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Internal ID: SPK-97 • v1.0 • 2026-02-__

00_START_HERE — Sales Page Builder Shell Kit

Outcome (Definition of Done):

In 60–90 minutes you will publish a complete sales page (WP Classic + Custom HTML) for a digital kit/service **with**:

- Hero + mechanism + deliverables + kit contents
- Proof excerpt block (even if you have no formal case studies yet)
- Guarantee + FAQ
- Strong CTA blocks linked to CartMango

What this is:

A structured **sales page scaffold + fill prompts** so you never start from a blank page again.

What this is not:

A “copywriting course” or generic swipe file. This is an executable build.

Timebox options:

- **Fast pass (45 min):** Hero → Deliverables → CTA → FAQ → Publish
- **Full pass (90 min):** Add Mechanism, Proof Excerpt, Guarantee, Anti-objection mini-block

Tools assumed (your defaults):

- WordPress Classic Editor + Custom HTML block
- CartMango checkout link
- (Optional) MailerLite delivery automation

Inputs you need:

- Product name + price
- One-sentence outcome (“This helps [WHO] get [RESULT] without [FAILURE]”)
- CartMango checkout link
- Terms link + support email

How to run:

1. Pick page type (SOP kit / service / sprint / template pack)
2. Fill the page using the prompts in 02_TEMPLATES
3. Paste into WP using the HTML shell
4. Replace placeholders, publish, test on mobile
5. Tighten FAQ based on real objections