



COACH SCHOOL

– with Lorraine Hamilton –

ABOVE THE NOISE

MODULE 4

Simple Sales Page Template



Simple Sales Page Template

It's time to put your hard work into action. Grab your notes and complete this Simple Sales Page Template to see how it all works together.

Meet them where they are.
Empathy Map Pain Statements
Remember thoughts, feelings, behaviour:

Show them where they want to go.
Empathy Map Pleasure Statements.
Remember thoughts, feelings, behaviour

Reassure them.
"It's OK, you're in the right place."

Claim your genius.
You're in safe hands because.....

Introduce the solution.
Results focused This is what you need to get from (pain) to (pleasure)
eg. Coaching to accelerate you to success
Materials to lead you step-by-step



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Filter for ideal client
This is for you if:
(Green Lights)
This is probably not
for you if: *(Red
Flags)*

Make the invitation.
*(Empathy Map
pleasure
statements)*
Are you ready to
(think, feel,
behave?)

Call To Action
Click, book,
subscribe, join etc

FAQs
*Address Target
Market objections
from Mining For
Gold*

Invite one more time to
solve their problem and
experience pleasure.
Call To Action