



FREE
RESOURCE

The Sales Page Formula for Therapists

A 5-part writing template that converts
without feeling sleazy or salesy.

WHAT YOU'LL BUILD WITH THIS TEMPLATE:

- ✓ A sales page headline that speaks to your student's exact fear
- ✓ Transformation-first copy that sells outcomes, not credentials
- ✓ Ethical language that passes the therapy/education distinction

Why Therapist Sales Pages Fail

The two mistakes that kill therapist course sales

Most therapist sales pages fail for one of two reasons. The first: they lead with credentials. 'I am an LCSW with 14 years of trauma-informed practice...' Your student doesn't care about your credentials yet. They care about whether you understand their problem.

The second mistake: they list features. '6 modules, 14 videos, 3 workbooks, live Q&A...' Features don't sell courses. Transformations do. Your student is asking one silent question as they read: 'Is this for someone like me, with a problem like mine?'

The formula on the following pages is designed specifically for clinicians. It acknowledges your ethical constraints (no clinical promises, no therapeutic relationship) while giving you a framework that is genuinely persuasive. You do not have to choose between your ethics and your income.

WHAT CONVERTS:

- Pain-first opening
- Transformation promise
- Outcome-based headline
- Student testimonial
- Ethical disclaimer
- Specific results ('3 weeks')

WHAT KILLS SALES:

- Credentials-first opening
- Feature list (modules/videos)
- Vague outcome ('healing')
- No social proof
- No disclaimer
- No clear price or button

The following pages give you the exact 5-part structure that fixes all of this.

*"Your sales page is not your CV.
It is a mirror that shows your student their future self."*

— Therapist Growth Partner

The 5-Part Formula - Parts 1 & 2

Not what you're credentialed in - what actually changes for people when they work with you.

1 The Pain-First Headline

Silent objection: 'Is this actually about MY problem?'

- Start with the exact words your student uses to describe their struggle.
- Formula: 'For [audience] who [pain point] but want [desire] without [fear].'
- Good: 'For adults who lie awake replaying hard conversations they can't let go of.'
- Avoid: 'Welcome to Emotional Regulation Foundations with Dr. [Name], LCSW.'
- Tip: Use the exact phrases from r/therapists, Reddit, or your intake forms.

2 The Problem Empathy Block

Silent objection: 'Is this actually about MY problem?'

- Name the experience your student has right now. Not the diagnosis – the feeling.
- 2–3 short paragraphs. 'You've tried X. You know you should Y. But...'
- Describe what it costs them: sleep, relationships, confidence, professional performance.
- Do NOT introduce yourself or your credentials here. That comes later.
- End this block by naming the turning point: 'What if there was a different approach?'

tone guidance for parts 1 & 2:

Write like you're talking to one specific person, not 'people who struggle with anxiety.'
The more specific you are, the more people will feel seen. Specificity is empathy.

The 5-Part Formula - Parts 3 & 4

Parts 3 and 4 are where your credentials and curriculum finally appear.

3

The Transformation Promise

Silent objection: 'What will actually be different after I take this?'

- Name the specific, measurable outcome your course delivers. Not 'healing' – specific.
- Use the formula: 'By the end of this course, you will be able to ____.'
- List 3–5 concrete, observable changes. Skills gained. Habits built. Fears reduced.
- Introduce yourself here, briefly: who you are and why you built this.
- 1–2 sentences on credentials only. Lead with your lived expertise, not your degree.
- Add 1 student testimonial: real name, transformation, 2–3 sentences max.

4

The Course Overview (Brief)

Silent objection: 'What am I actually getting for my money?'

- List modules as outcomes, not topics. 'Module 3: Set limits at work without guilt.'
- Include format and time: '4 modules, approx. 20 min each. Go at your own pace.'
- List bonuses if you have them: worksheet, workbook, community access.
- Do NOT list video count or total hours. Outcomes only.
- End with price, what's included, and your refund/access policy.

FEATURE VS. OUTCOME: THE DIFFERENCE

Feature: '6 video modules'

6 modules covering the DBT skills
Used in distress tolerance work.

Outcome: 'Stop the spiral'

6 modules that teach you how to exit
A panic spiral in under 3 minutes.

The 5-Part Formula - Part 5 & Ethics

5

The Call to Action + Disclaimer

Silent objection: 'Is this safe to buy? Will I regret it?'

- One clear button or link. 'Enroll now - \$97.' Not three different CTAs.
- State your refund/guarantee policy clearly. Even 'no refunds' is fine - be clear.
- Add your ethical disclaimer: visible, plain language, not buried in footer.
- Optional: add an FAQ that addresses 'Is this therapy?' and 'Who is this not for?'
- Final sentence: restate the transformation. 'This is your first step toward...'

THE ETHICAL CLAIMS FRAMEWORK

Every promise you make on your sales page must pass this 3-question test.

1

IS IT EDUCATION?

Can I teach this to 100 strangers at

2

IS IT MEASURABLE?

Can the student confirm the outcome? ('I can now ___:')

3

IS IT HONEST?

Would I say this in a clinical supervision session without flinching?

DISCLAIMER

"This course is educational and does not constitute therapy, counseling, or clinical treatment. It is not a substitute for professional mental health support. If you are experiencing a mental health crisis, please contact a licensed clinician or crisis line. Results may vary and are not guaranteed."

Write Your Sales Page - Blank Template

Draft each section in the space below. Aim for 50–150 words per part.

1

PAIN-FIRST HEADLINE

For ___ who ___ but want ___ without ___.

2

PROBLEM EMPATHY BLOCK

Right now, you're ____. You've tried ____. You know you should ____. But...

3

TRANSFORMATION PROMISE

By the end of this course, you will be able to ____.

Write Your Sales Page - Blank Template

4

COURSE OVERVIEW

This course includes: ___ modules, each covering ___.

5

CTA + DISCLAIMER

Enroll now for \$___. Ethical disclaimer. This course is educational, not therapy.

You Have the Formula, Now Write the Page

Your sales page doesn't need to be perfect. It needs to be honest and specific. A sales page that speaks to one person's exact pain will always outperform a beautifully designed page that tries to appeal to everyone. Write the first draft badly and then make it better.

1

Draft your sales page this week

Use the blank template from Page 6. Set a timer for 45 minutes. First draft only.

2

Read Issue #03 of the newsletter

The full issue covers pain-first vs. credentials-first copy with real before/after examples.

3

Use the MVC Checklist (Issue #02)

Your sales page needs a course to sell. Make sure your course is validated first.

4

Send your first 3 launch emails

Email 1: The problem. Email 2: Your course. Email 3: Last chance. That's a launch.

Ready to go deeper?

The Clinician's Course Blueprint - a weekly newsletter for licensed therapists building course income without burnout. One practical step per issue.



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