believe me. I tried them. And they failed me!

I couldn't stick to the prompts. I found that they were completely disconnected from my course content. And I never felt supported around launch season. It left me high and dry.

I created this because those products weren't sensitive to the needs of course creators.

So you may have other prompts, think of that as another resource bank! If they have some cool prompts I don't, feel free to add them to your bank ;)

What if I'm not in the United States? Does this product still work?

The calendar prompts work...wherever you are in the world! Social media is International ;)

Now, I do have the US Holidays pre-loaded into the calendar with a related prompt. Customers overseas have found it helpful to have access to that, as many of their clients and customers are in the US.

However, the calendar is customizable. So you can enter in your own holidays and prompts, which will override any shuffle features (locking in the prompt you write for that day).

What social media platforms does On Course Social work for?

You can definitely apply the prompts across channels. Customers are using this tool to post on Facebook, Instagram, LinkedIn, Twitter, whether they're live streaming, making videos or just posting prompts. Others are using it to generate ideas for emails, blogs, YouTube videos and podcasts!

In fact, if you add the 10-Step Re:Purpose System to your cart when you check out, I show you how to create a ton of content from ONE prompt. So ya, it works for all of them ;)

I'm a {coach, consultant, ecomm shop owner, yoga teacher, spiritual guide...etc}. Is this product still applicable?

This calendar system is completely customizable to any business. Every day you're given a prompt, not a swipe file or done-for-you post. This means you get to riff on whatever you want based on the sentence stem or question I ask of you. You get to add your flair quickly and easily!

And don't forget...I have a 30-day money-back guarantee if you find it difficult to make On Course Social work for your business needs.

Do I need any extra software for this to work?

You don't need any fancy scheduling software to make this calendar tool work. You only need google sheets and your social media platform of choice...and both are free!

However, if you do want to schedule your content and reuse it again and again, I highly recommend SmarterQueue.com (LINK).

Is there a community with the product?

There is no community specifically for this product. But! I do run a Facebook Group called The Teachers' Lounge for Online Course Creators (LINK). I'm happy to support online course creators using On Course Social there :)

I don't have a course yet. Do I need this?

If you don't have a course yet, but you want to launch one within the year, this will help! Just think: if you take control of your social media plan now, when it comes time to launch your beta, your people will be WAITING to enroll.

And don't forget...I help people create, launch and sell their BETA courses in Build a Better Beta (LINK) ;) Click to join the waitlist!

Can I use this for launching {group programs, masterminds, live events, new software, etc}?

Yes! I think that any product launch can benefit from a social media plan that helps you show up consistently. Even though I made this with course creators in mind, it works for all types of launches!

Is everything available immediately?

Yes! Instant access (well, as fast as the Interwebs allow). Basically, you'll receive an email with all the access info you need to get into your portal. If you don't get that email, just email me!

Do I need a special program to access the materials?

You do need to use Google Sheets to experience the full feature set of On Course Social. We don't provide excel, csv, pdf, or a trello board (like other similar products on the market) because you wouldn't be able to utilize the coolest parts of the product: the dynamic calendar that incorporates your launch dates AND allows you to shuffle prompts easily!

Now, once you confirm your calendar, you could definitely export it as a csv file to import into a planning software or scheduling software or as a pdf to share with your team! But...the initial planning needs to be done in Google Sheets to use the tool to its fullest capacity!

How long can I keep it for?

This content planner is lifetime access to your version.

Can this be accessed without Internet?

Google files can be made available offline.

What if it's not what I expect?

I stand by my 100% money-back guarantee within 30 days of purchase.

I'm committed to bringing quality products to the market, so please reach out if you need help or have feedback!

< INSERT TESTIMONIALS >

PART 17: Final Remarks

Start with one of the following sentence stems (or use all of them!):

So, what are you waiting for?

Are you ready to _

Here's the truth...

So, what are you waiting for?

Are you ready to create social media content with ease so that you can sell EVEN more spots in your course when it's launch time?

Visibility, consistency, and authority...

That's what it takes to become the go-to expert.

And that level of influence comes with daily presence. It's time to grow your audience (and impact) this year with On Course Social.

It's time to become the go-to expert in your niche, so you can sell more courses and help more people!

PART 18: Final Quick Stack

This is an offer recap, nothing fancy!

One final time, here's what you get:

On Course Social Calendar Tool (Value \$197)

Launch Planner + Prompt Generator (Value \$147)

ACES Method for Prompt Creation (Value \$47)

Shuffle Magic (Value \$47)

Social Media Analytics Reporting System (Value \$47)

Quick Start Guide (Value \$27)

Bonus #1: How to grow your authority and build your list using the 4 types of media (Value \$47)

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Bonus #3: Batch it! Workshop (Value \$197)

Bonus #4: Podcast Feed (Value \$27)

At a total value of \$1,080!

But you only pay \$27 for all of this if you join right now!

< INSERT CTA BUTTON >

< INSERT FINAL TESTIMONIAL OVERLOAD >

And if that's not enough...check out what EVEN MORE of my students and customers have to say...

Literally drop every screenshot you have! Make it the scroll of awesomeness!

< INSERT CTA BUTTON >

Last but not least our final 2 parts!

Take a second to collect your testimonials and write some sassy buttons ;) Then scroll back through your sales page and add 'em where it makes sense.

PART 19: TESTIMONIALS

What are your biggest objections to buying your thing?

"This will work even if..."

Drop some screenshots, videos, or quotes here. Then sprinkle the magic in above!

PART 20: CTA BUTTONS

Time to write your on-brand buttons that make people clickety-click!

*Gimme the __!
I'm ready for INSTANT access!
Let's do this!
Yes! I want my __!
Enroll Now!
I'm Ready to __!
Send My __ Now!
Make me a __!
Yes, I need this!
Get Access to __ Now!*