



Into the Depths:

An Advanced Training on Rituals, Shadow and Facilitation

Components of a Simple Sales Page or Letter

- **Header with Title & Subtitle**
 - The subtitle or short sentence after title/subtitle should include the heart of your marketing promise
- **Activate Gap + Vision (Hero's beginning and End)**
 - Remember to activate with loving & compassion & respect: No fear or shame in the Gap
 - Get into your future client's head and speak not only to what they want & don't want, but to the words running through their minds about where they are right now and where they want to be
 - In Gap and Vision sections, you can use regular paragraphs, bullet points, as well as your own story that might mirror the gap and vision
- **Bridge**
 - The Bridge is the modules, steps, units, or main pillars of your program, workshop or retreat
 - The Bridge can also be the components of your program (how many sessions, what is included and why each component is important to co-creating results)
- **Invitation + Next Steps**
 - This is where you either invite the future client to click and buy, or invite them to a conversation, or invite them to whatever the next step is.
- **Testimonials**
 - Social proof is always important! If you don't have a testimonial yet for a new program, use a testimonial from your other work or ask for a character testimonial
- **Bio**
 - Along with a short bio, I recommend having a picture of you on your sales page
- **Optional: FAQ (Frequently Asked Questions)**
 - Use this section of the page to speak to resistances

Once You've Channeled from your Archetype the Main Sections, I recommend going back with an "editing" eye and being aware of the following checklist:

- Am I speaking clearly to possible results the participants can create?
- Am I giving specific examples of gap and vision (versus keeping it all general)?

- Is there a clear message I am sharing?
- Am I using language everyone can understand & relate to (versus industry jargon that is either misunderstood or has no emotional resonance)?
- Are my values being expressed?
- Am I showing social proof?