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01_SOP — Sales Page Build SOP (WP + CartMango)

Step 1 — Write the “truth sentence” (3 minutes)

Fill this:

“This helps [WHO] achieve [OUTCOME] in [TIMEFRAME] without [COMMON FAILURE MODE].”

If you can't write this cleanly, stop and refine the offer first.

Step 2 — Choose a page spine (2 minutes)

Pick one:

- **Artifact-first page** (best for SOP kits and templates): deliverables lead
- **Mechanism-first page** (best for thought leadership products): mechanism lead

Default for your kits: **Artifact-first**.

Step 3 — Generate page copy (20–30 minutes)

Choose theme: Dark or Light (based on your site background).

Run Templates A–F (in 02_TEMPLATES) to produce:

- Headline + subhead
- Bullets for “What you'll have”
- 00–04 “What's inside”
- Proof excerpt (with proof substitutes if needed)
- Guarantee (action-based)

- FAQ answers

Step 4 — Build the page in WordPress (15 minutes)

1. WP page → Classic Editor
2. Add **Custom HTML** block
3. Paste the **HTML Shell** (from 02_TEMPLATES)
4. Replace placeholders
5. Preview desktop + mobile

Step 5 — Wire CTA to CartMango (5 minutes)

- Replace all [CARTMANGO_LINK]
- Confirm opens in new tab
- Confirm terms + privacy links

Step 6 — Quality gates (5 minutes)

Your page is “done” only if:

- A stranger can tell **what it is** in 10 seconds
- They can see **what they get** without scrolling forever
- CTA appears within first screen
- FAQ covers the top 5 objections
- Guarantee is explicit and action-based

Step 7 — Tighten with reality (ongoing)

Every time someone asks a question:

- add it to FAQ
- tighten one sentence in hero
- clarify one deliverable bullet