

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 group mentorship, 'Free Abundant Self'. She wanted copy that would connect with her ideal clients and convince readers to send in an application form.

The Solution: Through long-form copy, I created a sales page that nurtures readers through their decision making process. Having researched Laura's target audience, I was able to understand what her ideal clients need support with, and could therefore create copy that speaks directly to them. Within the copy, I have referenced their current struggles, their specific desires as well as the transformation they will get from the program – all of which help readers see how they can benefit from investing.

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

--

Free Abundant Self

6-week group mindset mentorship

Created for ambitious women, Free Abundant Self is a high-touch, group coaching program that will transform your current reality - forever

Lemme ask you, are you...

- ... struggling with self-sabotage, overthinking and negative habits that are keeping you stuck in your current reality?
- ... filled with self-doubt and a lack of confidence that stops you from taking action towards your goals & dreams?
- ... confused about what you can *actually* do to get to a place of inner peace, confidence & alignment?
- ... ready to crush your limiting beliefs, raise your frequency and master manifestation so you can *finally* become a powerful magnet to all of your craziest desires?

If your answer to any of these was a big & loud YES... then you're in exactly the right place!

[Apply for FAS now]

How would you feel if...

- ... everything you've ever wanted came your way quickly and effortlessly?
- ... you could tap into flow and feel balanced, fulfilled and thriving no matter what?
- ... you knew the *exact* action steps that would get you to your goals fast?
- ... there were zero doubts in your mind that you could live a life you absolutely LOVE?

Well, babe, it's all possible and it's all within your reach!

Free Abundant Self is a 6-week group coaching program that covers all things self-confidence, mindset and manifestation so you're set up for success and can start pursuing your goals from a high-vibrational state. With support & guidance from me, you'll learn the tools + strategies to completely transform your mindset so you can attract every single desire you've ever wanted.

Want proof? Here's how my previous FAS students are getting on now:

[banner of 3 video testimonials]

What you get inside Free Abundant Self:

A comprehensive welcome package with deep-dive questions, affirmations & personality tests to gain a deeper understanding of who you are.

60-minute welcome call with Laura where you can meet your fellow students and get all the details about your transformational 6-week journey.

4 x 60-minute group coaching calls with your head coach to reset your mind & gain clarity on the most effective strategies for your personal glow-up.

1 x 90-minute bonus Q&A masterclass with Laura where you can ask all the juicy questions you want covered to get the very most out of the program.

High-value coaching resources as part of your homework to rewire your subconscious mind and set yourself up for life-long success.

Supportive feedback on your homework from the other women in your personal coaching group.

Lessons on manifestation to level up your mindset for abundance in all areas of life.

Exclusive NLP tools + strategies to reprogram your mind & clear out limiting thoughts, beliefs & behaviours that are keeping you stuck.

Lifetime access to our exclusive FAS WhatsApp group where you can ask any questions about an abundance mindset at all times.

An exclusive goodie box sent to your home filled with high vibe treats personally chosen by me.

Lifelong connections with like-minded soul sisters - my former FAS students still keep in touch through WhatsApp & even meet up in real life!

If you choose to upgrade to a VIP package, you'll also receive:

Exclusive 1:1 slack support for additional guidance and personal advice throughout your 6 weeks.

Personalised feedback on your homework for extra accountability and tailored support.

And if you go for the VIP+ package, you'll also get:

An exclusive 30 minute 1:1 bonus call with Laura that is fully tailored to YOU so you can accelerate your expansion on all levels.

[CTA: Apply now]

Here's exactly how it works:

Stage 1 Mindset Mastery

In order to have breakthroughs, you gotta work through your mindset blocks and develop unshakeable belief in your power to make things happen. That's why we begin Free Abundant Self with a module that gets to the root of any limiting beliefs and behaviours you're holding onto. As part of the program, you'll receive all the tools, strategies + NLP techniques you need to crush your negative patterns and create an aligned mindset that will call in all the freedom, success + abundance you desire.

Stage 2 Confidence Embodiment

The way that you show up for yourself determines how much success you will see in your life. So in this module, you'll be guided through everything you need to know in order to start showing up as the empowered, most incredible babe that you are! We'll cover low self-worth, lack of boundaries, negative self-talk, perfectionism, fear of failure, self-doubt and anxiety so you can finally feel confident, secure and ready to make profound changes in your external reality.

Stage 3 Manifestation

In the manifestation module of FAS, we'll dive deep into the universal laws and principles that shape our reality. You'll receive my 7-step process and secrets on manifestation so you can become a magnetic goddess. You'll also learn how to tap into a state of receiving so you can effortlessly attract *everything you've ever wanted*.

Stage 4 Lifestyle Design

Module 4 of Free Abundant Self focuses on creating a clear vision + detailed roadmap towards YOUR dream life. As well as this, you'll learn how to overcome perfectionism, procrastination + self-sabotage and discover the easy action steps you can take right away in order to see results FAST.

[CTA: I want in!]

Ready to get results like these?

[carousel testimonials / case studies / screenshots]

[CTA: Sign up here]

Meet your mentor:

Laura is a Master Mindset & Success Coach, as well as a certified NLP, Hypnosis, Time Techniques, EFT and Life Coaching Trainer. She is also the founder + CEO of the expanding lifestyle brand Laura Herde LLC.

Laura's mission is to help ambitious females go from burnout & overwhelm to balance & alignment. Through her signature programs, *The True You* and *Free Abundant Self*, as well as her other VIP mentorships, Laura has worked with and supported more than 222+ clients from all over the world in the past 3 years, helping them turn their wildest dreams and lifestyle desires into reality.

Laura's personal mentorships cover all things mindset mastery, manifestation and self-realisation.

→ SUN SIGN: SAGITTARIUS

→ ENNEAGRAM: TYPE 8

→ MBPT: INJF-T

Frequently Asked Questions

How many women are in the coaching group?

Free Abundant Self is a high-touch, intimate group coaching program. So rather than a course with hundreds of people, you'll be in a small group of just six women + your coach. We run several cohorts (English + German speaking) to deliver a safe setting where you can build meaningful connections with others.

Will I need to share anything personal with the group?

All interactions happen within a group setting, however, as each cohort is hand-selected by me, I am certain you will feel safe and supported at all times. If you're unsure whether a group setting is for you, I highly recommend checking out the testimonials of my last group coaching program.

How do I join the weekly calls?

All our group calls take place via Zoom and you can participate from wherever you are in the world. Calls usually take place on Sundays and the exact time will be discussed within the group so it suits all different time zones. All calls will be recorded and can be watched as a replay, too.

Will I be able to ask individual questions?

Yep - at the beginning of every call there will be 10 minutes for questions that have come up over the past week. We are always happy to discuss individual questions during these calls as chances are others in your group will have similar struggles.

What's the price of the program?

We have a range of payment options to suit your financial situation. As well as a choice of a basic or VIP package, you can also make payments in monthly instalments without any extra fee. All of this can be discussed when you apply for the program :)

I'm so busy, will I have enough time to keep up?

Girl - I feel you! If you're overwhelmed or worried about falling off track, then a high-touch group program is **exactly** what you need. Not only will it fast-track your way to a life of alignment and balance, but it will also equip you with everything you need to know about time + energy management. The aim of this program is to collapse time when it comes to gaining clarity, getting unstuck and getting ahead with taking action.

I'm interested - what do I do now?

Amazing news, sis! Click the link below and fill out an application form. Once we've received it, I'll review your message and get in touch with further details. If we're a good fit, you'll be onboarded into the program and introduced to the other women in your personal coaching group.

[CTA: Sign me up!]

Trust me babe, you really CAN have it all

[video goes in here]

Everything you're dreaming of is possible for you - it's just up to you to go and claim it.

If you're ready to say YES to yourself and create the life you deserve, click the link below and apply for your spot today.

[CTA: Apply here]

COPY ENDS