

15 Simple Steps to Clarifying Your Message

Learn how to communicate exactly what your potential clients need to hear

15 Point Sales Page / Video Copy Template

Use this template to create pages or videos that clearly communicate the solution you are selling to your potential client.

1. Headline/title

Use a 'How to' title, i.e. 'How to Overcome XXX'. Keep it simple and to the point, don't overthink it or try to be too creative, be clear so they know what without a doubt what they are looking at.

2. Sub-title

Supports the headline, i.e. 'What everyone with XXXX needs to know'.

3. Introduction

In one paragraph present the problem, show them you understand what they are going through, tell them it's not their fault, then reveal the solution basics.

4. Ease of Use

In one very short paragraph express to them how easy it is to implement these solutions in their life.

5. Tell the future

In one paragraph paint them a picture of what the future will look like when they choose your service to solve their problem. Try to use wording that will touch their senses, i.e. 'Close your eyes and imagine what it would be like to be past your struggles...'. Focus on their desired clinical results and the personal transformation they will experience.

6. Prove you are an expert

In one paragraph you need to establish trust and authority, or in other words, why they should choose you, *Include* qualifications, experience, and training.

7. Benefit bullets:

3-5 benefits of choosing your service. Remember, people want to hear about outcomes, not the medicine or your skill set. Focus on how it will transform their life and why they are coming to you (less pain, more pleasure). Be specific with the copy, make the benefits clear, verifiable, measurable and focused on desired results. Spell it out, connect the dots for them, make it simple. Highlight that this is something they have never seen before (new, different), be sure to leave them with a little curiosity. Always bold the keywords within the bullet point sentences so that if they are in a hurry and scanning that they will get the essence of the message. Make sure they understand how easy it is to implement your services into their life.

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8. Proof

In one paragraph establish why your solution is credible. Be clear and use simple numbers where possible. Include data, statistics, research, and patient testimony. Tell them (in actual numbers) how many people you have helped. Inform them that you use a system that has worked for many. Borrowed proof from celebrities and other authorities is powerful.

9. What will be delivered

In a short paragraph tell them exactly what they will get if they choose to move forward with you. How your service is delivered, i.e. 'Here's what you get...'. A quick step-by-step of the actual service process so they understand the basics of what to expect. Include average treatment course durations, frequency, and speed of results. This is a common stumbling point for many practitioners. either they don't know or are not confident enough to share these realities with their patient. You must be honest about prognosis and duration/frequency of treatments recommended, i.e. don't be shy about saying it could take 6-12 months (or more) if that is your experience. It is better to underpromise and overdeliver than over promise and under deliver.

10. Bonus

This may or may not be something you want to include. That said, people love bonuses and free stuff, i.e. '*if you have more questions be sure and call to book a free 15 minute consultation*'. In the medical profession I recommend being careful with getting too creative here or offering upfront sales or discounts on your service. You don't want to sound like a used car salesman (or woman) and devalue your service.

11. Price

List out the prices of the services offered. Don't dance around the price, be clear about how much your services cost. (If you are not confident with the value of your service how can you expect your client to be confident in the value?). Make a couple comparisons to things people would commonly buy (i.e. '*for the price of a cup of coffee a day for one year you could go through a life transforming 3 month course of acupuncture treatments*') so they can relate to the cost (TIP: make the comparisons to common poor lifestyle habits etc). Explain how the basics of how insurance coverage works.

12. Urgency

Gently remind them that natural treatment often takes time to produce the desired results, so the sooner they start the sooner they will reach their goals. A soft motivational nudge.

13. Reverse risk

Offer a risk free initial appointment where if they are not satisfied then they do not have to pay. This can be the small print, or an announcement on the front page of your website meant to be a powerful incentive, whatever you are comfortable with.

14. Call to action (CTA)

Make it very clear what you want them to do, i.e. call or email to book an appointment or take you up on a free 15 min phone / 30 min in house consultation. At the very least list out your contact info (email and phone) or better yet, an opt in form that they fill out which simply sends you their contact info so that reception can contact them to set things up.

15. P.S.

Short paragraph of how you look forward to helping them with achieving their goals. Then again briefly list out the main *benefits (outcome, or solutions to their problem)* of choosing your service again at the bottom of the page so they finish reading on what they will get out of starting a relationship with you.
