

Hello and welcome to ‘How to Write an Unsalesy Sales Page.’

Here is the video link for the training video which is 15 minutes long: [LINK TO VIDEO](#)

Below you'll find the transcript of the video and below the transcript are the worksheets/guides. I have not produced these with lots of colorful backgrounds or images so that you can easily print them out without using lots of printer ink.

Enjoy!

Deborah

Here's the transcript:

I help spiritual and soul-centered coaches get out of sales page procrastination and finally have clearly written copy that conveys exactly how they help their clients in their program without all the long hours of staring at the computer screen wondering if the sales copy they're writing sucks as much as they think it does and, instead, use fun, creative processes to collaboratively get the page written with expert eyes on it to make sure it's energetically aligned to manifest clients, clear and practical enough to make clients register, and a heck of a lot more fun to write and finalize so that it's finally live on the internet, welcoming in income and perfect program participants.

I'm going to take you step by step through how to create an unsalesy sales page.

The first thing I want to cover though is that there might be something going on for you about selling being bad. You may have beliefs that it's wrong to sell or that you are being an unethical used car sales person when you sell to others.

This doesn't need to be the case and indeed there are no doubt great used car sales people who send people away from the forecourt with a wonderful car for them at a great price.

Selling can be an act of service.

This is really important for spiritual and soul-centered coaches to remember. You are helping people who are your right clients to solve a problem they have or to get something that they want.

I challenge you to think about times where you wanted to be sold to or times when you were grateful for a service that you paid for.

Here are some of mine:

Paying for the venue where I had my wedding reception and to have afternoon tea on the afternoon of the reception.

Having a great hair colour with balayage that would be completely unachievable on my own.

Paying for ballet lessons or music lessons - these are so life affirming and the skill, dedication and knowledge of teachers takes things to new levels.

My first job at age 12 was in a shoe store and I was able to see selling as an act of service. There was the charity worker going into a country with a rainy season who needed just right boots, the woman with large feet who always got showed the boring shoes who went home with 6 pairs of interesting shoes and then there was the newly founded band who each went home with a pair of blue suede brogues each. Well, it was fashionable at the time!

So the first step in the reframe. Selling can be service. It can be spirit led too.

How?

Let me take you through the steps:

1 Get calm (mindbody tools) - One way of doing this is to do a toe-to-head body scan. Don't be concerned with needing to relax and it actually makes the whole thing more relaxing. Coming from a place of calm infuses all of your writing with this energy of calm and the energy of calm diffuses any salesiness feeling. So chilling out is totally allowed. When working with clients we even have two weeks of the process where rest and play is treated as a priority. Out of this sense of calm there can also come new ideas and inspiration.

2 Know yourself (reflection) - Tune into the work that you really want to do. This can come through journaling, especially after mind body connection practices. Do you want to offer 1-1 or does group work feel better to you? When you're selling something that you want to deliver, the energy of this comes through in the copy that you write. If you're writing about something that would give you an 'uurgh' feeling to deliver the energy of this resistance will equally come through. So tune into what Martha Beck calls your body compass. When you're thinking about what to sell, ponder what would feel delightful to deliver? What would feel sustainable?

3 Know your client - research - During your week or two of brainstorming and rest and play you can also dip your toes into doing a little research. For this you may want to interview a few ideal clients or you may want to set up a survey. What you need from these research activities is to pick up on and record the language that

they are using to describe the problem that they want to fix and that language that they use to describe their solution. I learnt this from working as part of Jenny Shih's copywriting coaching team. You may have one idea of how the client sees or describes their problem and it might be subtly or massively different from how they actually see it. These subtle or large differences matter and are important to catch. Watch out for perfectionism in this step. Your research doesn't have to be perfect and you're never going to be able to conduct as many interviews or get as many responses as your critical brain thinks you should have. As Barbra Streisand and Donna Summer sang 'enough is enough'.

4 get confident - use thought work - you're a coach and no doubt you know ways of dealing with negative thoughts and limiting beliefs. As you are making your unsalesy sales page be sure to self coach. Abigail Morgan, who I trained with teaches mind whispering. Notice where the three Ps are coming up in your thinking. They are self-pressure, pushing and perfectionism. Name which one is going on. Then become aware of your body. Even noticing you have feet is a good start. Then decide to take control of your thoughts, like Cesar Milan the dog-whisperer having calm energy that influences the dog that's all over the place you are deciding to have calm energy in dealing with your mind. Then decide from this space on a better and more supportive way to think about the challenge or situation.

5 Get inspired - rest and play, dreamtime - I LOVE this part of the process. You're never going to write great copy if you're tired or jaded. You'll write your best when you're feeling good and having fun. The FUN can come first and the words can FLOW afterwards.

So you're in a good feeling space and you've done your research. What's next?

6 Anatomy of a sales page - Knowing the anatomy of a sales page can give you grab rails to hold onto. It's not definitive and there's room to play. You can look at a variety of sales pages from people you follow online to get a sense of structural possibilities, without copying their work of course.

Here are some ideas to get you started:

Points to help them know that you're talking about them. These can be written as statements or as questions. You don't have to hammer home pain points, that just feels painful and that's not nice for anybody. You're a spirit-led coach, why would you purposefully want to make people bad?

Then move onto the vision for what you provide for them. Talk about how their life can be different. You want to imagine this and describe it as though you're a screenwriter or you could imagine capturing a photograph of them in their everyday and then describing what they're doing. Make the description visual and think of the

senses. Keep your paragraphs short and be sure to use contractions. e.g. You'll rather than You Will. It makes the writing sound so much friendlier and approachable.

Then you can say your XYZ statement. (This is a term I learnt from Master Coach Susan Hyatt to encapsulate your ideal client focus)

I help X to do Y so that they can Z and you can also tell a little of your story.

Then you can talk about the program or offer, what it's made up of and for each component talk about why it's so helpful to them.

Then you can talk about the pricing and their next steps and finish off with some testimonials or any other social proof you'd like to include.

You'll need a buy now button and it's OK to have one!

People choose whether they want to buy or not and by having one you are easing the way for them if they do.

7 Get Writing - Make the writing experience fun. Do it when you're feeling good, rested and write it somewhere you feel comfy. This isn't homework! You might want to wait until you've had more rest and play first. I'm creating this after a day of visiting an Art Exhibition in Oxford. Old style working would have had me writing it first thing in the morning at my desk. Instead I was in the kitchen with a bunch of tulips on the table, my husband making some toast, my dog watching the toast making and focus at will playing some beautiful music as I typed the outline in bright pink text.

8 Integrate - rest and revive, revise - When you make bread you leave it to rise. Same with writing a sales page. You need to give it time to prove. Don't knock the air out of it before you've given it this time to rest and prove. Don't look at it for at least a day and come back to it with fresh eyes.

9 Get loving feedback - The first loving feedback needs to be from yourself. You've just done an amazing thing, you've written a sales page. A loving invitation to the wonderful clients that you're meant to work with. If you are going to ask for feedback from someone else be sure to tell them the kind of feedback that you want from them. Choose your feedback person carefully. You want to ensure that the 'baby' of your sales page is treated with love and care and that you get the kind of feedback that's useful to you and that you can implement.

10 How far you've come and next steps - congratulate yourself, make any tweaks or changes that you need and then your next step is formatting it however you're going to present it online. This could be on your website or on a software that allows specifically for sales page creation. Keep your branding in mind when you create it. It

doesn't need to be jarring with loads of flashing lights. Again you can think about sales pages that have encouraged you to sign up. What did you like about them? What kinds of imagery and colors will your ideal clients be drawn to?

I hope that you've found this a helpful guide to creating an unsalesy sales page. If you'd like to stay in touch you can join my Facebook group, [Coach Copy Club](#)

I've also included a sales page template to help you with getting started.

For those of you who'd like 1-1 support in creating your sales page you can email me at deborah@deborahchalk.com

The Worksheets Start Here - Use a journal for your answers and research.

- What are your beliefs about sales?
- Where have you bought a service or product and felt truly grateful for it even though you paid for it?
- Which tools are you going to use to create more of a sense of calm and relaxation in your body? I have a free living in your body practice on Soundcloud [HERE](#)
- Journal about work as a coach that would really light you up? What would feel great? What would feel sustainable?

Research

Write about how you are going to research. Make a questionnaire if you need to and/or arrange meetings with people who seem close to your ideal client. Record the language they use word for word about their problem and the solution to it. Also record about how they feel now with their problem and how they would feel with the problem solved. What difference would having this issue solved or moving forward with this make in their life?

Possible questions

How would you describe the work you do?

Who do you help?

What are you struggling with in (this area, describe the area)?

What do you think might help?

How is this problem making you feel?

What is this stopping you from doing?

What have you tried so far?

What worked or didn't work?

What would you like to try?

What difference would getting this issue solved make?

How would getting this issue solved make you feel?

Next step...

Rest and Play

Creativity is built on rest and play. Write out a rest and play menu to choose from and schedule it into your calendar. If you're really busy, even small amounts can make a huge difference. If you feel guilty about resting or playing go back to mind whispering or thought work and remind yourself that there are benefits to be had from prioritising this.

Thoughtwork

Do some thoughtwork for other fears or limiting beliefs that are coming up. I also offer mindbody work to clients where we tune into the helpful message that your feeling has for you.

Writing

What is your XYZ statement? (this statement idea was something I learnt from Susan Hyatt, Master Life Coach)

I help X to do Y so that they can Z.

Use the anatomy of a sales page.

Also, have a look at the structure of sales pages that you like. Try looking at at least two and notice the structural parts of them. This is not an exact science and you get to play.

Anatomy of a sales page

Help them recognise themselves either with statements or questions.

Use visual descriptions. Use the second person.

e.g. You're sitting at your computer screen and you find that instead of writing your sales page you're researching best eyeliners and wondering whether you'll ever be able to do the flick.

Help them see the possibilities:

Imagine if instead of all of this you could....

Talk about a story of transformation - your's or a client's (preserving client anonymity as agreed with the client)

Offer

Talk about your offer and why it will make a difference to them. Imagine you are telling a friend about it.

Outline parts of the offer with interesting names and say why each thing will make a difference.

Price

Tell them the price and include 1 or more buy now buttons.

Give them a way to ask you questions and a way of contacting you.

Some people include a frequently asked questions section.

Testimonials or social proof - not too many, maybe up to 10.

Next step:

Rest and move away from the sales page - what will you do that's fun or restful?

Who will you get loving feedback from?

What kind of feedback do you want from them? - let them know

How are you going to present this sales page and how are you going to have it reflect your branding or the feeling that you want to inspire in those who read the sales page.

Now a bit of manifesting....

To finish off you might imagine sending the sales page into the world (I send mine by white owl in my head) and then imagine just right for you clients reading it and loving it. Visualise them signing up to work with you and then having an amazing and fun time working with them.

I take my clients through all of this process in a 1-1 coaching experience over a period of six weeks. If you'd like to take part in Six Weeks to an Unsalesy Sales Page you can email me at deborah@deborahchalk.com

Have a beautiful day!

Deborah

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