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# 16 PROVEN STEPS OF HIGH CONVERSION SALE PAGE FORMULA



# Introduction

This sale page formula is created by lots of overview and analysis of the high conversion sale page of big players in copywriting niche.

Through this copywriting sale page, you can learn

- How can you craft your headline so you can avoid overwhelming it?
- How you can write a long-format sale page so you can easily create a short-format sale page.
- How you can beautifully transition one step to another in a persuasive way so you can create curiosity on your sale page and build engagement.
- How can you place your steps of sale page so you can able to bring out the credit card of your prospect?



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# Founder

Hi, this is sunil here, I am passionate about copywriting; I learned from ALEX CATTONI through the program called 5 days to write and ignite challenge; then, later on, I joined COPY POSSE LAUNCH FILE 9-week copywriting program.

I am a specialist in ad and sale page copywriting, I wrote ad copy, sale copy, and landing page for my client.

## Recommendations

Received Given



**Hiren Patel** · 1st

Co founder at Wolfvelocity

June 21, 2022, Hiren was Sunil's client

He is a very good writer with good research on keywords and delivers the project on time



# 1. HEADLINE

The main goal of the headline is to hook the attention and let them build curiosity for keeping the rest of your body copy.

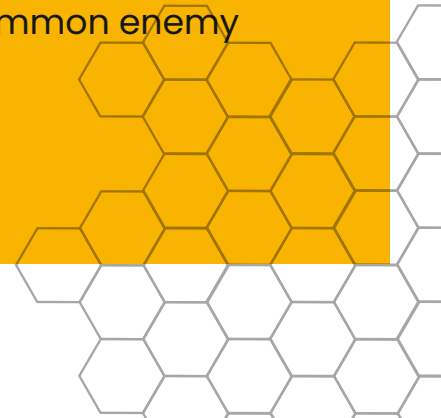
- Line - sub-headline such as a rhetorical, relevant statement or engagement teaser that calls out the audience.
- Hook- The main headline that communicates a benefit, pain point, emotion, result, or unique mechanism.
- Stinger -The CTA(call to action) (open loop,invitation to keep reading or click order button)



# 2. INDOCTRINATION

The main goal of the indoctrination is to identify the core problem of your prospect that they are looking to solve.

- You have to identify the emotional pain that is come out of the problem.
- You want them to know you deeply understand the pain of your prospect because emotion is the one thing that is motivated people more than gaining pleasure.
- Communication with emotional pain is absolutely necessary for the effectiveness of the high conversion sale page.
- Do it in a persuasive way, not by fear and force.
- Encourage your prospect's dream, justify their failure, .allay fears or find a common enemy in terms of health, wealth, and relationship.



# 3.DISCOVERY

The main purpose of the discovery is to share that there is a way to short out the problem.

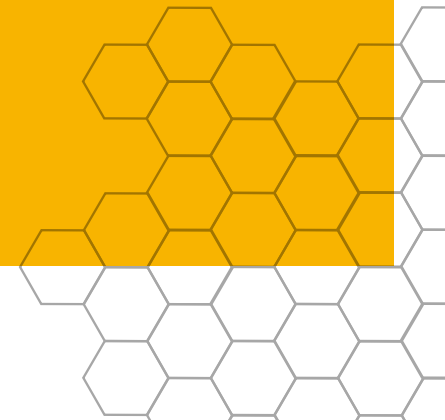
- You have to demonstrate to your prospect that there is a solution, guide, secrete, or discovery that effectively addresses the pain that your prospect is experiencing.
- You have to communicate this first without mentioning the product that you are selling to build trust and believability with your prospect.



# 4. AUTHORITY BUILDING

The main goal of authority building is to naturally the solution to your product.

- Share your mission/vision/reason why you are creating the product.
- Why you are qualified to sell this product. educate them and build authority about you and your product.
- Share your personal story and your bio based on your brand.



# 5. USP

## (Unique Selling Proposition)

The main goal of the USP (Unique Selling Proposition) is to explain to your prospect why your product is different, unique, revolutionary, or impactful.

- Use your USP
- Why has a similar solution not worked for your prospect in the past?
- In this section, you have to pitch your product.
- How have you made the solution easier, faster, and better to achieve result?
- Here you can provide the first round of social proof & testimonials about your product





# 6. OFFER

- In this section, you share some specific features of your product.
- Write features with benefits and product information.
- CTA- order now, and you'll get (benefits)



# 7. FEATURES AND BENEFITS

The main purpose of the feature and benefits is -

- Create a scenario of how your product gives emotional benefits to your prospect.
- Provide 5-8 emotional benefits.
- Ex- keto diet helps you to reduce weight and keep in balance so that you can play with your kids even if you are doing hard work in the office.
- This is the place where you can show your social proof



# 8. VALUE

The purpose of the value is to communicate the overall value of the product by a higher-price alternative, another solution that has the same benefits.

Don't use arbitrary, made-up numbers, do some research and use authentic comparison.



# 9. REGULAR PRICE

The main goal of announcing the regular price is to showcase the value/price gap are on, and how it is a no-brainer –even at a regular price.

- I won't charge you \$xxxxx or even \$xxxx (slash-out pricing)
- This product is regularly priced at just \$xxx (regular price)



# 10. PROMOTION

The purpose of the promotion section is to further increase the value/price gap by offering discounts.

- But I am going to give it to you for even less today
- When you order by (mention date), you will get a huge % discount



# 11. REASON WHY

The reason why you give the discount justifies it and explain your reason for offering a discount.

It may be

- First-time launch.
- Summer sale.
- Black Friday sale.
- Feedback needed.



# 12. BOUNS STACKING

The purpose of bonus stacking is to further increase the price gap by stacking bonuses.

- Buy Now and take super amazing awesome bonuses.
- List the bonuses, describe them with the value of each one \$xxxx



# 13. SCARCITY

Scarcity is to communicate why someone shouldn't wait for a purchase authentically

It is not obvious; explain why the offer is limited.

- This discount is available for the next 5 days because Christmas week
- This is only available for the next 20 people because Out of 100 seats, only 20 seats are left.
- This offer closed in 7 days because of limited stock.





# 14. Risk Reversal

The main goal of the risk reversal is to overcome some objections, which are lingering in your prospect's mind in terms of policies, payment plans, or security concerns.

This is the final round of showing social proof or testimonials about your product.



# 15. PURCHASE AND DELIVERY DETAILS

Give your prospect to clear-cut details about what to do to order and what they can expect to happen next.

- Include all details information on when, where, how, and what.
- Recap all the features and fenfits,bounes in short.



# 16. CTA

This is the order section where your prospect clicks and orders your product.  
Your CTA may be

Order Now

Buy Now

Claim Your Discount Now

Social proof and testimonial



# Conclusion

These are the steps of a good high conversion sale page .it is a long format sale page you can make a shorter one and skip some steps; it depends upon your customer level of awareness.



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