



# the Trailblazers, Collective Masterclass





# Lighting Fast Sales Page Assembly

# Sales pages are complex—or are they?



- There is so much to say! What do I include or leave out?
- This product/program is good for so many different people... can I include them all?
- What should be bullets and what should be paragraphs?
- How do I write it without sounding lame, salesy, or confusing?



# Let's Revisit the Structure



TRAILBLAZERS  
COLLECTIVE

- Headline

- Problem

- Solution

- Your Solution

- Objection

- Promise

*Avatar*

- Testimonials

- Logistics

- Second Objection or  
Icing on the Cake

- Call to Action

*How it works  
maybe end...*  
FAQ



# Step 1: List All of the Features



# How to Come Up With Features



- Structure (timing, format, platform, commitment, time with you, etc.)
- Content (signature system steps, topics, skills, outcomes)
- Methodology (modalities, your skills/talents, what you do differently)
- Unusual Aspects (personality quirks, unusual bonuses, etc.)





## How to design a Productive workspace

Role Color plays

Choosing furniture

Hiring professionals vs DIY

Bookcases

Physical space (limited or a lot)

Decoration

New space vs existing

Video plus worksheets

Space review before & after

6 weeks / modules

A week

Distractions

Visually appealing  
Work flow

Know taste + style

Emotional + Mental boost

Able to focus

Get more done

Pareto 80/20 rule

Feng Shui

Color genius

Math in head

Every design incorporates a bean bag

 - FAQs

 - Logistics

 - Solution Methodology

 - Uniqueness





# Step 2: Choose Your Spotlights



# Expanding & Adding Context



- What do others do/What might the reader expect or have experienced before?
- What does this do instead/Why does your way work?
- *Essentially: Give your competition credit, then tell how your way is different.*



# Step 3: Put On Your Sorting Hat



# Step 4: Connect the Dots



How color can change the way you think

Why Color is important not just for productivity but the results you create from your efforts



