

SALES PAGE

The Client: Laura Herde is a life, mindset and manifestation coach working with ambitious females in their 20s-30s. She offers various online 1:1 mentorships and group coaching programs.

The Challenge: Laura wanted an updated sales page for her signature 5-month mentorship, 'The True You'. She was after copy that was written in her chatty and informal tone and that would convert leads into buyers.

The Solution: As this mentorship is a high-ticket offer, I created a long-form sales page that nurtures readers through their decision-making process. Before I began, I researched Laura's target audience to understand their needs, their desires and their language style so I could create copy that speaks directly to them. I also included emotive wording, common objections, and a clear benefit (the end transformation) to make the messaging effective.

The Outcome: Laura sold all spots in two weeks. [Click here](#) to see the published version or continue reading below.

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THE TRUE YOU

5-month 1:1 signature mentorship program

Created for female entrepreneurs, The True You is a high-touch, personalised mentorship program that will help you overcome your limitations, master your mindset + elevate your life on all levels

Are you...

- ... overwhelmed with your to-do-list and stuck in constant cycles of exhaustion + burnout?
- ... struggling to prioritise life outside of work because there's always more you 'should be doing'?
- ... filled with self-doubt & a lack of confidence that makes it impossible to reach your goals?
- ... unable to find the time or energy to complete the projects that truly matter to you?
- ... unsure you'll ever do enough to make your efforts pay off?

Well, babe - if you answered YES to any of these questions, you're in the right place!

[CTA button: Apply here]

Going from overwhelm to overflow doesn't have to be hard.

Imagine if you....

- ... could tap into flow and feel balanced, fulfilled and thriving in all aspects of your life, every single day
- ... had a clear vision for your life and knew *without a doubt* that you could achieve everything you desire
- ... knew *exactly* what routines, rituals and practices you needed to navigate challenges with ease
- ... felt free of the limiting beliefs, negative patterns and self-sabotaging behaviours that are keeping you stuck

If you're ready to ditch the hustle + embody the next-level version of yourself... this is for you!

The True You is a 5-month 1:1 mentorship program that gives you all the tools, steps + support you need to create alignment, balance + abundance in your life. As well as actionable strategies for success, we'll also dive deep into mindset, energy and embodiment work so you can eliminate doubts, overcome overwhelm + ditch self-sabotage for good. The result? You'll be able to live your life as a magnetic, thriving and fulfilled entrepreneur.

These epic results don't lie:

[small banner of 3 video testimonials]

The True You is perfect for you if...

- ... you are an ambitious go-getter in your 20s or 30s, and you want to go all-in to level up your mindset, wellbeing, and quality of life
- ... you are dreaming of creating an aligned, fulfilling and balanced lifestyle with emotional, mental and personal freedom
- ... you are ready to invest in your personal growth, do the work and take uncomfortable action to reach your goals

The True You is NOT for you if...

- ... you are unwilling or unable to take real action and are not looking to commit to your personal growth and healing
- ... you are happy to keep playing small and want to avoid diving deep into the inner work because you don't want any discomfort
- ... you are looking for someone to give you all the answers without any effort on your part

Here's what you get inside The True You:

A personalised coaching concept: As a VIP client, you will receive a detailed, bespoke coaching concept, which includes all the topics we will work through together, alongside an overview of the tools you will be able to apply throughout our partnership and beyond.

Bi-weekly 1:1 Zoom sessions: Together, we will dive into all things mindset, self-healing, self-love, perfectionism, procrastination, people-pleasing, boundary setting, conscious communication, routines, work-life-balance, female energy and manifestation. These 60-minute sessions are fully tailored to YOU so you can accelerate your expansion on all levels - no coaching topic is off limits!

High-value resources: I always make sure my clients get everything they need to crush their limiting beliefs and structure their life in a way that feels effortless and aligned. The resources you will receive include tools, journal prompts, infosheets, worksheets, cheat sheets, e-books and personalised recordings for you to implement & integrate your learnings for maximum results.

Signature tools: As a certified Master NLP, Time Techniques, Hypnosis, EFT Tapping, and Life Coaching Trainer, I will give you all the tools to support you in creating massive breakthroughs and shifts on an identity level. Besides those, you will also have access to my own exclusive tools, strategies + techniques that I have developed over the course of the past 5+ years.

My eyes on your growth + expansion: After each call, I will forward you a powerful recap of everything we discussed, as well as all the strategies you will need, to stay on top of your goals. You will also have access to a shared folder so you can receive my personal feedback on the homework and tasks you are working on.

Private WhatsApp support: I mean it when I say I am dedicated to your expansion - in between your sessions, you will have full access to me via WhatsApp for feedback, support and accountability. See me as your on-call coaching BFF!

[CTA: Save your spot here]

So how does The True You work exactly?

Step 1: Master your Mentality

If you want your business & life to thrive, you gotta become an authority to your subconscious mind. In step 1, we will identify the limiting beliefs, outdated paradigms and old stories that have been holding you back from stepping into your TRUE potential as a leader and badass female entrepreneur. I will give you proven practices, coaching tools + NLP techniques that will help you cultivate self-trust, release any doubts and create a success mindset that supports you in achieving your goals with ease.

Step 2: Maximise your Resources

By managing your time, attention + energy effectively, you will achieve a state of flow and be able to show up fully for yourself, your loved ones and your clients. It's in step 2 that we will create your personalised strategy for success with all the hacks, tools + processes you need to overcome procrastination, lack of energy or focus and imbalances in your life + business.

Step 3: Hack your Holistic Health

In order to thrive and step into your true power, you have to cultivate emotional + mental freedom first. That's why in step 3, we dive deep into holistic wellbeing, self-healing and shadow work. By using the exclusive energy tools, coaching strategies and freedom techniques that I teach, you will heal old trauma and overcome self-sabotage so you can unapologetically embody the highest, healthiest, most incredible version of yourself. Trust me: self-healing is the number one thing that's required for you to truly thrive in your personal and professional life.

Step 4: Shift your Identity

Finally, in step 4, I will teach you everything you need to know about embodying your feminine energy and stepping into your full potential. Rather than hustling, pushing and burning yourself out for success, I will give you my secret formula for tapping into flow, magnetising aligned opportunities and effortlessly creating abundance in all areas of your life. The result? You'll embody a powerful new identity and start taking consistent, aligned action that supports you in creating the fulfilling life of your wildest dreams. The best part? You'll become a magnet to your desires, so your dreams will start chasing you - not the other way around.

[CTA: Count me in!]

Are you ready to transform your reality? This could be you...

[insert carousel testimonials / case studies / screenshots or gallery block]

[CTA: Sign up here]

Meet your mentor:

Hi, my name is Laura! I'm a Master Mindset & Success Coach, as well as a certified NLP, Hypnosis, Time Techniques, EFT and Life Coaching Trainer.

My mission is to help ambitious females go from burnout & overwhelm to balance & alignment - because, yep, I've experienced both and I'm passionate about seeing women thrive! Through my signature programs, *The True You* and *Free Abundant Self*, as well as my other VIP mentorships, I have supported more than 222+ clients from all over the world, helping them turn their wildest dreams & lifestyle desires into reality. My personal mentorships cover all things mindset mastery, manifestation, female embodiment and self-realisation.

FAQs

How do I know this program is for me?

After you apply, I'll check to see if *The True You* is a good fit for your needs. We'll then schedule a 45-minute clarity call to discuss your objectives. If we're a match, you'll receive a proposal with everything outlined in detail - after this, it's on you to decide whether my mentorship program is an aligned choice for you.

What's the investment?

I offer different levels of pricing depending on your exact needs. Once you have applied, we will schedule a call where we will discuss all the details including finances, payment plans and options that work for you.

Is this a business mentorship?

Nope - however, running a successful business requires a strong mindset and unshakable confidence in yourself and what you have to offer. If you're only looking for pure biz advice, then this program is not for you as it has a holistic approach to both business + life.

It sounds like a lot of work... what if I can't keep up?

If you're worried about falling off track, then a high-touch coaching program is *exactly* what you need. Besides giving you all the tools, tactics, resources and techniques to thrive, I'll also hold you accountable every step of the way. I got your back- so with me as your biggest cheerleader, trust that you'll get things done!

Will I have time for this around my busy schedule?

Working with a mentor is the smartest decision you can make if you're feeling overwhelmed & busy right now. By following a proven process, you'll eliminate the time-wasting activities that are currently holding you back. I'm here to show you a formula that WORKS so you can fast-track your way to success, fulfilment and alignment.

I don't have the funds right now, how can I make this possible?

Investing in yourself is a big decision - but I choose to see it as an investment in my future self. That's why your girl has spent serious \$\$\$ on mentorship programs - it's all about putting your money into what will give you the biggest ROI. To make that decision a lil easier, I've also got a choice of payment plans to help you out :)

I'm interested - what do I do now?

Amazing news, sis - I'm sooo excited you're feeling called to take the next step! To start the process, click the button below, fill out the application form and I'll be in touch to schedule a free clarity call.

[CTA: Sign me up!]

Honestly, babe - you are SO worthy & so capable of having the lifestyle you desire. Everything you are dreaming of is possible for you, but the choice to make it happen is yours.

You can...

..continue as you always have, learning through trial + error, wasting time, energy and other valuable resources that you can't get back...

OR

... you can ditch the overwhelm and fast-track your way to success, fulfilment + alignment with the formula and support of someone who has walked that path before.

If you're done figuring it out on your own, click the link below to apply today.

[CTA: Apply now]

COPY ENDS