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04_EXAMPLE RUN — Filled Example (Sales Page Builder Shell Kit — \$97)

Product

Sales Page Builder Shell Kit

Price: **\$97**

Truth sentence (WHO / OUTCOME / TIMEFRAME / FAILURE MODE)

This helps **coaches/consultants/course creators** publish a complete sales page in **60–90 minutes** without **blank-page thrash, rewriting loops, or “almost done” drift**.

Page spine

Artifact-first (deliverables lead).

TEMPLATE A — HERO (headline + subhead + CTA)

Headline options (pick one)

- 1. Publish a complete sales page in 60–90 minutes.**
- 2. Stop “working on your sales page.” Publish it.**
- 3. A buyer-runnable kit to ship a publishable sales page today.**
- 4. Build the page in build order—then micro-correct after it’s live.**

Subhead (one)

A buyer-runnable shell + prompts (WP Classic + Custom HTML) that produces a complete page—hero, deliverables, proof excerpt, FAQ, guarantee, and CTA—without starting from zero.

CTA line (one)

Get the kit (\$97) → Publish today

TEMPLATE B — DELIVERABLES (artifact-first bullets)

You'll finish with:

- **A published sales page** (WP Classic + Custom HTML) using a proven structure.
 - **A finished hero + CTA block** (headline, subhead, button copy, top-screen CTA).
 - **A proof excerpt block** you can publish even without formal case studies yet (proof substitutes included).
 - **FAQ + action-based guarantee** that removes buyer hesitation and prevents refund-bait.
 - **A reusable shell** so you never start from a blank page again.
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TEMPLATE C — MECHANISM BLOCK (why this works)

Mechanism (one sentence):

Sales pages get finished when you build in order and stop at “publishable,” then micro-correct using real objections.

Paragraph 1 (what goes wrong without it):

Most people try to “write a sales page” as one giant task. That triggers endless rewriting: headline loops, proof panic, CTA indecision, and “I’ll finish it later.” Nothing closes, so the page never becomes an asset.

Paragraph 2 (what changes with it):

This kit forces a build order: Hero → Deliverables → Proof excerpt → Guarantee → FAQ → CTA wiring. You always know what to do next, and you stop at publishable instead of perfect.

Paragraph 3 (why it’s faster):

Instead of guessing copy, you fill concrete inputs and paste into a proven shell. Then the page gets tightened by reality: every buyer question becomes one FAQ line and one micro-correction—not a rebuild.

TEMPLATE D — PROOF EXCERPT (without case studies)

Before: “I keep rewriting my sales page and it still isn’t live.”

After: “Page published in one sitting with hero, deliverables, FAQ, guarantee, and checkout wired.”

Output: “Stop at publishable. Micro-correct after it’s live.”

(Proof substitute notes you can use on the page:

- screenshot of your checklist/scoreboard completed
 - screenshot of a live page draft
 - timebox receipt: “built in 78 minutes”)
-

TEMPLATE E — ACTION-BASED GUARANTEE (plain language)

If you complete the checklist and build the required page sections, and you still don't finish with a publishable sales page asset, email support within **48 hours** for a refund.

To qualify, include:

- a live link (or screenshots) showing the page sections built
 - completed checklist + scoreboard
 - your micro-correction notes (what you adjusted once)
-

TEMPLATE F — FAQ (8 objections + answers)

1) “I don't have testimonials. Will this still work?”

Yes. You'll use proof substitutes (artifacts, screenshots, example-run excerpt) so you can publish without unsupported claims.

2) “I'm not a copywriter. Will this read too 'marketing-y'?”

No. This is structure-first. You're filling in concrete deliverables and buyer logic. It reads clean, direct, and credible.

3) “What if my offer changes?”

That's the point. The shell is reusable. Swap inputs, regenerate sections, keep the build order. Your page stays an asset.

4) “I'm overwhelmed—will I actually finish?”

You're not writing from scratch. You're running prompts and pasting into a shell with a checklist. Publishable is the goal, not perfect.

5) “What if I get stuck on proof or guarantee?”

The kit includes a proof excerpt framework and an action-based guarantee structure so you can ship even if you're early.

6) “Does this work for services and digital kits?”

Yes. It's designed for a digital kit/service page in WP Classic using Custom HTML. You're filling in your artifacts and offer logic.

7) “Will this work on mobile?”

Yes—preview desktop + mobile is part of the SOP and completion gates.

8) “What’s the fastest version if I’m short on time?”

Use the Fast Pass: Hero → Deliverables → CTA → FAQ → Publish. Add mechanism/proof/guarantee after it’s live.

Completed Checklist (the “done” gates)

- Truth sentence written
- Headline + subhead finalized
- CTA in top screen
- Artifact-based deliverables
- “What’s inside (00–04)” filled
- Proof excerpt filled
- Guarantee filled
- FAQ includes top 5 objections
- Links tested (CartMango/Terms/Privacy)
- Mobile preview checked

Scoreboard (example):

Clarity in 10 seconds: 5

Desire for artifacts: 4

Trust / risk reversal: 4

CTA strength: 4

Runnable without you: 5

What to do after publish (micro-correction loop)

Every time someone asks a question, do one change only:

- add 1 FAQ line
- tighten 1 hero sentence
- clarify 1 deliverable bullet