

# Simple Sales Page Outline That Sells

Headline

Subheadline

Questions based on **your prospect's current situation**

Questions based on **where they want to go**

**Your Story That Sells** (as it relates to your service/product)

**Unravel Objections**

How you can help them (**Benefits**)

Your Compelling Offer

Testimonials/Case studies

**Call To Action**

Your Promise/Guarantee

**Call To Action**

Deliverables

**Call To Action**

FAQs