To the Course Creator Who Knows Your Digital Product Deserves the *BEST* Sales Page:

# "GIVE ME 8 DAYS & YOU'LL WALK AWAY WITH A COMPLETE SALES PAGE THAT *ACTUALLY* CONVERTS!"

Great Sales Pages Aren't Written... **They Are BUILT!**
*(one section at a time)*

There are **16 Essential Sections** Every Sales Page Needs. If You Actually Expect to Get the Sales You Want: Read Your Sales Page Aloud, Hand Out Copies, Or Hire Some of Writing Copy's **Build a Sales Page with Legos® Instruction Manual Precision!**

**With Results Like These:**

| | | |
|---|---|---|
| "Our sales conversions went from 1% to 6%!" | "over 20% in sales in just 24 days!" | "My sales page conversion rate increased by exactly 3x!" |

*It's No Wonder Our Clients Are RAVING About Our Unique Approach to Writing Great Sales Pages!*

**From:** the Desk of James Wedmore, Digital CEO

**Writing Copy Kinda Sucks.** Especially if you don't know how to write copy. Right? And if you're like most of Course Creators and Membership Site owners I work with, you got into this business because you want to help more people...

...not spend all day writing!

Well, the reality is this:

Whether you currently sell (or want to sell) an online course, membership, or a group coaching program...

**DIGITAL PRODUCTS DO *NOT* SELL THEMSELVES!**

Think about how much you've spent on your SMART courses on Amazon. Do you? **NO!** Of course not. But you DO want to know that your SMART courses are actively seeking out YOUR perfect product!

*So, if you're doing this:*

Sales Pages Page Title Goes Here ⊗

*(Simply putting an "Add to Cart" button on your website waiting for people to find you and magically start buying is a fairy tale.)*

**YOU'RE LEAVING SO MUCH MONEY ON THE TABLE...**
***...IF YOU'RE ALREADY ABOVE ABOUT THE SALES!***

I mean... Sad. It worked so SO F ll you're like most who come to start working with me, it's very likely a "no."

***But this is all old!*** Because when you're leaving money on the table, sometimes it's as simple as breaking and dusting it up!

And you will start picking up that money when your future clients see that product in program of yours fully laid out and displayed through...

**a high-converting sales page!**

## THE RIGHT SALES PAGE DOESN'T JUST INCREASE SALES OF YOUR DIGITAL PRODUCT, IT ALSO:

- **Establishes *credibility*** and authority in your marketplace!
- Helps you **ditch unscalable sales processes** like 1-to-1 phone sales!
- **Prevents REFUNDS** by repelling those who aren't actually the right fit for your stuff!
- Creates a 1-stop shop that accurately showcases your past testimonials and product features!
- And... *it does all of this for you without YOU having to sell yourself!*

## YOUR SALES PAGE IS LIKE YOUR 24/7 SALESPERSON!

*And when you look around at all the **successful thought leaders** and **personal brand authorities** you currently follow and look up to...*

*They ALL have a sales page that accurately describes their product in a way that people say...*

**"I WANT IT!"** **"I NEED IT!"** **"I'M IN!"**

*And if your ideal customer **aren't** saying this, then obviously... **they ain't buying!***

## THE #1 MISTAKE BRONZE COURSE CREATORS KEEP MAKING:

*When Course Creators aren't converting they overcomplicate. They stuff their prospects full of more free content. And you're left with a bunch of people leaving your audience complete confused and dehydrated.*

*And you already know that an overwhelmed mind does **NOT** buy.*

*Or worse* **Mistake #2...**

*When they don't see the sales they want, they just crank up their FB ads spend and buy more totally worthless traffic to a broken page. And it's like trying to fill a leaky bucket with water.*

**YOU'RE LOOKING AT A LOT OF WATER AND NEVER SOLVE THE PROBLEM**

**Throwing money at the PROBLEM doesn't work!** Other struggling Course Creators recommend you do this because it's the cause of their low sales, so they go out and find a pricey copywriter to "fix it."

*But the reality is, throwing money at the problem **doesn't make it go away!** Not to mention that a copywriter will charge a LOT of money if they do get it fixed! Don't you think paying someone $2-$3,000 to create that "perfect" sales page is just a little too good to be true?*

In fact, until you FIXED the copy problem (your business have head on, that problem is never going to go away.

And after 14 years of selling digital products and being my company to over $5M in revenue last year, it's as clear and simple as this:

## You Aren't In The Digital Product Business...
## *You Are In the Copy Business!*

Your business NEEDS great copy. Your digital products DESERVE great copy!

How else do you expect people to give you money if you can't accurately communicate how you help them?

Well, I'm here to tell you that the most important skill to an outsider, your business never LEARNS this skill, is what happens when this copywriter delivers gobbage? Here! How do you know their copy is any good?

What happens when it doesn't convert?

Or they don't write it in your voice?

What then? It's back to square one...minus the $3,000.

**But when you LEARN and MASTER the skills of how to use words to sell,** you take that skill with you wherever you go!

## *BUT I GET IT!*

**Looking at these loooooong scrolling sales pages, you're probably thinking...**

**"But who the hell reads these things? Not my people!"**

Well... *you're right!* MOST people never read a sales page in its entirety. **But has there ever been a time where YOU purchased a digital product without reading the ENTIRE page?**

***Of course!*** Chances are, you at least skimmed the page before purchasing. Right?

Scanning the page for the parts that grab your attention, enough information to feel comfortable, and then you click the button.

Here! You're probably skimming this page too, yes?

So, does someone really NEED to read the entire page to make a decision? NO!

BUT...

Would someone BUY from you if you didn't give them ALL the information they needed?

**NO!**

## So what's more important?

**...that you include "EVERYTHING" your prospect needs to make an informed decision...**

**OR...** Strategically place just enough content and just enough information to get people comfortable, so they "click."

## You want MORE sales, not less, right?

The reality is, a long-form sales page is about including EVERY SINGLE BLEEDIN' piece of information that is, in your prospect's hazy, neurotic-inter decision seeking something out means saving money on the table.

So now that you see just how vital the right sales page is to your business, you may begin to feel the slightly daunting and intimidating task of actually writing it...

## DO YOU CURRENTLY SUFFER FROM "BLINKING CURSOR SYNDROME?"

**If you're like most who have read this far, you're starting to see the possibility of a high-converting sales page** and what it will do to get your business to the next level. And you're ready to get the ball rolling ASAP. Not so fast! Are you actually imagining yourself sitting at a blank screen with a blinking cursor while you ask yourself:

***"How the heck am I supposed to write this?"***

What do I even say? How do I even say it? And how do I make sure I'm including all the right pieces without overwhelming them? It can be so daunting and intimidating that you avoid it looking for other options. Or worse, you just let your business rot.

**But here's a little 'insider secret' for ya:**

**GREAT SALES PAGES AREN'T WRITTEN FROM START TO FINISH...**

**THEY ARE *ASSEMBLED!***

**...IN SECTIONS!**

**You see, there is a RECIPE to sales pages.** And this recipe consists of 16 ingredients... or SECTIONS. **And if you're missing even just one section, you run the risk of getting the "No."**

So, just like a classic rubber

"How do you eat an elephant? A: One bite at a time"

We can ask a similar question:

## *HOW DO YOU WRITE ONE OF THOSE LOOONG SALES PAGES?*

**Answer:**

## ONE. SECTION. AT. A. TIME.

**There is also a specific ORDER** to each of those sections. PLUS... each section must be created the right way.

So, what if you had a set of step-by-step instructions for each of those sections? Imagine if you could follow these steps with paint-by-numbers precision and simplicity... EVEN if you've never written copy before in your life?

***No more overwhelm!***

***No more wondering if it will convert!***

***No more wasting time or money!***

## *Imagine for just a moment...*

...that you had a step-by-step process for building out EACH of your essential 16 sales pages sections...

...imagine you could create as little as 2 sections a day...

***...You would have a completed sales page ASSEMBLED in just 8 days from RIGHT NOW!***

And you already know once it's done... it's done! You'll never have to do it again! Sure, you'll want to make tweaks and updates, but the heavy lifting is done! After launch! Isn't it great to build something once and get it to work for you for years?

Wouldn't that be nice?

**Well, you don't have to "imagine" any longer. Because...** it's here.

## THE SIMPLE STEP-BY-STEP, TEMPLATE-DRIVEN SYSTEM FOR ASSEMBLING YOUR HIGHEST CONVERTING SALES PAGE YET...

## *OR YOUR MONEY BACK!*

1. Detailed Training That Guides You Through the Process of Writing the *16 Essential Sections Needed for a Completed and Successful Sales Page!*
2. *Plug-&-Play Templates & Fill-in-the-Blank Sections* Using Sales Page Copy That Takes the Hassle and Intimidation out of Writing Copy!
3. *Deal-Our Complete Processes* for Not Just Writing, but DESIGNING and PUBLISHING a Sales Page That Looks Like a Million Bucks!
4. Swipe Files and Sales Page Examples That Convert So You Have Endless Examples and Inspiration!

*...because your digital product (and your future customers) deserve the best!*

**It's time to give your sales page** *(and your bank account)* **the high-performing makeover it deserves!** *Just like it's done for our past students:*

"OUR SALES CONVERSIONS WENT FROM 1% TO 6%!"

*"I'm a very, very, very,

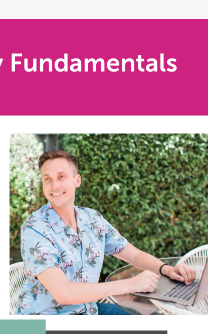
PLUS, THERE'S MORE!

## YOU'RE NOT JUST GETTING THE "RECIPE," I'M GIVING YOU EVERYTHING YOU NEED TO WRITE, DESIGN, & PUBLISH YOUR PAGE TOO!

## TRAINING 2: Conversion Copy Fundamentals

*How the Pro's Write!*

**Get inside my brain!** When you've been writing copy and creating sales pages for 14 years in numerous niches, how much will it help to get inside my brain and see exactly how I approach writing and why it's so different than most?! In this section...



**I'll Reveal the Invisible Elements Beneath the Surface That Creates Powerfully Persuasive Copy!**

YOU'LL DISCOVER...

- **MY UNIQUE APPROACH TO RESEARCH!** Including: what I look for, what questions to ask, and how to know you have a homerun offer before you write a single word of copy!
- **HOW VITAL THE TONE, THEME, AND STYLE OF YOUR PAGE** is to get your people to actually read your sales page!
- **THE REAL TRUTH ABOUT** "MARKET SOPHISTICATION" and how to accurately meet your prospects at where they are at in the marketplace.
- **THE ART OF COMPELLING STORYTELLING** to hypnotize and engage your readers... even if you're like me and thinking, *"I don't have any good stories!"*

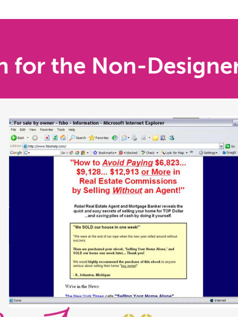
*...AND MORE!*

## TRAINING 3: Sales Page Design for the Non-Designer

**"It's Not Just Enough to Create a Sales Page Worth a Million Bucks... it's Gotta Look Like a Million Bucks Too, *Right?!*"**

Today, great design and branding will separate you from the competition and position you as the established, credible authority that you are!

*Think about it!* What's your first impression about a business when you see a page like this:




Outdated? Amateur? Fake?

Is that how you want people to think about you? Of course not!

**So how do you create professional-looking "on-brand" design without breaking the bank with an overpriced designer?!**

INSIDE SALES PAGE BY DESIGN, I WALK YOU THROUGH...

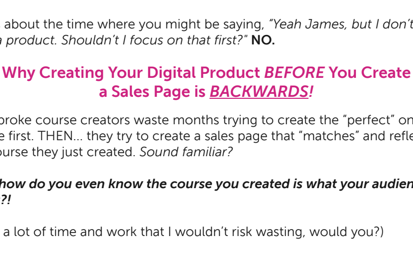
- **Simple-to-follow design elements** anyone can learn to "spruce up" your sales pages.
- How and where to **hire inexpensive designers!**
- ***Plus!*** Get access to our **pre-made templates** for plug-&-play design you can use instantly!

## TRAINING 4: How to Build & Publish for the Non-Techy!

The last thing you need is the "World's Greatest Sales Page" sitting on your desktop collecting dust. Until it gets published and seen by the World, it won't ever do anything to help you bring in more sales!

**That's Why I've Included an Entire Step-by-Step Sales Page PROCESS For Hosting And Publishing Your Page *Without a Fancy Programmer Or Techie Skills!***

If you can follow directions, you can get your sales page up online and published for the world to see!



## "THIS IS GREAT JAMES! ...BUT WHAT IF I DON'T HAVE A DIGITAL PRODUCT TO SELL YET?!"

This is about the time where you might be saying, *"Yeah James, but I don't even have a product. Shouldn't I focus on that first?"* **NO.**

**Why Creating Your Digital Product *BEFORE* You Create a Sales Page is *BACKWARDS!***

Most broke course creators waste months trying to create the "perfect" online course first. THEN... they try to create a sales page that "matches" and reflects the course they just created. *Sound familiar?*

***...but how do you even know the course you created is what your audience wants?!***

(that's a lot of time and work that I wouldn't risk wasting, would you?)

When you create your sales page first, it's focused on matching your AUDIENCE and their desires... what they already want!

***...and then you create the course that matches that!***

Every successful marketer I've known always starts with their sales page and offer FIRST. If not, it's an uphill battle trying to convince your readers of something they don't already want.

## "WAIT, JAMES! ARE YOU SAYING THIS TRAINING DOESN'T JUST HELP CREATE A BETTER SALES PAGE... ...IT HELPS CREATE A BETTER OFFER, TOO?!"

Yes. That's EXACTLY what I'm saying. 😎

## AND CHECK OUT THESE TRANSFORMATIONS!

***"It's Like One of Those Extreme Makeover Shows on TV... ...Except Instead of Spending Money to Look Good, You Get to Make Money By Looking Good!"***

"Our previous launches hovered at $10k... This time **We Did $26k After Updating Our Sales Page!**"

*"Holy smokes - get ready to have your socks blown right off. Not only was the content taught in an easy to digest format that I could then take to ACTUALLY write my own sales page, but the examples and copy he made up ON THE SPOT for people's sales pages BLEW MY MIND. Our previous launches had continued to hover around 10k every time, and this time we did 26k on our live launch and 10k on an affiliate launch the same month after updating our sales page."*

—LAURA NEFF
*Laura Lee Creative*

"This Sales Page Helped Us Close Out **Our Biggest Launch to Date (Over $75K!)**"

*"I immediately implemented (imperfectly) what he taught us, and my page went from not even converting our warm traffic to converting ice COLD traffic.*
*I know this sales page helped us close out our biggest launch to date (over $75K), and it's so good I'm not changing it AT ALL for our next launch."*

—LOLA PICKETT
*Empathology*

## SEE WHY OUR COACHING CLIENTS SAID, *"THIS ALONE WAS WORTH WELL OVER $12,000!"*

Inside my high-level Business Coaching Programs, clients pay me $12,000 to support them in their growth. As a bonus, I offered this very Sales Page Training, and ***they all agreed: Sales Page By Design ALONE was worth the investment!*** And here's the best part, you don't have to pay $12,000 to get what they got!

**When You Enroll in Sales Page By Design, You're Getting The Culmination of 14 Years of Writing Experience With +25 Different Products in Multiple Niches Generating Over $40 Million in Sales!**

And today, my 6 and 7-figure clients pay me between $30-50K a year to do things like review and improve their copy, sales pages and messaging. These same clients are some of today's biggest industry leaders, and they all know that even just one tweak can be the difference that brings in THOUSANDS!

And whether you are selling a $30-49/mo membership or you are like most of my students selling your stuff from $497-$997, then chances are, you can already see what a BETTER sales page will do for you, *right?*

And let's not just look at your next launch...

...but for every launch and promotion moving forward... and for every other product you create in the future! Because...

**YOU GET TO TAKE EVERYTHING YOU LEARN ABOUT HIGH-CONVERTING SALES PAGES WITH YOU *FOREVER!***

And look, the mistake most people make when it comes to their sales page is they think if they just outsource to someone who "knows what they're doing" that their page is guaranteed to magically convert for them. But let me ask you...

**If you don't know what to do or look for when it comes to designing and writing your own sales page- how will you know if what someone gives back to you is actually going to work?**

Sure, you can test it out. But after you spend the $6-$15,000 for your copywriter and the $1,400 - $3,200 for your designer, wouldn't it be safer and smarter to simply learn how to do it yourself- at a fraction of the cost?

So that leads me to how much the investment is to get your hands on this system...

For the past four years now, if you wanted to work with me, you would need to invest in my $3,000 Signature Program, OR join one of my high-level groups that range from $12,000 to $50,000.

**And you're about to learn what I've taught them about high-converting sales pages... without the big price tag!**

Sales Page By Design is a $997 investment. At that price, it's a no-brainer. Why? Because if you implemented just a FEW of my tweaks and changes, you can easily recoup your investment! But here's the best part...

*Plus, you can rest easy knowing I've taken out all ALL the risk from investing!*

## ENROLL IN SALES PAGE BY DESIGN TODAY!

**JUST 2 INSTALLMENTS OF $597**
*(Just $597 Today)*

CLICK HERE TO GET INSTANT ACCESS

*Click Here to Save $197 When You Pay in Full!*

VISA | MasterCard | AMERICAN EXPRESS | DISCOVER | PayPal

*"My previous sales pages included late-night frustrations and last-minute tweaks I thought would work, but I didn't have a cohesive strategy for what I was doing. After going through the Sales Page workshop **I was able to see how powerful copy can be and the difference it can make during a launch.** It also helped me to create more of my sales materials and emails from the same copy. The best part, we worked through it in real-time and now it's built!"*

AMANDA SHAEFER
*Founder, Fast Pitch Warrior Program*

## THE DOUBLE-TROUBLE GUARANTEE
## That Lets You Sleep Easily At Night!

The fact that you're reading this section means you already know giving your sales page a makeover will help improve sales, but perhaps you still have a bit of doubt. Hesitation. Risk. I get it. Like...

*"This sounds too good to be true! How am I supposed to know this is really what I need?"*

**Well... that's simple. Try it.**

MONEY BACK 30 DAY GUARANTEE

**GUARANTEE #1:**
***Test-Drive The Program for 30 Days***

When you enroll, you'll have 30 days to go through EVERYTHING inside the program, ***and if for whatever reason... and I mean ANY reason...*** if you don't feel like this was the best investment you've made into turning your sales page into a high-converting machine, simply email Alysha at customersuccess@jameswedmore.com and we'll gladly refund your entire investment... no questions asked! Heck! I'll even let you keep the program! Which means yes, you could totally rip me off here!

100% MONEY BACK 365 DAYS GUARANTEE

**GUARANTEE #2**
***365 Days to GET RESULTS!***

After you pass your initial 30 days of being blown away by what's been really missing on your Sales Page, ***I'll give you an additional 11 months to put the training into action.*** If you do not see any positive results from this training, simply show us that you've done the work, and if it ain't working... we'll refund your investment!

**Why would I do this?** Because you shouldn't have to pay for something that doesn't work! And I'm so convinced of how effective this is, I'm willing to put my money where my mouth is. That's how much I believe in this training.

## AND BECAUSE "GIFT-GIVING" IS MY LOVE LANGUAGE, *I'VE GOT MORE FOR YA:*

When You Enroll You'll Get
**5 ADDITIONAL GIFTS**
(Valued at $5,985)
Designed to Speed Up & Simplify Your **Sales Page Creation Process!**

***INCLUDING...***

## BONUS #1 Plug-and-Play Fill-in-the-Blank Sales Page Sections

$997 VALUE

Imagine just how much easier it will be to "write " your high-converting sales page when you simply need to fill in the blanks! With this powerful resource, I've taken the hard work and heavy lifting out of writing!

- **WRITE SALES COPY LIKE A PRO** without feeling like you're even writing!
- **NAIL EVERY ESSENTIAL SECTION OF YOUR SALES PAGE** with flawless precision.
- **GO TO BED KNOWING YOU DIDN'T MISS A SINGLE ELEMENT** that would prevent your audience from buying from you!

"James' Sales Page Training is the real deal. It makes it seamless to create your sales page. But it's not really a training about sales pages; *it's a masterclass in messaging!*"

"He shows you how to put the pieces together in the right order to weave together the perfect message to convert visitors into buyers. Even if you THINK you know how to create a sales page, this training will blow your mind."

—BOBBY KLINCK
*BobbyKlinck.com*

## BONUS #2: Ready-Made Sales Page Templates

$997 VALUE

What if I wrote and designed the **BONES** of your Sales Page for you, and all you had to do is upload it to the Internet? That's exactly what we've done with this $997 gift... ***yours free!***

My team and I have spent weeks collecting the best sales pages and have put them together in beautiful, pre-made and ready-to-upload templates you can publish to the web in minutes!

1. **PROFESSIONAL PRE-DESIGNED SALES PAGES** Formatted and ready for publishing!
2. **SAVE HOURS & SKIP ALL THE FUSS WITH THE DESIGN PHASE...** we've done it all for you!
3. **SAVE HUNDREDS ON THE EXPENSIVE DESIGNERS AND PROGRAMMERS!** Use my pre-made templates and that are ready to publish online in minutes!

**"I HAVE A SIMPLE AND POWERFUL PAGE THAT BRINGS IN MY IDEAL CLIENTS!"**

*"James' Sales Page Training completely changed how I view a sales page. I went from feeling like sales pages were overwhelming and trying to convince people of buying, to a page that is all designed around helping people who are already interested in what I have to offer to make the decision that's best for them . . . and ultimately work with me! No convincing required! I am currently launching and feel so aligned with the process because I have a thoughtful, simple, and powerful page that brings in my ideal clients. Thank you!"*

STACY OLSEN
*Founder, Aim Coaching Consulting*

## BONUS #3 VIP ACCESS to The Sales Page Vault!

$1,197 VALUE

I don't need to remind you that having a plethora of proven sales pages examples will only help give you clarity and copy ideas for creating your own page, right? That's why I've included over 20 sales pages from real Thought Leaders like you in several different niches to ethically swipe for your sales page.

**Get ALL of my Highest-Converting Sales Pages!**

**INCLUDING MY AFFILIATE-BONUS SALES PAGES!**

***Plus! Over 20 Sales Pages from Our Top Students in Over 17 Niches such as Birth photography, Softball Mental Skills, and Lash Extension Artists.***

"Lean in and Trust the Process!"
*"Now I'm up $10k, so yep it works!"*

SHAFONNE MYERS
*Launch Coach for Online Creators*

## BONUS #4: Powerfully Influential Copy Patterns and Formulas

$1,497 VALUE

***Get Your Hands on 26 Copy TOOLS & TEMPLATES Guaranteed to Move People!***

We already know that there are things you WANT to say... but sometimes you just don't know how to say them. ...or maybe what you say simply falls flat. In this bonus gift, you'll get my treasure trove of over 26 Persuasion & Influence Writing Tools designed to help you:

- TURN MORE HEADS AND OPEN MORE HEARTS!
- ACTUALLY KEEP YOUR READERS READING!
- CONSISTENTLY CONVERT SALES!

**"JAMES LITERALLY WALKS YOU THROUGH THE EXACT WORDS, DESIGN, SECTIONS, LAYOUT, & FLOW!"**

*"Did you know you don't actually have to be good at design OR copywriting to have a killer sales page that WORKS? It's true cause James literally talks you through the EXACT words, design, sections, layout, flow and most effective user experience to get your potential customer ripping out their Amex to get whatever it is you're hocking."*

—TARA WALSH
*The Lashpreneur Society*

## BONUS #5 Create Your SALES VIDEO *By Design!*

$1,297 VALUE

***Finally! Bring in the powerful elements of Audio/Visual and tap into your audience's emotions!***

What about Sales Videos? Well... I love 'em! ..and not all of your ideal customers love reading! This is exactly why you're getting my complete Sales Video Training, outline, and script so you can increase conversions even more with a sales video that keeps viewers hooked!

***"Sales Page By Design Has Made the BIGGEST Impact on my Business!"***

"I've taken A TON of training from James since 2016... and BY FAR my top favorite training is his Sales Page By Design training and without a doubt, his Sales Page By Design training has made the biggest impact in my business. It's THAT freaking good."

—ADAM KIDDOO

**YOU'LL GET:**

1. **A Proven Outline and Script Template** FOR WRITING A SALES VIDEO THAT CONVERTS!
2. **A Step-by-Step Process**

2 FOR PRODUCING A PROFESSIONAL-LOOKING SALES VIDEO WITHOUT HIRING THE PROFESSIONALS

3 And examples OF MY OWN SALES VIDEOS THAT CONVERT!

# OK, *LET'S RECAP!*

When you join **Sales Page By Design**, you'll receive instant access to *everything* you need to ASSEMBLE the best darn Sales Page You've Ever Made! Including...

1. **The 16 Essential Training Modules** every business owner needs to create a sales page that converts like crazy!
2. **Templates, Exercises, & Examples** for each section of your sales page for error-proof writing!
3. **3 Additional Modules & Execution Guides** for writing, designing, & publishing your sales page!
4. **My complete Sales Video Training, Outline, and Script** so you can increase conversions with a Sales Video that keeps viewers hooked.
5. **Plug-and-Play Copy and Sales Page Templates** created from my best performing sales pages.
6. **Examples of My Highest Converting Sales Pages** to help you craft your own.
7. **26 Copy TOOLS & TEMPLATES** guaranteed to move people into action.

*And much, much more!*

This makes everything you get valid over $7,000 in value! ($7,982 to be exact!)
And you can get it all for **just $597 today!**

ENROLL IN SALES PAGE BY DESIGN *TODAY!*

JUST 2 INSTALLMENTS OF $597
*(Just $597 Today)*

CLICK HERE TO GET INSTANT ACCESS

*Click Here to Save $597 When You Pay in Full!*

VISA MasterCard AMERICAN EXPRESS DISCOVER PayPal

"JAMES BREAKS DOWN NOT ONLY WHAT IT TAKES TO CREATE A COMPELLING SALES PAGE,"

*"he gives you the psychology behind it so your page has syntax, psychology, influence, and selling all in one."*

**MEL ABRAHAM**
*Founder, Thought Leader Academy*

"WORTH EVERY PENNY AND MINUTE!"

*"This training truly delivers on everything James stands for - **intention and simplicity.** It truly is an investment and teaches you the practice of intelligent campaign and copy design that can be applied across your brand."*

**ZAHRA CRUZAN**
*Founder, Brand Author*

## THE SALES PAGE "SECTION" MOST GET COMPLETELY WRONG!

It's right about this point on the page while struggling entrepreneurs are writing, that things get a little... *awkward*.

Maybe this is what you've done in the past? You don't want to come off as pushy, greedy or sleezy. So, you back off from the sale.

Maybe you use wishy-washy language that conveys a lack of confidence and conviction required for your prospect to believe in you and your product.

And as a result, people don't buy. When they don't buy from you, they don't learn from you. They don't solve their problem or get results. ***In essence, they get left behind.***

And that's where most people simply get the Sales Process ALL Wrong!

**Great Sales Pages are NOT about pushy, aggressive and manipulative language designed to hypnotize and coerce people into handing over their money...**

***NO!***

*Your Sales Page is About One Thing:*

**Help Your Prospect Make an Informed Decision.**

**Think about it!** Every great change or transformation you've experienced ALWAYS began with a DECISION. Have you ever considered that one of the biggest reasons your audience is struggling with the problems they face is because they have been unwilling to make a decision and BACK that decision with committed action?!

How valuable is it when you can simply lay out the obvious choices for your audience and give them the opportunity to CHOOSE? Choose to solve this problem or not.

And that's what you'll need to do as well: **Choose.**

If you already have a high-performing sales page that is breaking records... you don't need this training... you need to be celebrating!

But, if you currently don't have a sales page, or the one you have isn't doing what's supposed to be doing (make sales), then your options are simple:

You can choose to do nothing... and then of course nothing changes. The problem just becomes worse.

OR you can choose to be the CAUSE IN THE MATTER and do something about it.

You can choose to avoid the problem all together and hope that it will magically go away (it won't).

OR you get 100% Committed to doing something about it!

If you choose the latter, then now is your time to get signed up and get started!

Otherwise, you can just click right off this page!

*But CHOOSE Quickly!*

For our "inaugural launch" of Sales Page By Design, we are only offering this 50% Discount for a few short days, which means you will never be able to get your hands on this valuable of information at such a low price. Which means there has never been a better time than Right Now to get started!

But if you put this off, what will change? Don't wait! You can get started today!

Join Now & Create The High-Converting Sales Page Your Business Deserves!

ENROLL IN SALES PAGE BY DESIGN *TODAY!*

JUST 2 INSTALLMENTS OF $597
*(Just $597 Today)*

CLICK HERE TO GET INSTANT ACCESS

*Click Here to Save $597 When You Pay in Full!*

VISA MasterCard AMERICAN EXPRESS DISCOVER PayPal

"James! You Made Writing Sales Pages *STUPID EASY!"*

Prior to this, writing a sale page felt like a huge project with so many sections and blocks, but you explained and broke it down into actionable and easily digestible way. Here's my new sales page thanks to you!

JESSICA LEE
Jessicalee.co

## IN CASE THERE'S ANYTHING I MISSED, HERE ARE SOME COMMONLY ASKED QUESTIONS!

1. **What makes students who have taken this course, and the testimonials I have seen, so successful?**
   Click to Reveal Answer
2. **If I'm just getting started and don't have a digital product yet, is this course good for me?**
   Click to Reveal Answer
3. **I don't have a big email list or following, will this course still benefit me?**
   Click to Reveal Answer
4. **I'm not the best copywriter, will this course help me write more engaging copy?**
   Click to Reveal Answer
5. **How much time will it take to complete this course?**
   Click to Reveal Answer
6. **I don't have a team, will this be too much work for just me?**
   Click to Reveal Answer
7. **My sales page hasn't been getting the best conversion rates in the past, will this course help?**
   Click to Reveal Answer
8. **I have ZERO design experience, do I need to be tech-savvy to make an amazing sales page?**
   Click to Reveal Answer
9. **What can I expect when I enroll in Sales Page By Design?**
   Click to Reveal Answer
10. **If I don't like the course, can I get a refund?**
    Click to Reveal Answer
11. **Can my team go through this course with me?**
    Click to Reveal Answer
12. **How long do I have to access this course?**
    Click to Reveal Answer

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EVERY EFFORT HAS BEEN MADE TO ACCURATELY REPRESENT OUR PRODUCTS AND THEIR POTENTIAL. EVEN THOUGH THIS HOLDS TRUE, ONE OF THE FINE WHERE ONE CAN WRITE THEIR OWN CHECK IN TERMS OF EARNINGS. THERE IS NO GUARANTEE THAT YOU WILL EARN ANY MONEY USING THE TECHNIQUES AND IDEAS IN THESE MATERIALS. EXAMPLES IN THESE MATERIALS ARE NOT TO BE INTERPRETED AS A PROMISE OR GUARANTEE OF EARNINGS. EARNING POTENTIAL IS ENTIRELY DEPENDENT ON THE PERSON, USING OUR PRODUCTS, IDEAS, AND TECHNIQUES. WE DO NOT PURPORT ANY OF OUR PRODUCTS TO BE A "GET RICH SCHEME".

ANY CLAIMS MADE OF ACTUAL EARNINGS OR EXAMPLES OF ACTUAL RESULTS CAN BE VERIFIED UPON REQUEST. YOUR LEVEL OF SUCCESS IN ATTAINING THE RESULTS CLAIMED IN OUR MATERIALS DEPENDS ON THE TIME YOU DEDICATE TO OUR PROGRAMS, IDEAS, AND TECHNIQUES MENTIONED, YOUR FINANCES, KNOWLEDGE, AND VARIOUS SKILLS. SINCE THESE FACTORS DIFFER ACCORDING TO THE INDIVIDUAL, WE CANNOT GUARANTEE YOUR SUCCESS OR INCOME LEVEL. NOR ARE WE RESPONSIBLE FOR ANY OR YOUR ACTIONS.

MATERIALS IN OUR PRODUCTS AND ON OUR WEBSITE MAY CONTAIN INFORMATION THAT INCLUDES, OR IS BASED UPON, FORWARD-LOOKING STATEMENTS WITHIN THE MEANING OF THE SECURITIES LITIGATION REFORM ACT OF 1995. FORWARD-LOOKING STATEMENTS GIVE OUR EXPECTATIONS OR FORECASTS OF FUTURE EVENTS. YOU CAN IDENTIFY THESE STATEMENTS BY LOOKING FOR WORDS SUCH AS "BELIEVE, EXPECT, ANTICIPATE, OPTIMISTIC, OR CONFIDENT, AND THE THINK" AND SIMILAR WORDS SUCH AS "ANTICIPATES", "ESTIMATES", "SUPPOSE", "PROJECT", "INTENDS", "PLAN", "BELIEVE", AND OTHER WORDS AND TERMS OF SIMILAR MEANING IN CONNECTION WITH A DESCRIPTION OF POTENTIAL EARNINGS OR FINANCIAL PERFORMANCE.

ANY AND ALL FORWARD-LOOKING STATEMENTS HERE, OR ON ANY OF OUR SALES MATERIALS, ARE INTENDED TO EXPRESS OUR OPINION OF EARNINGS POTENTIAL. MANY FACTORS ARE IMPORTANT IN DETERMINING YOUR ACTUAL RESULTS AND NO GUARANTEES ARE MADE THAT YOU WILL ACHIEVE RESULTS SIMILAR TO OURS OR THE TESTIMONIALS OF OUR CUSTOMERS. IN FACT, NO GUARANTEES ARE MADE THAT YOU WILL ACHIEVE ANY RESULTS FROM THE IDEAS AND TECHNIQUES IN OUR MATERIAL.