

# HOW TO CREATE A MONEY PAGE THAT CONVERTS

SPEAKERFLOW  
speakerflow.com

# INTRODUCTION

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Some of the most important pages on any website are the "money pages." These pages outline your products or services in order to sell them. Think pages for your speaking programs, consulting contracts, workshops, or books.

Ideally, money pages drive visitors on your website to take action. In some cases, that action may be making a purchase while, in others, it may be as simple as booking a discovery call to learn more about your sales offerings.

Either way, the best designed money pages are clear and value-driven and – most importantly – tell a story that your ideal clients can relate to. After all, if they can relate to you, they'll more quickly trust you, and, when they trust you, they'll buy from or hire you.

That said, they also require attention to details both in front of the viewer and in the background.

For instance, does the page include any images, graphics, or videos to explain the value in what you're selling?

Do you have systems set up, on the backend of your business, to ensure you follow up properly with people who convert?

How are you ensuring that you're always improving them, making them easier to understand and more persuasive?

All of these questions are valuable to keep in mind as you build or iterate on money pages, but, ultimately, they're just the tip of the iceberg. In fact, depending on where you look, you can find infinite advice for what a money page should entail.

With that in mind, in this guide, we'll break down ten of the most commonly mentioned – and most "tried and true" – tips for creating beautiful, highly communicative, and exceptionally persuasive money pages.

# MONEY PAGE TIPS

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## 1. CREATE MULTIPLE MONEY PAGES.

First and foremost, create a money page for each of your product and service categories. Among expert business owners, some of the most common money pages are those for virtual or in-person speaking programs, workshops, executive coaching, and consulting, books, and online coursework.

When considering your own sales offerings, creating a page for each one allows for multiple advantages you'd lose if they were all on the same page. Below are three of the biggest benefits.

### Clarity

Each page can provide a clear and concise description of its corresponding product or service. When looking at a page, there's no question what it's promoting, who it's a good fit for, what you gain from purchasing it, or how to get started.

### Depth of Information

Each page can go into greater detail about each product or service. If you try to explain everything on one page, it's going to be too long, and viewers will lose interest and leave your website. If each page is separate, you can go into detail with relevant information and keep each page an appropriate length.

### Visitor Tracking

When you promote each product or service through a separate page, each page has a distinct URL, giving you an easy way to see which offerings a website visitor was interested in based on which pages they viewed. This is valuable information when planning sales outreach to them after the fact.

These are just a few of the reasons to keep your products and services on separate money pages. That said, keep in mind that not every single product or service deserves its own page.

For example, if you offer speaking programs, you should definitely have a "Speaking" page, but you may not need individual pages for each speaking program.

Use your own judgement when planning which money pages you'll need, and remember you can always make changes later, based on feedback from leads and clients.

## 2. CONSIDER POSITIONING THEM AS "PERSONA" PAGES.

The second thing to consider when building money pages doesn't apply to everyone, but it can be helpful depending on your offerings. I'm talking about building them as "persona" pages.

A persona page is essentially a money page that outlines which of your products and services are best suited to someone based on a set of criteria such as age, income, team size, industry, years of experience, etc.

For several years on [SpeakerFlow's website](#), for instance, we had three persona pages, Startin' Up, Heatin' Up, and Blowin' Up, which broke down as follows:

- **Startin' Up:** New and aspiring thought leaders who are just getting started and looking for ways to continue growing, generate more leads, and manage their sales process
- **Heatin' Up:** Established thought leaders who have been running their business for some time and are ready to start using systems to help them stay in their zone of genius.
- **Blowin; Up:** Well-established and successful thought leaders whose systems can't keep up with their growth and need to get their processes organized as soon as possible.

On your own website, using a persona layout for your money pages can be helpful if you have "tiers" or packaged sales offerings pre-defined to suit your clients. In these cases, persona money pages allow potential customers to see which tier or package best suits their needs and take action quickly.

On the other hand, if your offerings are more flexible – for instance, if you

only offer speaking programs and the biggest determining factor is whether the event pays enough – persona pages may not be relevant, and it may be more useful to potential clients to simply see the benefits of what you offer.

**Pro Tip:** Even if persona pages don't apply in your business, defining your ideal client personas (or ICPs) is a great way to refine your focus during sales outreach. It's also helpful to have on hand when determining whether or not a lead is a good fit or coaching a salesperson how to do so. To learn more about building personas, check out [HubSpot's persona guide](#).

### 3. LAY OUT THE PAGE LIKE A STORY.

Number three of our money page tips is perhaps the most important: Craft your money pages like you're telling a story. On each page, you're the guide, and the visitor to your page is the hero of the story. Knowing this, as you build your money pages, remember these three things:

#### First:

As the guide, you need to show the visitor that your wisdom, guidance, and direction are the solutions to their problems. This is accomplished through sections describing the benefits of hiring you, testimonials, and other design elements that reinforce your authority and credibility (We'll get into those details shortly).

#### Second:

As the hero, the visitor is choosing you to solve a problem for a community of people (their audience). They want to know why you're qualified to help them – absolutely – but they also want to know how you would help them if they hired you including your process for working with clients, what results they could expect from it, and what their return on investment would be.

#### And Third:

As the guide, your final job is showing the hero the next steps they should take and why it's worth listening to you. Should they call you, email you, book a discovery call? How much time should they expect to invest in the initial conversation, and why is it worthwhile?

Long story short, each money page should tell a story, but it's not about you. In [his episode of our podcast](#), Rich Mulholland perhaps said it best:

*“Yes, you have a story, but nobody cares. Our job isn’t to tell our story. It is to sell other people a new version of their own story in which we play a part. And your job is never to become the hero of their story – It’s to audition for better and better parts.”*

## 4. KEEP YOUR LANGUAGE CLEAR AND CONCISE.

Speaking of stories, the fourth thing to keep in mind when building money pages is that the story you tell on each page needs to be clear and concise. Each story should communicate who you serve, how you serve them, and how your page visitor can get in touch with you in the context of that story and as efficiently as possible (while still being engaging, of course).

Money pages should also have a focused suggestion to the visitor, or “call to action,” that directs them forward. A call to action recommends a next step such as “Book a Free Discovery Call” or “Contact Us”.

When you're creating a money page, keep it simple with a single call to action. The more options you put in front of somebody, the longer it takes to make a decision, so don't include 500 different ways to contact you.

For example, a good call to action can be “Talk to [insert your name]”. Upon clicking this button, the visitor is then directed to a page on which they can schedule a discovery call with you. Remember, the clearer and quicker you make the experience of booking a call, the more likely your page's visitors are to do so.

**Pro Tip:** Avoid vague or “fluffy” language, too, especially in your calls to action. A button that says “Start Here,” for instance, sounds fine, but it doesn't explain what they're starting, which can make people hesitant to click it. Clear and direct language makes sure people don't feel that way and will act confidently and quickly.

## 5. ENHANCE YOUR POINT WITH IMAGES AND VIDEOS.

The next aspect to finetune on your money pages is the design, both visually and in terms of how your pages are constructed.

To the first point, visual aids play a vital role in keeping website visitors engaged and adding to the positive perception of your brand. They also provide visitors with another way to absorb the information on the page. This makes them **more likely to retain the information** from it and circle back to you later, even if they don't buy anything today.

To the second point – how the pages are constructed – each money page should load quickly, ideally under 3 seconds. This is largely because, on average, a user will have made a decision as to whether or not they are interested within 50 milliseconds. That gives you 50 milliseconds to create a good first impression and capture their interest so they continue looking through the page.

TL;DR (Too Long, Didn't Read): Include graphics, videos, and images to make the content of your money page easier to digest and to keep your website visitors engaged. Then, optimize each of these components so that they don't negatively impact your pages' load time. Learn more about the optimization process in these guides for [optimizing images](#) and [optimizing videos](#).

## **6. IF YOU DON'T OFFER A GUARANTEE, THINK ABOUT ADDING ONE.**

Number six of our money page tips is to consider offering a guarantee. The most common one on the market is the "money back guarantee" that promises if a customer isn't satisfied with their purchase, they'll get a full refund. There are a few major "pros" to offering this kind of promise, including:

### **Customers are more quick to trust you.**

A money back guarantee shows that you understand that they're taking a risk and want to reassure them. In other words, you show that you trust the value of your product or service, which makes them more likely to trust you.

### **Customers don't feel that they're taking a risk.**

As mentioned above, offering a refund shows potential clients that you acknowledge the risks they're taking and believe so much in your sales offerings that you want to offset that risk. At that point, they'll be left thinking,

"Well, if there's no risk, why not give it a shot?" Best case, their life is changed for the better, and worst case, they lost some time and effort, but ultimately, no harm done.

### Customers will likely pick you over a competitor.

If you offer a money back guarantee and your competitors don't, you become the obvious choice, plain and simple. Your customers are looking for the most bang for their buck. So, even if you don't have the biggest name yet or the shiniest, most expensive website to promote your sales offerings, a guarantee can set you apart big time.

Admittedly, these "pros" also come with some "cons," too, such as the potential for people to exploit your guarantee or expect an outrageous level of customer service.

However – provided it suits your sales offerings and your business can afford it – including a guarantee on your money pages overwhelmingly boosts visitors' willingness to follow your calls to action and, ultimately, purchase something.

Below are some of the most common guarantees used in expert businesses:

- **Full Refund:** The classic money-back guarantee, clients are given all of their money back if they're unhappy with a product or service
- **Partial Refund:** A percentage of their bill is refunded in certain circumstances, common use case is a few months of a subscription (online course, coaching program, etc.) for free
- **Free Add-On Service:** Extra products or services are awarded to make up for poor experiences, common SAAS (software as a service) example is a coaching call to sort out technical issues and implement technical projects free of charge
- **Flexible Scheduling:** Speaking event is rescheduled without extra fees and guaranteed even if a new date hasn't been decided, was a common offer when live events were canceling during the COVID-19 pandemic

## 7. END WITH A FREQUENTLY ASKED QUESTIONS (FAQS) SECTION.

Next, make sure each money page includes a section for "Frequently Asked Questions." This section is all about addressing common questions,



concerns, and objections that potential clients may have when considering your sales offerings, and there are a few reasons it's important.

For one thing, **having an FAQ section can save you a lot of time** in the long run. Every question you answer there is one less thing you'll have to spend time on during a phone call, Zoom meeting, or email exchange. Plus, if someone sees an answer they don't like, they probably won't buy from you, which saves you time, too, since they weren't a good fit.

For another thing, **FAQs show potential clients that you "get it."** You're not trying to pretend they aren't justified in being cautious, and instead, you have the experience and confidence to be upfront and calm any of their worries. Just like the aforementioned guarantee, this approach demonstrates your trust in your products and services and makes potential clients more quick to trust you.

It doesn't have to cover every question – That's what discovery calls or strategy sessions are for – but it should cover the basics. Your soon-to-be-clients (and your calendar) will thank you.

## **8. OPTIMIZE YOUR MONEY PAGES FOR SEO.**

Step #8 for your money pages is to make them easy to find or, put simply, SEO-optimize them. If you haven't heard of it before, SEO-optimization is the process of building your webpages in a way that makes them rank higher in a list of search results.

In the broadest sense, page SEO means crafting the page to center around a key phrase or word among other structural choices that make for a "high quality" page (according to the algorithms search engines use to generate lists of results).

Below are five ways you can SEO-optimize your money pages as you build them. For more information, we highly recommend [Backlinko's definitive guide](#) to on-page SEO.

### **Focus your page content around a keyword or phrase.**

This should relate to the product or service the page is about and be something that people in your target market are actively searching for. For a

page about speaking programs in healthcare industries, for instance, your keyword might be “healthcare keynote speaker.” To narrow down keywords for your money pages, start with the “Conducting Keyword Research” guide on our [Resources page](#).

### Use a “nesting structure” for your page headings.

The main page title should be classed as an H1 or “title” heading, then the headings of each section should be H2 headings. Within each section, each subsection should be an H3 headings, subsections under H3 headings should be H4s – you get the idea. This communicates the informational hierarchy of the page, both to search engines and the viewer.

### Add alt text to images and videos, and include the keyword or phrase.

“Alt text” is a label applied to a video or image in order to describe its appearance and/or purpose on the page and should include the keyword or phrase for the page on which it appears. It allows your images and videos to rank on Google images for that keyword/phrase and it makes the page more accessible. You can learn more alt text and why it matters in [this Semrush guide](#).

### Include your keyword or phrase in the page’s URL.

This is pretty self explanatory but another important SEO task. Because search engines “crawl” the web to find results when someone searches for a keyword/phrase, using that word or phrase in the page URL makes it easier for web crawlers to find and, consequently, higher placed in a list of search results.

### Follow readability guidelines for on-page SEO.

Readability defines how readily people can read the information on a page.

Greater readability “scores” generally mean a page is easier and more enjoyable to read, which also means search engines will prioritize it in a list of results.

Combined with keyword optimizing your page, this is one of the easiest and most sure-fire ways to make sure people will land on it.

Below are a few ways to boost your page's readability:

- Keep sentences short, ideally less than 20 words.
- Separate text into sections so that each section has fewer than 300 words.
- Separate text into paragraphs. Each paragraph should have fewer than 150 words.
- Use transition words and phrases throughout the page's body text.
- Avoid passive voice (ex. Instead of "The book was read by Joe" you'd say "Joe read the book".)

**Pro Tip:** If your website is built using Wordpress, we highly recommend the [Yoast SEO plugin](#). It checks for all of the above points and provides suggestions to improve your page's readability performance.

## 9. SET UP ANALYTICS IF YOU HAVEN'T ALREADY.

The last task before launching your money pages is to set up backend analytics for them. One of the most widely used analytics tools is Google Analytics. Available for free, Google Analytics allows you to collect a wide variety of data from your website including how many people visit your website each day, what keywords led them to land on your site, and where they're coming from, geographically.

Setting up Google Analytics means you can track this information – and much more – and use it to adjust your money pages accordingly. If visitors are finding your website using a keyword you don't have a page for, for instance, Google Analytics will tell you, and you can start planning that page in no time.

Internally, we monitor our Analytics account regularly. Here are some of the key data points we look at and how we incorporate them into our ongoing website strategy. At a minimum, we recommend you set up Google Analytics (if you haven't already) and track these stats, too. 👍

- **Traffic Sources:** From which sites or using which keywords are visitors finding your website? Knowing this information means you can tailor your pages to suit those visitors or create new pages SEO-optimized for those keywords.

- **Bounce Rate:** What percentage of visitors leave your site after only viewing one page? Ideally, you want a bounce rate between 26-40% but the average is between 41-55%. You can lower your bounce rate by improving the copy and design of each page to make it more engaging, ensuring your calls to actions are clear and consistent, etc.
- **Average Session Duration:** How long do viewers spend on your website, on average, before leaving? Higher average session duration means greater engagement, and the ideal metric is 2-3 minutes.
- **Average Pages per Session:** How many pages do visitors look at before leaving? The industry standard is 2 pages, but you can improve your website's average pages per session, average session duration, and bounce rate in many of the same ways (i.e. making the content of your site more clear, relevant, and engaging).
- **Top Performing Pages:** Which pages receive the most traffic, have the longest session views, and the greatest conversion rate (percentage of viewers that take the call to action)? These are pages you can mimic when improving your other pages.

## 10. TRY TESTING DIFFERENT LANGUAGE, PAGE LAYOUTS, AND DESIGNS.

Once your money pages are live, the final step is to continue making improvements to them over time. This applies to the design of the page, the words you use, what questions are included in your FAQ section – you name it. Not sure what changes to make? Start with the following two sources.

### Analytics

Making improvements is where analytics really comes in handy. Looking at your money pages, how long do people spend on each page? Do people navigate from a page to the rest of your site or just leave? Which pages most often lead to people taking their respective call to action? Learn from the pages that produce the best results, and mimic them on struggling or new pages.

**Pro Tip:** Consider creating two versions of a money page and adjusting the copy, images, layout, or other design choices between each page. This practice – better known as “A/B testing” – allows you to test changes to your page and compare the two version to see which performs better. Learn more about A/B testing in [this handy guide](#) from CrazyEgg.

## Feedback

Another way to determine what changes to make is simple: Ask people! In conversation with potential clients, make note of things they were confused about or sections of the page they misunderstood, so you can make the page more clear. With existing clients, ask what you could have done differently or if there were any looming questions they wish they'd had answers for prior to right away.

Combined, these sources – your analytics and your people – will always point you the right direction. And, by regularly circling back to them, you can make changes accordingly and stay relevant in your target market.

Remember: Your money pages will never be perfect. But, if you consistently make improvements and if you follow this guide, you can be confident you've built them with solid foundations.

*Scroll to see some real-life examples!*

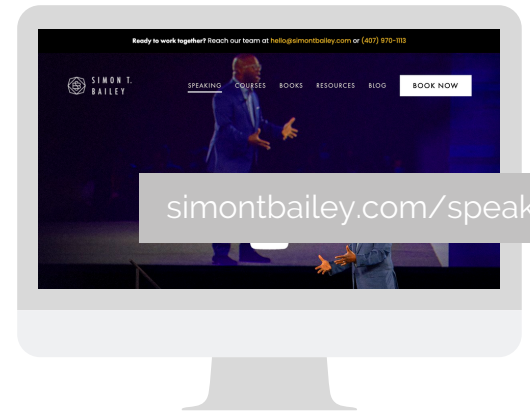


# REAL-LIFE EXAMPLES

## SIMON T. BAILEY

### What To Imitate:

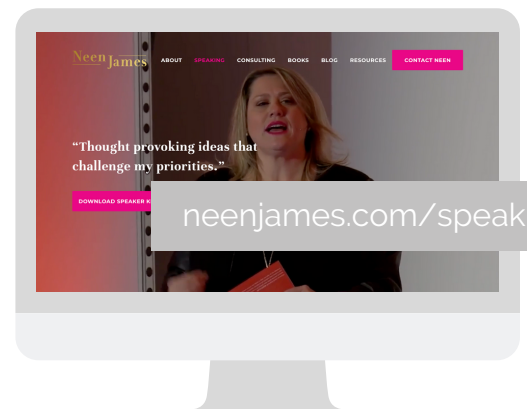
- Lots of social proof
- Includes a "Topics" section to highlight his expertise
- Navigation bar sticks as you scroll so you can take the CTA ("Book Now" no matter where you are on the page



## NEEN JAMES

### What To Imitate:

- Eye-catching CTA buttons throughout the page
- Includes several videos to give the viewer insight into her audiences' experience
- All photos are high-resolution and consistent with her brand



## DAN THURMON

### What To Imitate:

- Hero section has an engaging, powerful headline and subtitle
- Does an exceptional job of typing the results his clients want to the ways his programs produce them
- LOTS of social proof
- Page ends with a clear next step

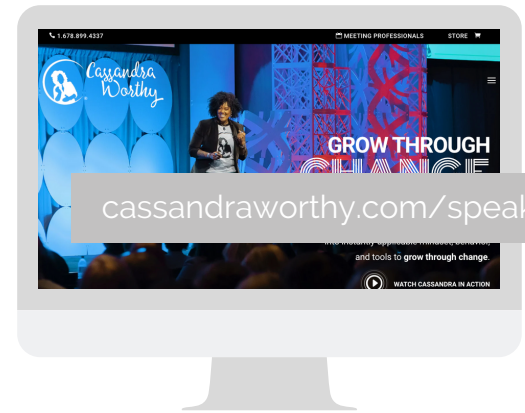


# REAL-LIFE EXAMPLES (CONT.)

## CASSANDRA WORTHY

### What To Imitate:

- Branding is up to date and consistent and matches photos
- "Keynotes" section highlights not just what her presentations are about but who they're for
- Final page CTA is a calendar link (can be less pushy than "Hire Me!")



## SHOLA RICHARDS

### What To Imitate:

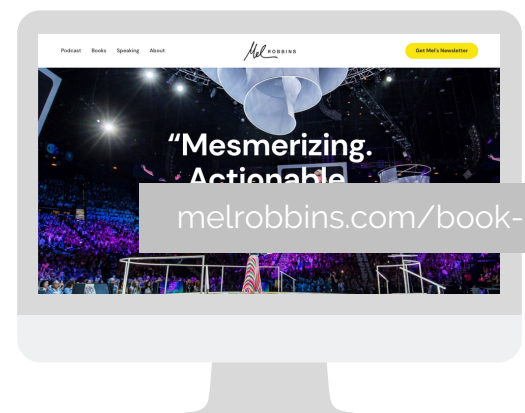
- Because this is a speaking page, includes info for event planners
- CTAs are consistent and all redirect to the final CTA section
- "Keynotes" sections highlight benefits people see from his work ("Audiences leave with...")



## MEL ROBBINS

### What To Imitate:

- Sections are simple and uncluttered and place her message front and center
- "5 Reasons To Book Mel" section is a powerful way to build trust and persuade the viewer to take action



# REAL-LIFE EXAMPLES (CONT.)

## PHIL M. JONES

### What To Imitate:

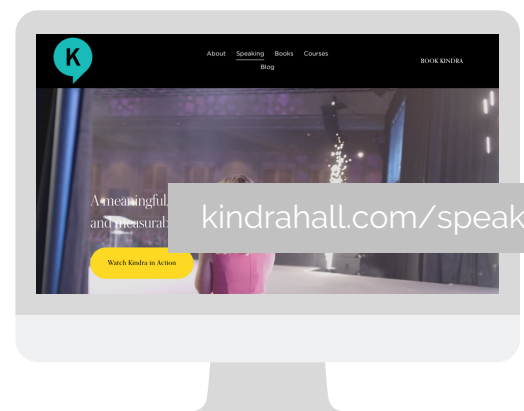
- "Personal Message" adds a level of casualness and relatability (which builds trust)
- "Reasons To Work With Phil" is another good example
- FAQs section is awesome – Many speakers forget about this!



## KINDRA HALL

### What To Imitate:

- Starts with a memorable headline
- Includes a link to her watch her speak in the hero section (ideal for speaking pages)
- Mentions possible customizations, which adds to the appeal of working with her



## RORY VADEN

### What To Imitate:

- Headline is powerful and stands out from the background image
- CTA buttons are consistent, bright
- Mentions his books (which adds to his perceived credibility)
- Mentions he "only accepts 30 invitations to speak each year," urging viewer to react out now





# MONEY PAGE CHECKLIST

- You're not using your homepage as a money page. This is a marketer's heart attack.
- Visitors immediately understand your offer.
  - Your money page does NOT have a headline that contradicts any text on the page or an ad/email the user may have clicked to get to the landing page.
  - All written content on the money page is valuable to the visitor and supports the action you want them to take. Think about addressing the problems/pain points of the visitor and how you can guide them to the solution.
  - All images, videos, and animations are valuable to the visitor and relevant to the text on the money page.
- Make your call-to-action (CTA) compelling.
  - Your CTA button is impossible to miss.
  - You've used a contrasting color and provided ample negative space around your CTA.
  - Your CTA is repeated at multiple scroll depths of the page.
  - You've created an eye path to the button with arrows or another design element pointing to your CTA.
  - Your CTA isn't generic, expressly reiterates the offer and implies action.
  - The CTA uses first person pronouns, action-oriented verbs or a combination of the two.
  - You use the same CTA throughout the page (ex. Use "Book a Call" every time rather than "Contact Me," "Book A Call," and "Let's Talk!")

*Continued on the next page →*

- Your form is friendly and easy to complete.
  - If you're using a scheduling tool like Calendly, when creating the form, only ask for information you need to follow up. Don't make the form a quiz.
  - Use as few fields as possible that gets you the information you need.
  - Your form is neatly arranged and doesn't force the visitor to make decisions. Remember, more decisions, more time, less conversions.
  - Every field is clearly labeled.
  
- One or more forms of social proof are featured on the page to increase the trust factor. This means you've included one or more of the following:
  - Previous client testimonials
  - Reviews
  - Customer logos
  - Trust seals (awards, accreditations, etc.)
  - Media features "as seen on"
  - Social media posts created by fans and customers
  - Privacy policy link
  
- You included video on your money page.
  - Make it personal, raw, and not highly edited.
  - Make it short 2-3 minutes of why they should complete your call to action.
  - State the call to action in the video and point in the direction of the button or form on the page.

You've included all of the necessary sections on your money page.

Title/Headline (to highlight value)

Subtitle (to explain value)

Social Proof

Introducing The Problem

Explaining How You Solve It

Frequently Asked Questions (FAQs)

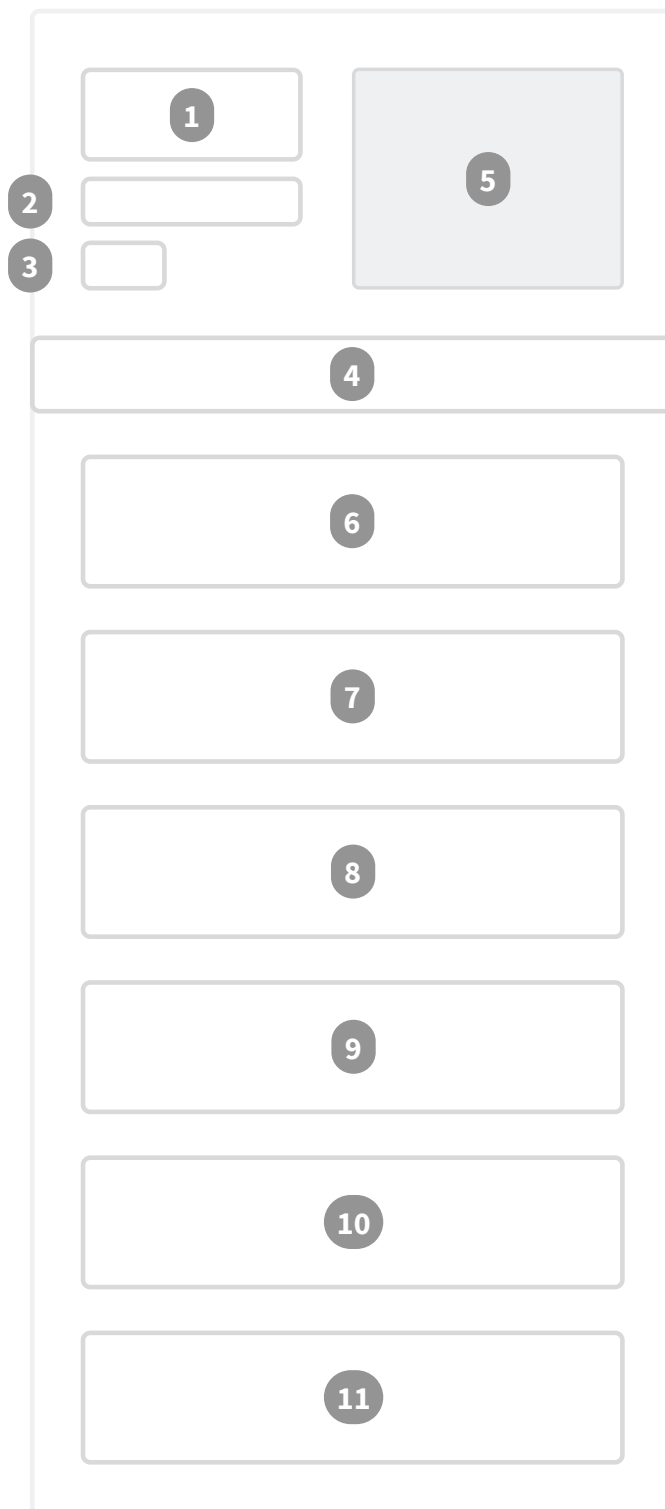
Final Call to Action

You've prepared the backend systems for your money page.

The page is SEO-optimized to make it easy to make it easy for your ideal clients to find it when searching online.

You have analytics set up for your website so you can see how many people are visiting, when, from where, and how they're interacting with your page.

# MONEY PAGE BLUEPRINT



1. Title/Headline
2. Subtitle
3. Call to Action
4. Social Proof
5. Visual (usually video)
6. introducing the Problem
7. Explaining the Solution
8. More Social Proof
9. FAQs
10. Another Call to Action
11. Founders' Note (About you)

# Questions or Comments?

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Contact us at  
**hello@speakerflow.com**  
and let us know what you  
think!

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