

GET 2X MORE APPLICATIONS & CALLS BOOKED FROM YOUR

High-Ticket Offer Sales Page - With These 15 Proven Copy Keys

There's a sneaky little problem you may not even know is there when it comes to selling your most expensive offers.....because high ticket isn't the same as tossing out your goods like a hollering street vendor.

High ticket has class. There's a certain lingo, a feeling, an aura you must create with your words...And if you don't, you're leaving money on the table and people unserved who need you.

Here's a checklist of the 15 copy keys you must include when creating your high ticket offer sales page, and how to speak about your offer so that your potential client feels understood and trusts that you are the right guide for their journey.

1. Use emotion with your words (get them to feel something)
2. Create high energy with your words
3. What is your ONE big promise?
4. Have a strong headline (must hook them in to keep reading)
5. Continue your hook with a good sub-headline
6. Define the problem clearly
7. Tell a story
8. Make sure it's readable (grade level)
9. What's the transformation your offer gives?
10. Provide tons of testimonials
11. Address all objections
12. Describe the offer in detail
13. Have a very clear opportunity to respond
14. Provide some kind of money-back guarantee
15. Use a powerful close to spur them to ACTION, aka buy from you

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My Signature Cashflow C.O.P.Y. Framework:



Dawn Apuan