



The 3 Key Componentnets

You Must Get Right To Sell Online

Checkout Pages

**The Checkout Page Is The
Last Key Element To The Sale.**

**What You Say And How You Say
Is The Difference Between
Converting Or Losing The
Prospect**

The Difference Between
Massive Success And
Complete Failure Is
Fractions Of Percentages!

Checkout Page Elements

- Logo
- Timely, benefit driven headline...
- Primary Promise
- Price showing discount
- Benefit bullets
- Testimonials (If you have them)
- Overcome objections (different objections here!)
- A bump offer!

The Bump Offer

- This is something that would make a great add on to the product. (Want fries with that?)
- Price should be around 50% of the product price.
- Use feature/benefit bullets (Top 3-5)
- Show a discount
- Urgency/Scarcity
- Risk reversal

The Add-On Offer (Up Sell)

- Often another product that's complimentary
- Should be about 4x or more the cost of the product.
- Happens AFTER the order is submitted
- May take some setup with payment processors (Make sure the sale completes either way!)
- You can tie this to a thank you video and intro the new product.
- A “No” could lead to a Down Sell.

Some Checkout Page Tips

- Don't provide a coupon space (pre applied code?)
- One product only ("Delay is the death of the sale!")
- Use benefit buttons
- Flashing arrow with contrasting outline color for bump offer
- Contrasting button color (test, test, test!)
- Speed matters more than pretty
- Have as many payment methods as possible
- Use the fewest fields possible
- Capture abandoned for followup



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