

WELL WORLD[®]

by designs for health[®]



Practice Building **BOOT CAMP**



Session 2

REVIEW



Review

You should have:

- Completed your program setup
- Payment processing finalized
- Connected Zapier with your payment processor & Well World
- Started (completed) your webpage worksheet – [You can complete the digital worksheet if you'd like help.](#)

SET UP YOUR WEBPAGE



Set up your webpage

What is a sales landing page? Ideally, the sales landing page is where your prospective patients can learn more about your program and how they will benefit, and sign-up and purchase your program.

This page needs to be created and hosted live **BEFORE** you actively promote, so your prospects have a place to land.

- This is "where your patients "land" when they are interested in learning more or signing up for your program.
- This page is where your patients **choose to purchase** your program (not where they actually purchase, which they do through your existing payment checkout).

Set up your webpage

Sales Landing Page Worksheet

The Bootcamp Sales Landing Page Planner is great for helping you place the elements of your program onto the sales landing page, so it flows nicely for your patients and helps them find what they're looking for.

Remember, this doesn't have to be heavily designed — it can be a simple online “flyer.” This exercise will also be useful when creating your promotional emails.

What you need to begin: completed Program Worksheet

WEBPAGE LAYOUT BY SECTION



Webpage layout by section

SECTION 1: Top / Hero

This is also known as the header or “above the fold” – This is the first area that someone is going to see.

Your objective is to connect. This is the “first impression” section of your page. Even more than that, this is where you establish empathy:

You declare their problem so that they’re thinking “Yes, that’s right! That’s my problem.” You also prompt them to learn more (this is a call to action). An inspirational “hero” image is often used to illustrate the headline.

Refer to your Program Worksheet: What problem does your program solve?

Write out a story that describes their problem.

Webpage layout by section

SECTION 2: The Problem Explained

Reassure your reader that what they're going through isn't their fault and explain why. It could be misinformation. It could be that they didn't know what they didn't know.

Describe how their problem isn't their fault.

Next, tell them that you have the solution that's going to take them from "Problem" to "Better," and all they have to do is sign up and join the program (this is another call to action).

Describe the transformation.

Webpage layout by section

SECTION 3: List the Benefits

“At the end of the program, you’ll feel....”

List the benefits to your patients who sign up.
(you’re probably getting tired of this!)

And then ASK them how that sounds.

Is that something they want to feel?

Webpage layout by section

SECTION 4: List the Features

How are they going to get that amazing transformation? What steps are involved in the program?

And then ASK them how that sounds.

Is that something they CAN COMMIT TO?

List the detailed features.

(again — you're going to know your program so well!)

Webpage layout by section

SECTION 4: List the Features

Clients get:

- x hours with me per week for _____
- x hours with me per week for _____
- A nutrition plan designed for your needs to support you through the first 30 days
- Access to the best supplements recommended in order to provide specific support during your first 30 days
- Weekly challenges to grow your fitness and mindset
- Progress tracking using the Well World app.
- Text and/or video chat support
- Access to a private group for community support?
- Access to classes?
- Access to other content?

Webpage layout by section

SECTION 5: Overcome Objections

Overcome the objections —time and cost.

Next, you may provide them with a small example of something they may already be doing in their life that's sabotaging any progress in their health, and if they substitute THIS for THAT, they'll be on the road to feeling the BENEFITS you listed above.

What small TIME commitment substitution could the client make to get on this path?

For example, maybe it's about the time spent watching Netflix? Or is it about 30 minutes of social media that could be put to better use?

Webpage layout by section

SECTION 5: Overcome Objections

What MONEY substitutions can the patients make to create a sense of affordability with your program?

Calculate the daily price and come up with some creative things that they might be spending that money on currently. For example: “For the price of a fancy Frappuccino you could...”

List price.

For all that, it's just one low price of: \$xxx

Call to action (CTA).

Add a call to action to sign up now.

Webpage layout by section

SECTION 6: Testimonials & Social Proof

If you have reviews or testimonials, this is a great place to list them. This provides proof that you, as an expert, know what you're doing, that you've helped other people just like them, and that you're amazing.

If we get really picky here, ideally these reviews will overcome any objection that someone would have in signing up (like the time commitment or the price — the two reasons that people will say “not right now.”)

List some of your best reviews/testimonials.

Webpage layout by section

SECTION 7: Add Urgency & FOMO

If your patients are on the fence and thinking, “not right now,” what is the worst thing that could happen to them?

If they continue not hiring you, how will their lives deteriorate? Circle back to the opening section where you described their problem. How will that get worse?

LIST: What LOSS would your client incur by NOT signing up with you today?

Go ahead and be a little dramatic, have fun with it. Ex. “Don’t let that happen to you, sign up today.”

Webpage layout by section

SECTION 7: Add Urgency & FOMO

Describe the transformation again.

Envision the transformation: ask the client to truly see themselves living their new life **AFTER** your program:

LIST: Detail how a client's new life after your program looks.

LIST PRICE: For all that, it's just one low price of: \$xxx

FINAL CALL TO ACTION: Include a button to Sign up Now!

THANK YOU PAGE



Thank you page

In addition to a sales landing page, it's wise to have a 'thank you' or success page, where your patients land after they purchase.

Thank you page

If you don't, that's ok. It's something you can work toward.

Elements to have on your 'thank you' page:

- Thank them for their purchase and explain their next steps
 - Check inbox for an Welcome Email to download their own mobile app and plan
 - Download the app
 - Join a social community group (if you're having one).
- Anything they need to get or do before the program start date.



GET YOUR
WEBPAGE
UP AND
RUNNING

Get your webpage up and running

Once your page is done, you need to:

- **TEST** — You need to complete a successful test of links, purchase, promo codes – anything that this page promises to be or does for your patients, you need to test before you show them.
- **TROUBLESHOOT** — Have a troubleshooting strategy in place.
- **REVIEW** — Read it through again with an objective eye, or ask a trusted friend or client. How does it feel to you? Would you sign up?

Get your webpage up and running

Even though we've given you a basic sales landing page outline, if it doesn't read well you can move things around.

You're the boss of your program — do what feels right to you.

REVIEW + NEXT TIME



Review

We covered:

- Completing your webpage worksheet
- Set up and test your webpage
- Complete and test a purchase

Next time

We will:

- Start working on emails (we have a surprise for you!)



Practice Building
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