



# THE SELF-IDENTIFIER SECTION FOR SALES PAGES

This discussion and worksheet will help you use powerful “this is for you” sections on your sales pages and emails

You will be ready to immediately apply this training to the next sales page you write.

## THE SELF-IDENTIFIER SECTION

## What are the 3 mistakes I need to avoid with this section

## What is the Linear Path to Learning section?

## What is the Readiness Self-Identifier section?

## What is the Inspirational Close section?