

Your digital product sales page

Plan one honest offer. Type into the fields and save a new copy, or print and write by hand. Check saved answers in a compatible PDF reader.

1. The buyer and their starting point

Name one specific reader, the task they face and the problem they recognize.

2. A useful, realistic outcome

What can the product help them do? Name the action; avoid guaranteed results.

3. Headline and supporting sentence

State the useful outcome, audience and format in clear words.

4. Exactly what is included

List the actual assets or lessons, formats and any limits. Keep names consistent.

5. A useful sample or preview

Which real page, extract or asset will you show? Record the link and its limits.

Offer details and final review

Use the same product facts on the page, at checkout and in delivery. If something is not included or not yet verified, say so clearly.

6. Price, access and delivery

Price / currency / payment frequency / files and online access / delivery route.

7. Fit, prerequisites and exclusions

Who is this useful for? What must they already have? What is not included?

8. Real evidence and creator context

Name a demonstrable sample or relevant experience. Verify permission for quotes.

9. Questions, terms and one next action

Answer a key objection; record refund/support terms, verified links and the CTA.

Before publishing

- ☐ Contents, formats, limits, price and currency match the actual product.
- ☐ Proof is real and permitted; no invented results, quotes or guarantees.
- ☐ Refund, access and support terms are accurate; page and policy links work.
- ☐ Headline, samples, text and buttons are readable and usable on a phone.
- ☐ Buyer preview and actual download match the offer; all promised assets open.
- ☐ The published page, checkout and next action match the edition reviewed.