

# FAILPROOF BOOK SALES PAGE TEMPLATE

## HEADLINE

Use either your book title or a compelling headline that spells out the benefit of investing in your book.

## INTRO

Set the tone for the buyer by giving a brief summary of the main benefit of reading the book. This need to be straightforward and powerful. Be sure to mention who the book is for.

## BOOK COVER

## BULLETS

Use bullet points to tease about the contents of the book and clarify why someone should read the book. Remember give away just enough detail to intrigue.

## BUY NOW

## TAKEAWAYS

Use bullet points or short paragraphs to let someone know what they will learn from the book. Give them a sneak peek inside their world AFTER READING THE BOOK.

## REVIEWS

Add social proof by including testimonials from readers.

## ABOUT THE AUTHOR

Briefly talk about yourself in a way that sells your street cred to write the book. Be casual and passionate.

## BUY NOW