



ENROLLMENT/SALES

LESSON THREE - ANATOMY OF A SALES PAGE

Sales Page Purpose

- Addressing objections + resistance as you're walking them through
- Connecting with them in who they are and their struggles -- your stories are relevant to their struggles and what they're looking for from you
- The path you're going to take them on
- Long form -- space and time to walk them through it



Essentials To A Sales Page

- 3 different places for them to pay
- Testimonials + Endorsements
- Photos to break up the text
- Headline + Sub-header
- Opening Letter
- Introduction to the Program
- Benefit Bullet Points

- How It Works
- Why You'll Love It
- Curriculum Outline
- Bonuses
- Guarantee
- About Your Guide
- FAQs

Pricing Tips (Review)

Sales Page Framework

Your Sales Page is one of the most important pieces of copy you will write. I recommend writing it BEFORE your open cart emails, as you can draw a lot of ideas for the email copy from this page.

Here are some [examples](#).

The sections I recommend in your sales page are:

1. [Headline + Sub-Header](#)
2. [Opening Letter](#)
3. [Introduce the Program](#)
4. [Benefit Bullet-Points](#)
5. [Sign Up Button OR Boxes](#)
6. [How It Works](#)
7. [Why You'll Love It](#)
8. [Curriculum](#)
9. [Bonuses](#)

REMINDER:

Sales Page Copy Framework in
Thinkific

Headline and Sub-Header

Ready to Bring Your Life's Work Online?

**Share Your Wisdom,
Change More Lives,
Leverage Your Time**

... with the support you need to launch your digital programs, profitably!

Opening Letter

You're a spiritual teacher, mind body healer, or life coach and you know it's time...

- ... to help more people awaken in consciousness than ever before.
- ... to fulfill your bigger vision + mission in this lifetime (no more waiting!).
- ... to grow your income + impact in a way that's truly sustainable long-term.

But you're limited by your current business model. You can only help so many people 1:1 and in person before you're exhausted.

Maybe you've thought about putting your programs online, but you're not sure how to go about it. Or you may have tried launching online before – and it didn't go as well as you hoped. You're *brilliant* at your work, but when it comes to the marketing + technology side of things, you often feel overwhelmed.

(I get it – this can be a frustrating, complicated process! But it doesn't have to be. Stay with me...)

Can you relate to the following statements?

- “There's so much conflicting information out there. I have no idea where to start!”
- “I feel like I'm flying by the seat of my pants – trying a million different strategies with no real plan or direction.”
- “I'm tired of all the pushy, 'salesy' marketing tactics I see online. I want to share my work in a way that feels really authentic and aligned for me.”
- “I'm not even sure I *want* to launch online... I hardly have the energy to run my business as it is!”
- “I've wasted so much time and money on trial + error. I need a plan that's proven to work.”

You're in the right place (and I'm SO glad you're here).

Hi, I'm Destinee Berman...



I was born in a refugee camp, after my parents escaped the Khmer Rouge (the Cambodian Holocaust). Coming from a Chinese and Southeast Asian background, spirituality and mysticism have always been a part of my life. But like many immigrant families, “survival” was the guiding force that shaped my early years. After college, I began a quest to find myself, *beyond the fear*. Personal development, astrology, yoga and therapy each played a role – weaving together with my love of spiritual teachings, tarot and the intuitive arts. Throughout my journey of awakening, I worked in the corporate world – managing multi-million dollar marketing budgets for companies like Twitter, Sephora, Procter & Gamble and Microsoft.

I loved online marketing, but something was missing...

I grew tired of helping huge companies grow faster than ever – while the spiritual teachers and mind-body healers I had so much respect for *struggled* to get their message out to those who needed it most.

Then it dawned on me: This was what I was meant to be doing!

I blended my two worlds, and have since led over 50 online launches in the last 3 years... in topics ranging from astrology and oracle cards to yoga teacher trainings, mindfulness, and more.

My clients have varying list sizes and backgrounds. Collectively, we've generated multiple seven figures in revenue, with thousands of students enrolled around the world.

Ashley Turner
TEACH.PASTORAL.COOL

SIANNA SHERMAN
— guide magic —

GLORIA LATHAM

HANUMAN
ACADEMY

debra silverman
ASTROLOGY

Colette

I know what works (and what doesn't work) when it comes to sharing your transformational work online. And I'm here to do *mystify* online marketing so you can launch profitably – and finally leverage your time.

Imagine the *impact* you could make by reaching 10x-100x the people you work with right now...

Instead of 20-30 people, you could be serving hundreds or thousands of people all around the world!

That's the power of online program launches...

It's not about “selling more stuff” – it's about serving bigger. It's about reaching the people who need (and want) your message. It's about moving *OUT* of your comfort zone... in service to your mission.

Are you ready?

Introduce The Program

Introducing:

LAUNCH YOUR CALLING

Bring Your Life's Work Online to Serve Bigger

Launch Your Calling is an interactive online program designed to help you launch your first online course OR double the success of your last program launch with my proven Transformational Launch Model.

This is NOT a “firehose of information” figure-it-out-yourself kind of curriculum.

It's a “done with you” hands-on training where you'll take action on what you're learning each week... and be supported every step of the way.

Benefit Bullet Points

You Will:

- Get mentorship, support + mindset shifts to help you launch your life's work online
- See examples of successful launches in this space that show you it CAN be done
- Translate your teachings into a digital / online format... *without* losing their potency!
- Master the art of AUTHENTIC marketing with frameworks + examples that make it simple
- Know exactly what to focus on by using a step-by-step strategy *proven* to work in your industry
- Grow your audience (email list + social media followers) FAST and sustainably
- Position your program so you can sell it for \$497-\$1997 or more... without ever discounting
- AVOID the biggest launch mistakes that could cost you time, energy + money
- Know what to delegate – so you can stay focused on what you do best
- Get all your biggest questions answered... so you feel clear, confident and ready to launch
- Have people *lining up* to enroll in your programs because they LOVE what you're about
- Enjoy more freedom + fulfillment – with the ability to do your work from anywhere in the world
- Surround yourself with community, accountability and love every step of the way

Sign Up Button or Boxes

PAYMENT PLAN

Easy Monthly Payments

4 Payments Of
\$525

Sign Me Up!

Payments start the day you register. A \$103 administration fee has been added to the 4-month payment plan.

SINGLE PAYMENT

Best Value!

1 Payment Of
\$1997

Sign Me Up!

No administration fees. You save \$103.

How It Works

Launch Your Calling takes place March 1 – June 6, 2018.

PART 1:
Training + Implementation
(March 1 – April 25)

The first 8 weeks of the program consist of weekly 75-minute LIVE Group Teaching + Q&A calls. You'll have the rest of the week to implement what you learned, and start taking action to grow your audience, plan your program, and prepare to launch. I'll be available to answer your questions between calls in our private Facebook group – and all calls will be recorded, so you can go back and listen anytime.

PART 2:
Launch Support
(April 26 – June 6, 2018)

Once you've completed Part 1 of the program, you'll have everything you need to launch... and you can open enrollment as soon as you're ready. I'll help you plan the best dates for you (ideally within this 6-week period, so I can continue supporting you throughout). Whether you decide to launch right away or wait until later, you'll have 6 additional weekly 60-minute LIVE Group Q&A calls during this time.

Why You'll Love It

Learn While You Launch

This is NOT a “firehose of information” figure-it-out-yourself kind of curriculum. It’s a hands-on training where you’ll take action on what you’re learning each week – and be supported every step of the way. I’m here to answer your questions live on the calls as well as in our private Facebook group.

Take it with Your Team

You have the option to register one relevant *verified* team member (i.e. your VA or Online Marketing Assistant), who will join you in the weekly call – for no additional charge. Don’t have a team yet? No problem! You can absolutely participate without one.

Intimate Group Experience

Because this is my first time running this program, I’ll be limiting the group size to ensure that everyone gets plenty of support. This is your chance to be a part of an intimate group experience that may not be available again – as future versions of the program likely won’t have a cap on enrollment.

Proven Launch Frameworks

My frameworks are based on what’s worked for my clients during dozens of online program launches in the transformational space. They will give you a structure to follow that’s *proven* to convert in your industry... making your launch sequencing, flow and marketing copy streamlined – yet highly effective.

Customized to YOU

Your work is unique... and your launch should be too! My launch model and frameworks are systematic, yet highly customizable. Plus you’ll receive personalized coaching throughout the program so that everything you put into action feels truly *authentic* to you – AND resonates with your dream clients!

High-Quality Guest Experts

I’ve hand-picked three of the top experts I know to come in for powerful LIVE interviews on Facebook Ads, Video Scripting and Copywriting. These are friends and colleagues I’ve worked with on dozens of launches... and they’ll be sharing their best tips + answering your top questions live!

Curriculum



MODULE 1: Vision + Soul-Aligned Goal Setting

- Get clarity on what to launch *first* and how you'll structure your offer (including what online platform you want to use for your program)
- Learn to craft compelling topics for your webinars, videos and other free content
- Create soul-aligned goals for your launches that feel expansive AND do-able
- Understand the big-picture overview of my proven Transformational Launch Model



MODULE 2: Your Launch Roadmap

- Customize my *proven* strategies to create your "launch roadmap" for the year
- Map out your launch calendar (including open cart, program dates + breaks between launches)
- Set up systems and software that will make your marketing + fulfillment run smoothly
- Know what to do yourself vs. what to outsource or delegate to your team



MODULE 3: Positioning + Pricing Your Program

- Clarify your message so it's aligned with your gifts AND attracts your tribe
- Get clear on your ideal client (even if you've struggled to narrow down your "target market" before)
- Decide whether you'll offer one or multiple levels in your program – and how you'll price each offering... without ever discounting!
- Build a Waitlist of excited prospects who are eagerly awaiting your program launch



MODULE 4: Leverage Your Impact – The Art of Content-Mapping

- Learn to translate your teachings into a digital / online format... without losing their potency!
- Map out your online program, so you know exactly what you'll be providing in the course
- Brainstorm topics for your nurture content – to create excitement leading up to your launch
- Design "lead magnets" (free offers) that help you grow your online community



MODULE 5: Relationship-Building + Audience Engagement

- Woo your audience with high-quality nurture content that showcases your brilliance
- Build deeper relationships with your email list + social media followers... so they are lining up to learn how they can work with you
- Create compelling videos, webinars, Facebook LIVES + blogs that feel true to your voice
- Discover how to find out who's most interested in your content... so you can personally invite them to get on the priority list for your program



MODULE 6: List-Building Strategies to Grow Your Tribe

- Learn to use Facebook and Instagram ads to get in front of new people who will love your work
- Create your own summits + Instagram challenges to expand your online following
- Discover how to partner with experts + teachers who will help promote *your* program to *their* list!
- Expand your field, so that you *always* have quality leads to convert into students + clients



MODULE 7: Share Your Message with Authentic Copy + Design

- Master the art of *authentic* copy that magnetically attracts your dream clients
- Write your sales page and marketing emails with our proven copy templates
- Create your program banners, graphics + other creative design elements
- Share your message with the world with courage, confidence and grace



MODULE 8: Testing + Tying It All Together

- Put the finishing touches on your launch plan + marketing copy
- Schedule your emails, create your pages and TEST your funnel before you go live
- Get your questions answered so you feel 100% prepared for your launch
- Walk away with a launch model that's repeatable + scalable for your future programs

Bonuses

PLUS THESE LIVE BONUS INTERVIEWS!

The Art of Facebook Ads *With Tara Zirker*

You'll Learn:

- How to find your tribe on Facebook so you can grow your email list + fill your programs
- What's working (and what's NOT working) in the transformational space
- Secrets of high-converting Facebook ads

Plus, there will be time to get your questions answered LIVE!

Video Script Success *with Tracy Phillips*

You'll Learn:

- How to feel *confident* and *authentic* on video (even if you've never done it before, or have hated it in the past!)
- How to create videos your audience will LOVE to watch and engage with
- Simple tips to make your videos instantly better

Plus, there will be time to get your questions answered LIVE!

Copywriting with Heart *with Makena Sage*

You'll Learn:

- How to write copy that *feels authentic* to your voice AND inspires your tribe to sign up for your email list + programs
- Simple tips to tap into your creative flow – so writing feels FUN and easy
- How to *inspire action*... without ever feeling pushy or salesy

Plus, there will be time to get your questions answered LIVE!

LAUNCH IN THE SPRING OR FALL

When you register now you'll get access to the program materials and LIVE sessions for one full year. This means that in addition to participating now, you can also take part in the fall session of Launch Your Calling FREE of charge! This also means you have TWO opportunities to launch your program this year – while getting support and guidance every step of the way.

What's Included Recap

HERE'S EVERYTHING YOU GET WHEN YOU SIGN UP:

✓ Eight 75-Minute LIVE Teaching + Q&A Calls

Intimate group calls where I lead you through each module and answer your questions live.

✓ Six 60-Minute LIVE Launch Support Calls

Get the support + answers you need for a successful launch in these small group calls.

✓ Three 90-Minute LIVE Bonus Sessions

Interviews + Q&A with the top experts I know on Facebook Ads, Videos Scripts and Copywriting!

✓ Support Between Calls

My team will be available to answer your questions between calls in our private Facebook group.

✓ Copy Frameworks

Proven frameworks for your sales page, landing pages, emails, and more...

✓ Participate in the Fall Session for FREE

You'll have access to all program materials and live sessions for one year, which means you can take part in the fall session of LYC for FREE

✓ Private Facebook Group

Connect with other teachers, coaches and healers who are up to big things in the world.

✓ Online Portal + Email Reminders

Access all your materials in one place and stay on track throughout the program.

✓ Call Recordings

All calls are recorded in video + Mp3 format.

Guarantee (if applicable)

100% RISK-FREE MONEY BACK GUARANTEE

I'm confident this program will help you launch your online programs successfully IF you do the work and participate fully. Which is why I'm offering a 100% Risk-Free Money Back Guarantee. Here's how it works...

Sign up today, complete the first module, and if you're not happy with what you're learning, you can request a full refund within the first 7 days of the program. All I ask is that you show up for the Live Teaching + Q&A Call and complete the homework assignments. If you do this and find the material doesn't support you in any way, I'll gladly refund your investment in the program.

Client Testimonials

"Destinee Berman is an absolute megawatt superstar. And not to sound cliché... but she has absolutely helped me manifest my Soul's destiny. I'd been wanting to launch an online meditation course, and I literally prayed for someone to help show me the way. At the time, I didn't know how to run a webinar – much less an online course. And I definitely had no idea how to LAUNCH an online course! But that's all changed... **With Destinee's support, I've enrolled thousands of students from around the world in my free webinars and paid trainings over the past couple of years.**

Destinee's #1 greatest skill is that she pushes me to step out of my comfort zone and do things BEFORE I feel ready. She's super generous with her advice and invaluable strategy, and I'm so grateful our paths crossed. It was, well... destiny!"

– Ashley Turner, M.A., LMFT | Licensed Psychotherapist | Founder of Yoga Psychology | Co-Founder Urban Priestess



"Destinee has the online mastery of a 1008-armed Durga! She wields the most effective skills to accomplish your vision for an online program. **She is smart, savvy and accomplished on every level of what it requires to launch a successful offering into the modern world.** And most of all, she is a Bright Spirit with a Joyful Heart! Plus she knows how to follow through and get the job done!

Jai Durga Destinee!"

– Sianna Sherman | Founder of Rasa Yoga, Rasa Yoga TT Online | Innovator of Mythic Yoga Flow Online | Co-Founder of Urban Priestess Mystery School and 13-Moon Online

About Your Guide

Destinee Berman is a digital marketer and online launch manager, with a lifelong love of the intuitive arts.

After a successful 14-year career in the corporate tech space, she transitioned in 2014 to helping spiritual teachers grow their online businesses. She has since helped many renowned teachers and healers bring their life's work online – changing the lives of thousands of participants from around the world and generating multiple seven figures in total revenue.

Destinee's unique combination of leadership, skillful execution and direct understanding of spiritual work has made her the “go-to” launch manager in the spirituality and mind-body space. But she has only been able to work with a small number of clients at any given time... until now. She created Launch Your Calling to share her proven strategies with experienced teachers and healers who are ready to share their work online, so they can serve bigger – and finally leverage their time!



Frequently Asked Questions

When does Launch Your Calling take place?

Launch Your Calling takes place March 1 – June 6, 2018. The first 8 weeks of the program consist of weekly 75-minute LIVE Group Teaching + Q&A calls. You'll have the rest of the week to implement what you learned, and start taking action to grow your audience, plan your program, and prepare to launch. I'll be available to answer your questions between calls in our private Facebook group – and all calls will be recorded, so you can go back and listen anytime. Once you've completed Part 1 of the program, you'll have everything you need to launch...and you can open enrollment as soon as you're ready. Whether you decide to launch right away or wait until later, you'll have 6 additional weekly 60-minute LIVE Group Q&A Calls during this time.

I'm not in the transformational space. Is this right for me?

It may be! This program was primarily designed for spiritual teachers, coaches, healers and intuitive arts professionals – however, many of the marketing principles you'll learn are universal. They have their roots in my 14 year corporate career, where I managed multi-million dollar online marketing budgets for companies such as Twitter, Sephora, Procter & Gamble, and Microsoft. I later went on to create The Transformational Launch model, which I have since perfected by leading over 50 online launches in the last 3 years... in topics ranging from astrology and oracle cards to yoga teacher trainings, mindfulness, and more. Collectively, these launches have generated multiple seven figures in revenue, with thousands of students enrolled around the world. I feel confident that this launch model can be successful for experts of all kinds, however, I recommend checking in with your intuition to make the choice that's right for you.

I've never launched online. Will this be too advanced for me?

Not at all! This is NOT a "firehose of information" figure-it-out-yourself kind of curriculum. It's a hands-on training where you'll take action on what you're learning each week – and be supported every step of the way. If you're an established teacher, coach or intuitive arts professional and you're ready to bring your life's work online, you're in the right place. However, please note that this program is *not* designed for brand new business owners who are still discovering what it is they do and who they help.

I've done some online launches already. Will this be too basic for me?

Absolutely not. I'll be sharing a mix of beginner + advanced strategies to support students at every level of experience with online launches. This program is designed to take the overwhelm out of launching, so you know exactly what to do (and when!) to grow your audience, and have your dream clients *lining up* to enroll in your programs because they LOVE what you're about. I'll help you avoid the biggest launch mistakes that could cost you time, energy + money – and know what to delegate so you can spend more and more time in your zone of genius. As a result, you'll enjoy more freedom and finally be able to truly leverage your time!

I'm worried the technology will be overwhelming. What if I can't keep up?

Technology has come a long way in a short time, making it easier than ever to share your work online. Gone are the days of having to outsource everything to a tech person. With modern applications, I truly believe that *anyone* can learn to create their own landing pages, build an email list, and do everything it takes to create and launch a successful online program. Of course, you are always welcome to hire support if you need it. However, I will be sharing the best tools I know to make it easy for you to keep as much of this in-house as you wish.

When will I be ready to launch?

You'll be able to apply what you're learning from Day 1 to begin growing your audience and creating interest in your program. However, I recommend waiting to open enrollment until Part 1 of the program (the first 8 weeks) is complete. I'll help you pick the best launch dates for you – ideally during Part 2 of the program, which takes place April 26-June 6, 2018. This is one of the best times of year for a launch, plus I'll be available to support you throughout in your weekly LIVE Group Q&A Calls.

I don't feel ready to launch my program yet. Should I wait for the next session?

When you register now you'll get access to the program materials and LIVE sessions for one full year. This means that in addition to participating now, you can also take part in the fall session of Launch Your Calling FREE of charge! This also means you have TWO opportunities to launch your program this year – while getting support and guidance every step of the way.

What is the time commitment for this course?

I know you're busy, but this isn't about adding more to your plate. It's about creating a foundation that will free you up to work from anywhere and pursue more of your creative projects...while serving more people than ever before. Yes, it will take investing some time in the beginning. But if you stick with it, you will be astonished at how rapidly your life and business change. The exact time commitment will vary from person to person – depending on your launch strategy and how much support you have. Most students will spend around 3-5 hours per week on learning + application.

What if I miss a session? Will the calls be recorded?

Yes! All sessions will be recorded in video and mp3 format so you can go back and listen anytime.

How much support will I get?

Lots of it! There are a total of 14 LIVE Group Calls during the program where you'll have the chance to learn and ask your questions during the Q&A portion of the call. Plus, I'll be available to answer your questions between calls in the private Facebook group. Because this is my first time running this program, I'm limiting the group size to ensure that everyone gets plenty of support. This is your chance to be a part of an intimate group experience that may not be available again – as future versions of the program likely won't have a cap on enrollment.

When will this program be offered again?

This program will likely be offered twice per year, however, this is the only time I'll be limiting the group size to ensure everyone gets plenty of support. This is your chance to be a part of an *intimate* group experience that may not be available again. If you're still uncertain whether you're ready to join now, look deeper... Is fear or resistance holding you back? Breathe, quiet the mind, and listen to your inner voice. Your intuition knows whether this is the right next step for you. Trust what you find.

Next....

Testimonials are a great way to help share your program with more people and to build trust in your offer. Next up, we will look at how to ask for a great testimonial and some best practices on how to share.

WITH GRATITUDE

