

# Course: The Creator CEO: Build & Scale Your Digital Product Suite

## Lesson 7: The High-Converting Sales Page Blueprint

### 1. Core Concept & Learning Objective

**Core Concept (149 words):** Your product is built (L5) and your "store" is open (L6). Now you need a "salesperson" to sell it 24/7. That is your "Sales Page." A *bad* sales page is a "brochure"—it lists "features" (e.g., "50 videos"). A *great* sales page is a "conversation"—it sells the "transformation" (e.g., "From 'stuck' to 'scaled'"). This lesson teaches you the proven, 12-part "Sales Page Blueprint" (from "The 'Pain' Header" to "The 'FAQ'" to "The 'Risk-Reversal' Guarantee"). You will learn to write "empathy-driven" copy that speaks *directly* to your customer's "Point A" (their pain) and sells them on "Point B" (their "win"), overcoming every objection.

**Learning Objective:** By the end of this lesson, you will be able to **analyze** the 12-part "Sales Page Blueprint," **write** "empathy-driven" (transformation-focused) copy, and **build** the complete, high-converting sales page for your digital product.

### 2. Interactive Content Activities

#### Activity 1: Case Study: "The 'Feature' List vs. The 'Transformation'"

- **Type:** Case Study Analysis
- **Time:** 15 minutes
- **Instructions:**
  1. Read the two "Headlines" for the *same* course:
  2. **'Sales Page A' (The 'Feature' List):** "Buy My 50-Video Social Media Course! (Includes 10 Modules, 30 Worksheets, and 100+ Hours of Content)."
  3. **'Sales Page B' (The 'Transformation'):** "Stop 'Posting and Praying.' This 10-Day 'Quick Win' Course Shows You How to Get Your First 1,000 TikTok Followers (Without Dancing)."

4. In the text box, answer: "Which page are *you* more likely to buy from, and why? Which page sells 'features,' and which page sells a 'transformation' (a 'Point B')?"

- **Expected Outcome:** An "a-ha" moment that customers *do not care* about "10 modules." They *only* care about "getting their first 1,000 followers."

### Activity 2: Strategic Exercise: "The 'A-to-B' Header"

- **Type:** Strategic Exercise
- **Time:** 20 minutes
- **Instructions:**
  1. This is the *most important* part of your sales page.
  2. Open your "Curriculum Outline" (from L4). Steal your "A-to-B" promise.
  3. Your task: Write 3 "Headlines" for *your* product.
  4. *Template 1 (The 'Pain' Header):* "Stop [The 'A' Pain]. Start [The 'B' Win]."
  5. *Template 2 (The 'Transformation' Header):* "The [Your Course] That Gets You [The 'B' Win] (Without [The 'Hard Part'])."
  6. *Template 3 (The 'Quick Win' Header):* "Finally, [The 'B' Win] in Just [Time] (Even If You're a Beginner)."
- **Expected Outcome:** Three "killer" headlines for your sales page that sell the *transformation*, not the "videos."

### Activity 3: Tool Exploration: "Deconstructing a 'Pro' Sales Page"

- **Type:** Tool Exploration
- **Time:** 15 minutes
- **Instructions:**
  1. You will be given a link to a "pro" (and real) sales page from a top Creator CEO.
  2. You will *also* be given the "12-Part Sales Page Blueprint" (template).
    - (e.g., 1. Headline, 2. The 'Problem', 3. The 'Solution' (Your Product), 4. The 'Transformation' (Point B), 5. 'What's Inside' (The Modules), 6. 'Testimonials', 7. 'Who Is This For?', 8. 'Who Is This Not For?', 9. 'The

'Creator' (You), 10. 'The Offer/Price', 11. 'The 'Guarantee' (Risk-Reversal), 12. 'The 'FAQ'.)

3. Your task: *Scroll* the "pro" page and see the 12-part blueprint "in the wild."

- **Expected Outcome:** Proof that *all* high-converting sales pages follow this exact 12-part "recipe." This is no longer "creative writing"; it's "filling in the blanks."

#### Activity 4: "My 'Killer' Headline" (Peer Collaboration)

- **Type:** Peer Collaboration / Discussion
- **Time:** 10 minutes
- **Instructions:**
  1. Go to the community discussion board.
  2. **Post:** "Help! Which of my 3 'Headlines' (from Activity 2) is the 'killer'?"
  3. **Post:** "1. [Headline 1], 2. [Headline 2], 3. [Headline 3]."
  4. Reply to one other student's post and "vote" for their "killer" headline.
- **Expected Outcome:** Peer validation and a "winner" for the most important sentence on your sales page.

### 3. Assignment & Project Milestone

#### Assignment: My "High-Converting" Sales Page (Component 7 of Final Project)

- **Estimated Time:** 90 minutes
- **Deliverable:** A *public share link* to your "Sales Page" (e.g., a "live" page in Kajabi/Stan, or a "draft" page in Notion/Google Docs).
- **Description:** You are "filling in the blanks" of the "12-Part Blueprint" (from Activity 3) to create the *full* sales page for your product.
- **Step-by-Step Instructions:**
  1. Open your "Tech Stack" tool (Kajabi, Stan) OR a "draft" page in Notion.
  2. Use the "12-Part Blueprint" as your "outline."
  3. **Part 1: The "Headline."** (Paste your "killer" headline from Activity 4.)
  4. **Part 2: The "Problem."** (Use your "Point A" (Pain) from L4.)

5. **Part 3: The "Solution."** (Introduce your product name.)
  6. **Part 4: The "Transformation."** (Use your "Point B" (Win) from L4.)
  7. **Part 5: "What's Inside."** (Paste your "Curriculum Outline" (Modules) from L4.)
  8. **Part 6-12: Draft** the other sections (Testimonials (use placeholders), Who Is This For, The Price, The Guarantee, The FAQ).
  9. This is a "v1.0" draft, not a "perfect" final.
  10. Submit the "live" or "share" link. This is Component 7.
- **Connection to Final Project:** This Sales Page is the "front door" to your "Digital Product Suite." It's the "salesperson" that "sells" your "Curriculum" (L4) which is hosted in your "Tech Stack" (L6).
  - **Evaluation Criteria:**
    - **Excellent:** The link shows a "live" or "draft" page that clearly follows the 12-part "Blueprint." The "Headline" and "What's Inside" sections are complete and "transformation-focused."
    - **Proficient:** The link shows a "draft" page, but it's missing 3+ sections of the "Blueprint."
    - **Needs Improvement:** The link is just a "headline" or a "product name," not a full "sales page" draft.

#### 4. End-of-Lesson Assessment

(Multiple Choice 1) A *bad* sales page sells "features" (e.g., "50 videos"). A *great* sales page sells...

- A. "Access" (e.g., "Access to me").
- B. "Transformation" (e.g., "From 'Point A' (Pain) to 'Point B' (Win)").
- C. "Discounts" (e.g., "50% off").
- D. "Community" (e.g., "A private Facebook Group"). (Answer: B)

(Multiple Choice 2) In the "Feature vs. Transformation" case study, "Buy My 50-Video Course!" is a "feature." What is the "transformation"?

- A. "10 Modules and 30 Worksheets."
- B. "Stop 'Posting and Praying.'"
- C. "Get Your First 1,000 TikTok Followers."
- D. "Without Dancing." (Answer: C)

**(Multiple Choice 3)** The "12-Part Sales Page Blueprint" (Activity 3) proves that "copywriting" is not "creative writing." It is:

- A. A "recipe" or a "fill-in-the-blanks" "blueprint" that *all* pro sales pages follow.
- B. A "guess" to see what "sticks."
- C. A "magic" trick that only "gurus" know.
- D. A "Feature" list. (Answer: A)

**(Multiple Choice 4)** In your assignment, you "stole" the content for your "Headline," "Problem," and "What's Inside" sections from:

- A. Your competitor's sales page (from Activity 3).
- B. Your "Curriculum Outline" (from L4).
- C. Your "Founding Members" Pre-Sale (from L3).
- D. Your "MVP" e-book (from L5). (Answer: B)

**(Short Answer 1)** What is the "killer" headline you chose for your product in Activity 4?

- (Example Answer: "The 'Creator CEO' Course: Finally, Scale Your Business With a Digital Product (Without 'Tech' Overwhelm).")

**(Short Answer 2)** What is a "Risk-Reversal" or "Guarantee" (Section 11 of the Blueprint)?

- (Example Answer: It's a "14-day, 100% money-back guarantee." It "reverses" the "risk" for the buyer, making it a "no-brainer" to say 'yes'.)

**(Scenario-Based 1)** A potential customer is on your "Sales Page." They think, "This sounds great, but what if I'm a total 'tech' beginner?" What "section" of the 12-Part Blueprint *must* you have to overcome this objection?

- (Answer: The "FAQ" (Frequently Asked Questions) section. You need a question that says: "Q: What if I'm a total 'tech' beginner?" and an answer that