

# The Therapist Sales Page Formula

A 7-section sales page structure that converts without feeling pushy, salesy, or inauthentic.

## WHAT YOU'LL DISCOVER INSIDE:

- ✓ The 7 sections every therapist sales page needs
- ✓ How to write the headline (with 3 formulas)
- ✓ Why 'Here's what's inside' kills conversions
- ✓ The ethical urgency methods that actually work

# Selling Without Selling

## Therapists hate sales pages until they understand what they actually are

A sales page is not a pitch. It's an explanation. It answers the question every potential student has before they buy: 'Is this exactly what I'm looking for?' A great sales page is one where the right person reads it and thinks 'This is for me' – and the wrong person reads it and thinks 'This isn't for me right now.'

Both outcomes are correct. Your job isn't to convince everyone. It's to clearly describe what your course does, who it's for, and what changes after they complete it.

- Lead with the problem, not your credentials
- Describe the transformation in the student's language, not yours
- Use outcomes-first module descriptions (what they'll be able to do, not what you'll cover)
- End with specificity: clear price, clear start date, clear what happens next

Work through this formula section by section. Don't write the headline first – write it last, after you know everything else the page will say.

*"The best sales pages don't feel like sales pages. They feel like someone finally understands exactly what you're going through."*

— Therapist Growth Partner

# Sections 1–4: The Problem Arc

**1** Can you articulate the problem better than your student can?

*If your reader finishes Section 1 thinking 'they get it' - you've earned the next scroll.*

## THE 4-SECTION PROBLEM ARC:

S1 – Headline: Name the transformation. Formula: 'How to [outcome] without [fear].'

S2 – The Problem: Describe their current reality in 3–4 specific sentences. No solutions yet.

S3 – The Shift: Introduce your approach. What do you know that they don't know yet?

S4 – Who It's For: Be specific. Name the person, the situation, the readiness level.

## YOUR ANSWER:

Write your Section 2 (The Problem) in 3–4 sentences. Use their language, not clinical language:

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## PROBLEM SECTION EXAMPLES THAT CONVERT:

- "You know what you're supposed to do. You've read the books. You've even tried some of the techniques. But at 2am on a Wednesday, none of it is working.
- "Setting limits sounds good in theory. In practice, every time you try, you end up either caving immediately or feeling like the villain of someone else's

*Read your problem section to a trusted colleague. If they say 'that sounds like me' - it works. If they say 'that sounds like a textbook' - rewrite it.*

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# Sections 5–7: The Solution Arc

2

What does life look like after your course?

*Transformation copy outperforms module-list copy by 3–5× in therapy-adjacent markets.*

**THE 3-SECTION SOLUTION ARC:**

S5 – The Course: Lead with 3 transformation outcomes, THEN the module titles.

S6 – Social Proof: Even one specific testimonial ('After week 3, I...') outperforms five generic ones.

S7 – The Offer: Price, start date, what's included, what happens after purchase, guarantee.

**YOUR ANSWER:**

Write your 3 transformation outcomes for Section 5 (start each with 'You'll be able to...'):

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**TRANSFORMATION OUTCOMES VS. MODULE TITLES:**

- "Weak: 'Module 4: Understanding Cognitive Distortions'
- Strong: 'You'll be able to catch negative thought spirals before they derail your morning.'
- Weak: 'Week 2: Boundary-Setting Frameworks' Strong: 'You'll have 3 phrases to set a work limit without guilt or follow-up.'

*If you don't have a testimonial yet, use a specific outcome you've witnessed clinically: 'Students have reported being able to...' This is honest and persuasive.*

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# Your Sales Page: Structure Complete

YOUR STATEMENT - complete and write it here:

“My headline: '[Transformation] without [Fear].' My target student: [specific description]. My course creates: [3 outcomes]. My price is \$[X], live on [date].”

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# What Happens Next

1

## Write Section 2 first

The problem section is the hardest and most important. Spend 30 minutes on just this. Everything else follows from it.

2

## Get one beta student testimonial before full launch

Send your beta graduates a single question: 'What changed for you after completing the course?' Use their exact words.

3

## Add an FAQ for the 3 most common objections

What are people afraid of before buying? Answer those fears directly. An FAQ converts 15–20% of hesitant buyers.

4

## Set a review reminder 90 days post-launch

Your first sales page won't be perfect. Schedule a 90-day review. Update it with real student language you've collected.

## 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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