1 Page Blueprint

samcart



1 Page Blueprint

One page is all you need to convince people to buy whatever you're selling. Your page should include each of the seven items below in the order listed.

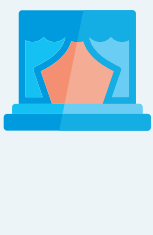


The Headline

Create curiosity by using one of these tactics in your headline.

- make a bold promise
- make an outrageous claim
- ask a question

The Lead



Set the stage for your potential buyer with ideas like this.

- present a scenario
- start a story
- ask a few questions



The Story

Pinpoint the problem by telling a story they will love.

- tell your story
- tell their story
- tell a customer's story

The Pitch



Share the solution to their problem to win them over.

- introduce your product
- then explain all the benefits



The Evidence

Present proof that your product will solve their problem.

- back up your claims
- provide customer testimonials
- build your credibility

The Offer



Outline the "offer" in three simple steps.



- explain each piece
- build the value
- reveal the price

The Close

Seal the deal and give them every reason to act right now.

- remove their risk
- sweeten the deal
- create urgency
- strong call-to-action
- a stern warning





"It's been 3 weeks since I launched my first one page funnel on SamCart, and I already had my first $1,000 day!"

Carl Hitchborn

"My 1 page converted at 3.8% and made $776 in sales in my first 3 days. After 10 years of not making a penny online, it's great to finally have found something that just works!"

Andrew Hand

"Holy moly! This worked! I just went live a couple of hours ago and have made two sales for my new little subscription service already. I'm thrilled!!!"

Leilani Barnett

samcart

Ready to bring your 1 Page to life?

See how thousands of businesses are using the 1 Page Blueprint to sell over $1 Million of their own stuff every single day on SamCart.

Visit learn.1pagefunnel.com to learn more



"I am blown away by how easy this 1-page stuff really is. It has taken my business to the next level. I will recommend this as my number one site for launching new ideas."

Simone Lovell

"What an investment, in me + in my idea. What I've learned from the 1 Page Funnel, the psychology, the simplicity....worth absolutely every penny."

Dane Gilson



"After launching a few times before with no sales, I re-launched using the 1 page funnel concept. I sold 3 of my pendant necklaces in my first page!"

Mukul Gupta



Illustrations by Pablo Stanley