LifterLMS

CYBER MONDAY GATHERING 2026 · ATTENDEE BONUS · COMPANION TO THE SALES PAGE MOCKUP

Course Sales Page Section Guide

A sales page is a conversion tool, and every section of a well-built one has a job to be done. This guide walks the mockup top to bottom: what each section is for, what to write in it, and where it lives in LifterLMS when it is a built-in feature.

How to use this guide. Open the tall mockup image beside this PDF. Page two is the map: all 24 sections in order with the job each one does. Each page after that shows one section, its job, why it is there, and three prompts for writing your own version. The last page is a fill-in outline, so by the end you have the skeleton of your sales page in the right order.

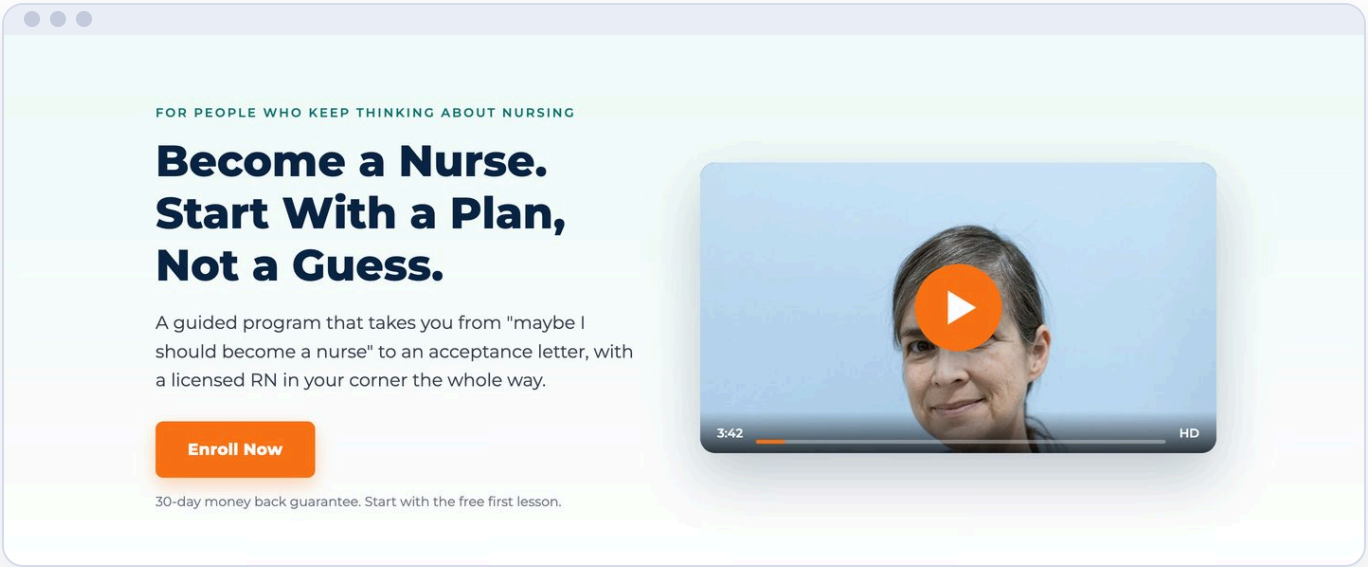
Banners are the full-width photo strips between sections. They are marked in the map. They have smaller jobs, but they are why the page reads as chapters instead of a wall.

THE SHAPE OF THE PAGE

The top half sells the outcome: who it is for, what changes, who says so, and the method. The bottom half sells the purchase: what you get, the curriculum, the people it fits, the instructor, the price, the objections, and the close. Keep that order. Visitors who skip to the price scroll back up for the proof.

THREE RULES THAT HOLD ACROSS EVERY SECTION

- Every section answers one question the visitor is asking at that point in the scroll. One question, one section.
- Real copy beats placeholder copy. Write the section in full before you design it.
- A button appears only where a decision is possible: the hero, the pricing, the close.



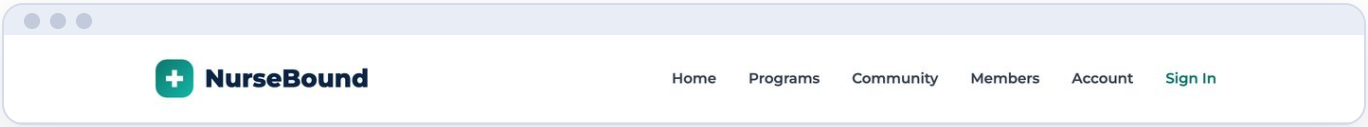
The 24 sections and their jobs

Top to bottom, in the order they appear on the mockup. One page per section follows.

CODE	SECTION	JOB TO BE DONE
S01	**Navigation bar**	Tell the visitor where they are and that this is a real school. Stay out of the way of the pitch.
S02	**Hero: headline, subhead, video, Enroll Now**	Win the first five seconds. Name the person, name the outcome, show a face, and put the button above the fold.
S03	**As featured in**	Borrow credibility before the visitor has a reason to trust you.
S04	**Banner: ready to stop wondering?** (banner)	Pattern interrupt. Call out the exact feeling the visitor has and open the story.
S05	**The transformation, before and after**	Make the visitor see their current state and the promised state side by side. Sell the destination.
S06	**Banner: student feedback** (banner)	Signal that proof is coming and keep the scroll moving.
S07	**Testimonials**	Let people like the visitor answer "will this work for me?" in their own words.
S08	**Banner: three powerful pillars** (banner)	Promise there is a system, not a pile of videos.
S09	**The method**	Show the system in three steps so the path feels simple and the school feels like the expert.
S10	**Banner: how it works** (banner)	Shift the reader from why to how.
S11	**Content, coaching, community**	Show what you actually get and the three formats that create results: lessons, live help, and people.
S12	**Banner: course curriculum** (banner)	Announce the detail that serious buyers scroll for.
S13	**Your learning path**	Prove the depth, show the order, and give a free first lesson so the visitor can start without paying.
S14	**Banner: built for where you are starting from** (banner)	Tell the visitor this was built for someone specific.
S15	**Who we serve best**	Let the visitor self-select. "That is me" doubles intent; "that is not me" saves a refund.
S16	**Banner: meet your instructor** (banner)	Introduce the human behind the promise.
S17	**Your guide**	Establish authority and empathy: credentials plus a story that says "I was where you are."
S18	**Banner: start today** (banner)	Move the reader from learning to deciding.
S19	**Pricing**	Present a clear choice with a default. Three tiers, the middle one highlighted, every plan with a button.
S20	**Banner: frequently asked questions** (banner)	Signal that the remaining objections get handled here.
S21	**FAQ**	Remove the last reasons not to buy: fit, time, what this is not, what if it fails, access to a real person, refunds.
S22	**Banner: the call to adventure** (banner)	Reset the emotion before the final ask.
S23	**Final call to action, guarantee, secure checkout**	Ask one more time with urgency and social proof, remove risk with the guarantee, remove fear with the payment badges.
S24	**Footer**	Close the page cleanly and show it is powered by real software.

Navigation bar

Job to be done. Tell the visitor where they are and that this is a real school. Stay out of the way of the pitch.



WHY IT IS HERE

The navigation has one quiet job: prove this is a real school with real students, then get out of the way. Members, Account, and Sign In signal that people already belong here. Nothing in the bar should pull a first-time visitor away from the page that sells.

WHAT TO WRITE

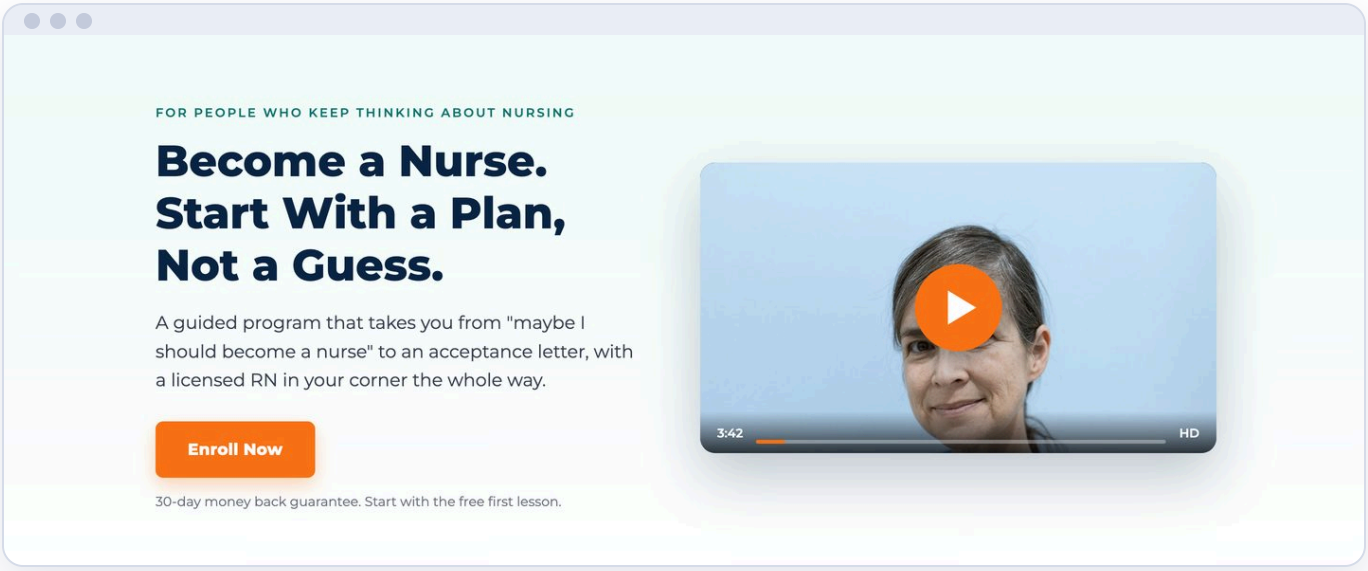
- Five or six links at most. Home, Programs, Community, Members, Account, Sign In.
- Logo on the left, Sign In on the right, where returning students look for it.
- No sale links and no discounts in the bar. The page below does that work.

In LifterLMS. Point Account and Sign In at the LifterLMS Student Dashboard page, which core creates for you.

My version of this section

Hero: headline, subhead, video, Enroll Now

Job to be done. Win the first five seconds. Name the person, name the outcome, show a face, and put the button above the fold.



WHY IT IS HERE

Most visitors decide in the hero whether to scroll. It has to name who the page is for, say the outcome in plain words, show a human face, and give the button with the risk reversal right under it. The video thumbnail does a second job: it promises that a real person will explain the rest.

WHAT TO WRITE

- Eyebrow line that names the reader. "For people who keep thinking about nursing."
- Headline that states the outcome, not the course. Subhead that says how, in one sentence.
- One button with an action verb, and the guarantee or the free lesson in small text beneath it.

In LifterLMS. The video is the course's Featured Video setting in LifterLMS. Paste a YouTube or Vimeo link and core embeds it on the course page.

My version of this section

As featured in

Job to be done. Borrow credibility before the visitor has a reason to trust you.



WHY IT IS HERE

A visitor who has never heard of you has no reason to believe the headline. Logos of places that have featured you lend their trust to yours. Podcasts, newsletters, local press, and industry sites all count. If you have none yet, use the names of the organizations your students come from, or skip the row until you earn it.

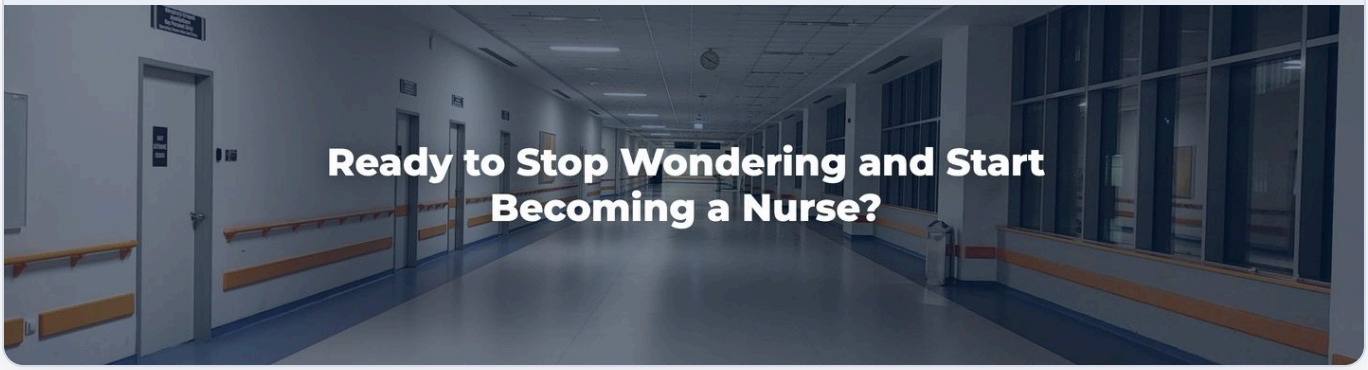
WHAT TO WRITE

- Five names at most, evenly spaced, in grey so they support rather than compete.
- Podcast appearances and guest posts count. So do the companies or schools your students come from.
- Never invent one. An empty row is better than a fake logo.

My version of this section

Banner: ready to stop wondering?

Job to be done. Pattern interrupt. Call out the exact feeling the visitor has and open the story.



WHY IT IS HERE

Full-width banners break the page into chapters and give the eye a rest. This first one has a sharper job: it names the feeling the visitor arrived with, as a question they answer yes to. That yes is the first small commitment on the page.

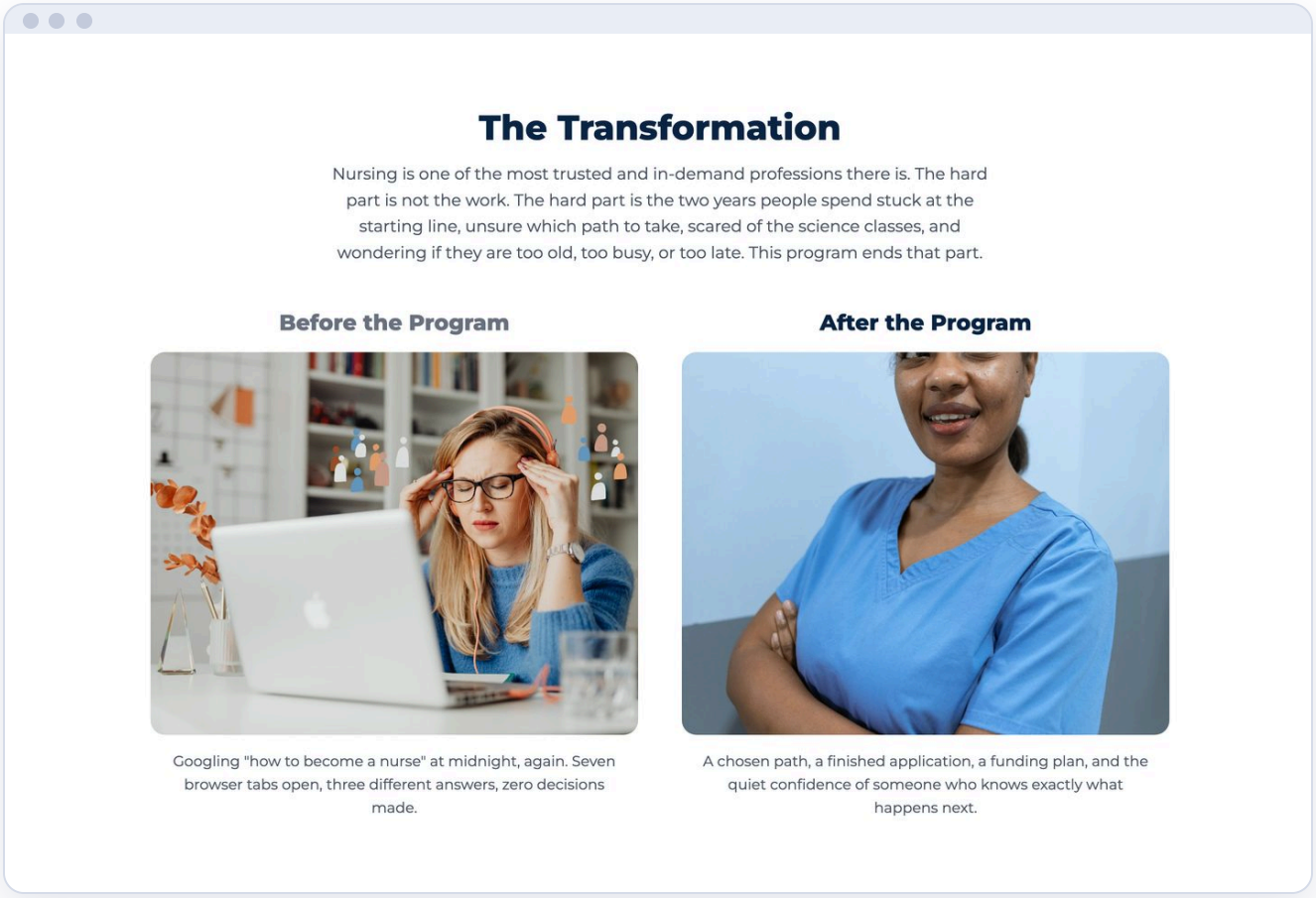
WHAT TO WRITE

- One question, in the visitor's own words, that they can only answer yes to.
- A photo of the world they want to enter, darkened so the headline reads.
- No button here. The banner opens the story, it does not close the sale.

My version of this banner

The transformation, before and after

Job to be done. Make the visitor see their current state and the promised state side by side. Sell the destination.



WHY IT IS HERE

People do not buy content. They buy the version of themselves on the other side of it. This section paints the before in painful detail, the after in concrete detail, and lets the gap between the two photos do the selling. The paragraph above the photos says why the gap exists and why this program closes it.

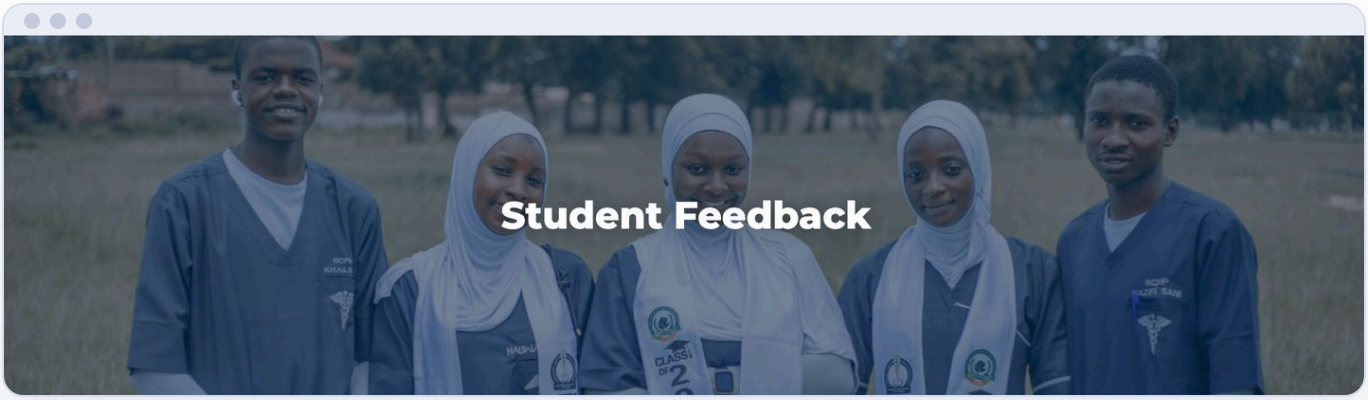
WHAT TO WRITE

- Write the before as a scene the reader has lived. Midnight searches, seven tabs, zero decisions.
- Write the after as specific outcomes. A chosen path, a finished application, a funding plan.
- Pick two photos that show the same person-type in both states. Same framing, different energy.

My version of this section

Banner: student feedback

Job to be done. Signal that proof is coming and keep the scroll moving.



WHY IT IS HERE

After a big promise the visitor's next thought is "says who?" This banner answers before they finish thinking it. The photo shows the community they would join; the heading tells them the proof is next.

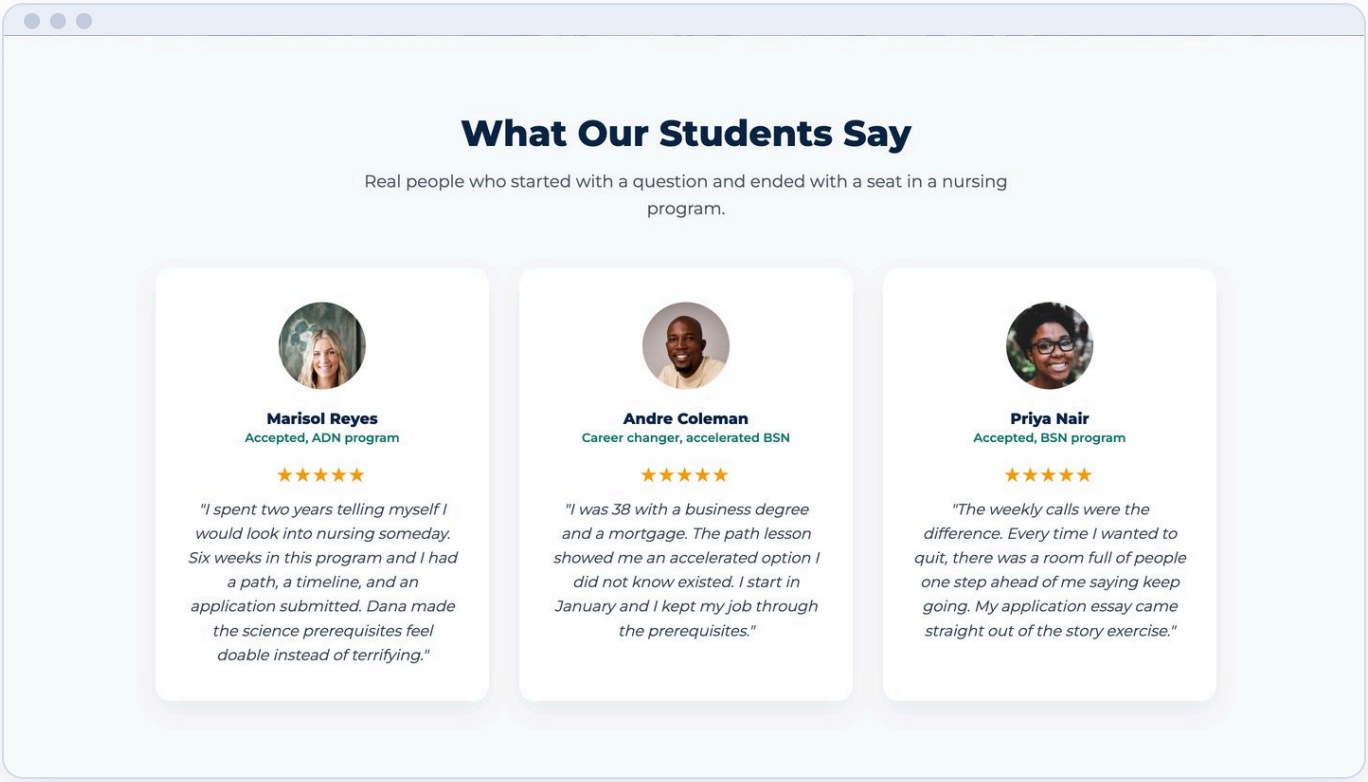
WHAT TO WRITE

- Two or three words. Student Feedback, Student Stories, Results.
- A group photo of real students if you have one. It is the strongest image on the page.

My version of this banner

Testimonials

Job to be done. Let people like the visitor answer "will this work for me?" in their own words.



WHY IT IS HERE

A testimonial works when the reader recognizes themselves in it. Each one here is picked for a different reader: the person who waited years, the career changer with a mortgage, the one who nearly quit. Name, photo, and the result line under the name make it believable. Stars make it scannable.

WHAT TO WRITE

- Three testimonials, each for a different kind of student. Label the result under the name.
- Keep the student's words, including the awkward ones. Polished quotes read as fake.
- Ask for the before and the after in the quote: what they felt, then what changed.

In LifterLMS. LifterLMS has course reviews built in. Turn them on in the course settings and students leave reviews on the course page; the Course Reviews block displays them.

My version of this section

Banner: three powerful pillars

Job to be done. Promise there is a system, not a pile of videos.



WHY IT IS HERE

This banner reframes the program from "a course" to "a method." A method implies an order, an expert, and a finish line. The flat-lay photo of study tools says the work is real without saying it is hard.

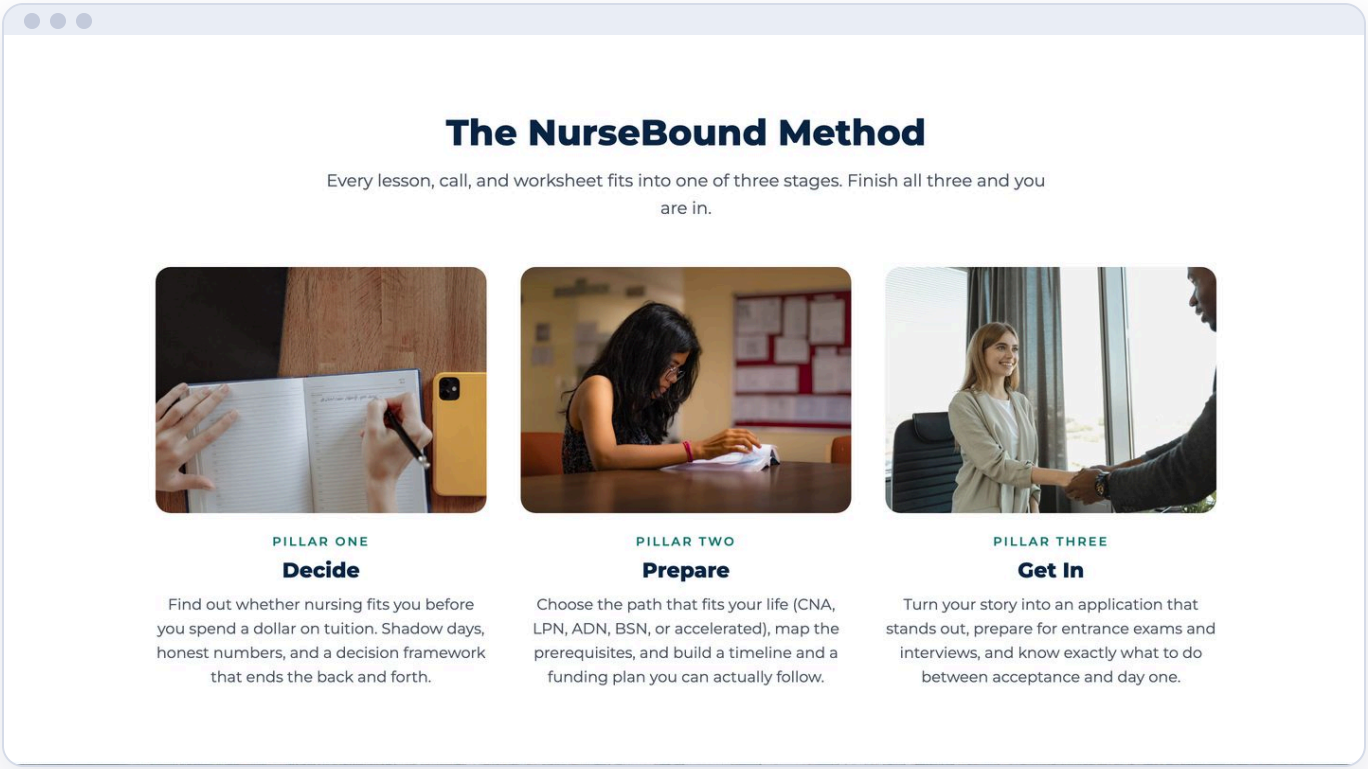
WHAT TO WRITE

- Name the number. Three pillars, four phases, five steps. Numbers promise structure.
- Use a photo of the tools of the trade, not people, so the next section's faces stand out.

My version of this banner

The method

Job to be done. Show the system in three steps so the path feels simple and the school feels like the expert.



WHY IT IS HERE

Here the promise becomes a plan. Three named stages, each with a photo, a one-word title, and two sentences on what happens inside it. The visitor should be able to repeat the method to a friend after reading it once. That is the test.

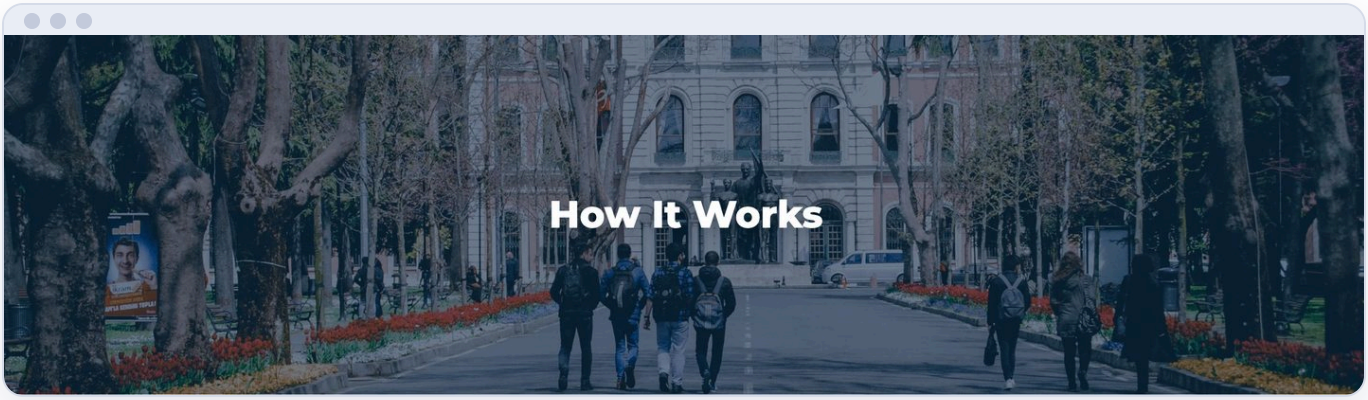
WHAT TO WRITE

- Three stages with one-word verb names. Decide, Prepare, Get In.
- Each description answers: what do I do in this stage, and what do I have when it ends?
- Keep the stages in the order a student lives them, not the order you teach them.

My version of this section

Banner: how it works

Job to be done. Shift the reader from why to how.



WHY IT IS HERE

Everything above this line sold the outcome. Everything below it explains the mechanics. The banner marks the turn so the reader knows the next stretch is about logistics, and gives the skimmer who already believes a place to jump to.

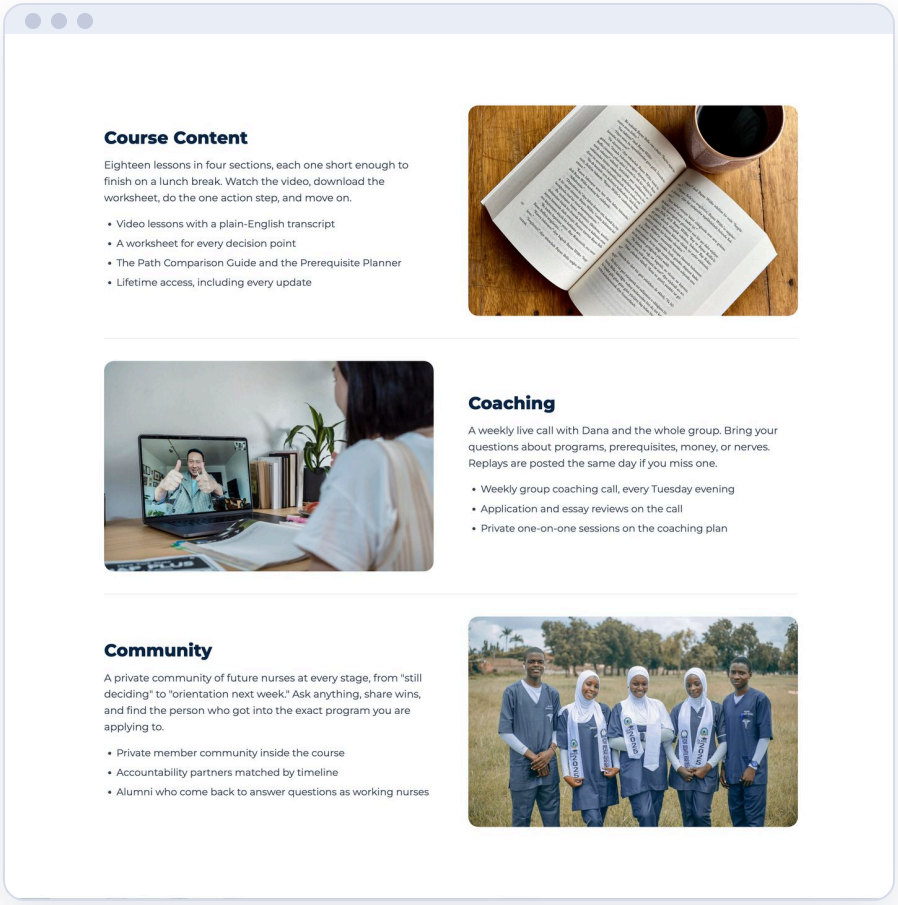
WHAT TO WRITE

- Two or three words. How It Works, What You Get, Inside the Program.
- A photo of the setting, campus or classroom, that matches the next section's tone.

My version of this banner

Content, coaching, community

Job to be done. Show what you actually get and the three formats that create results: lessons, live help, and people.



WHY IT IS HERE

Buyers want to know what arrives after the card is charged. Three alternating rows, photo and text, cover the three things that create results in any program: the content, the coaching, and the community. Each row has a short paragraph and a bulleted list so the detail is there for people who want it and skippable for those who do not.

WHAT TO WRITE

- One row per format. Content, Coaching, Community. Alternate the photo side so the eye zigzags.
- Lead each row with how it fits a real week. "Short enough to finish on a lunch break."
- Three or four bullets per row, each a thing they can picture receiving.

In LifterLMS. Content is the course. Coaching and community map to add-ons: Private Areas for one-on-one coaching notes and Social Learning for the member community.

My version of this section

Banner: course curriculum

Job to be done. Announce the detail that serious buyers scroll for.



WHY IT IS HERE

Serious buyers scroll to the curriculum before they scroll to the price. This banner tells them it is next, and the classroom photo sets the expectation that what follows is structured learning.

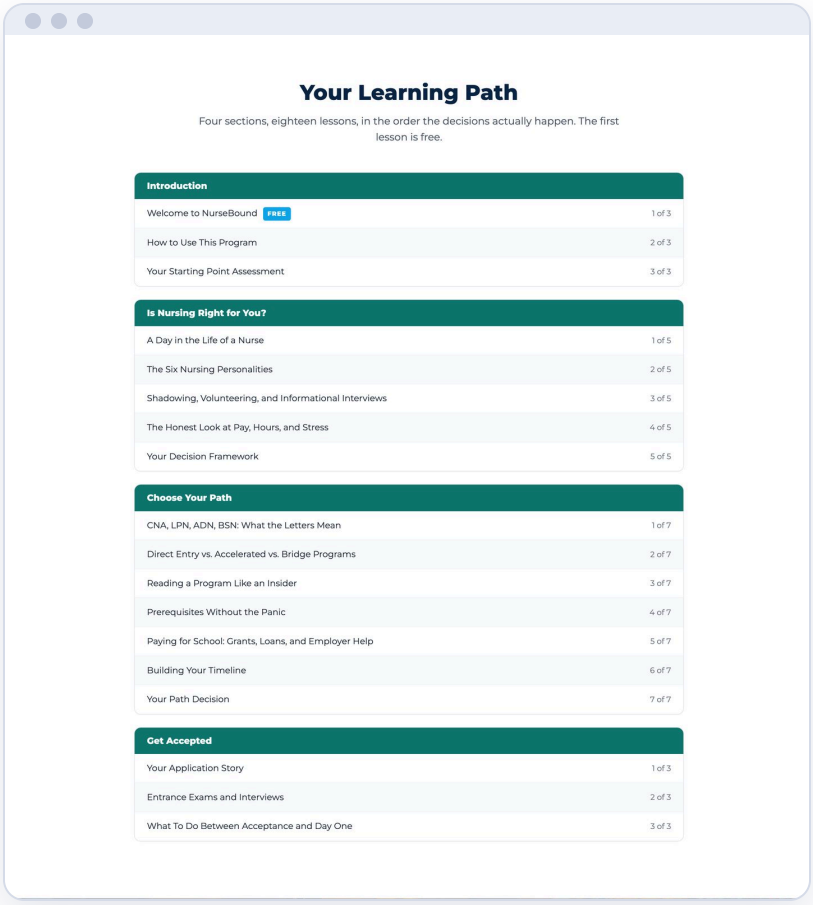
WHAT TO WRITE

- Course Curriculum, Learning Path, or What You Will Learn.
- A photo of learners paying attention. It primes the reader to take the list seriously.

My version of this banner

Your learning path

Job to be done. Prove the depth, show the order, and give a free first lesson so the visitor can start without paying.



WHY IT IS HERE

The syllabus proves the program is real and shows the order in which the transformation happens. Section titles tell the story on their own; lesson titles fill in the detail. The Free badge on the first lesson turns a reader into a student before any money changes hands, which is the easiest sale on the page.

WHAT TO WRITE

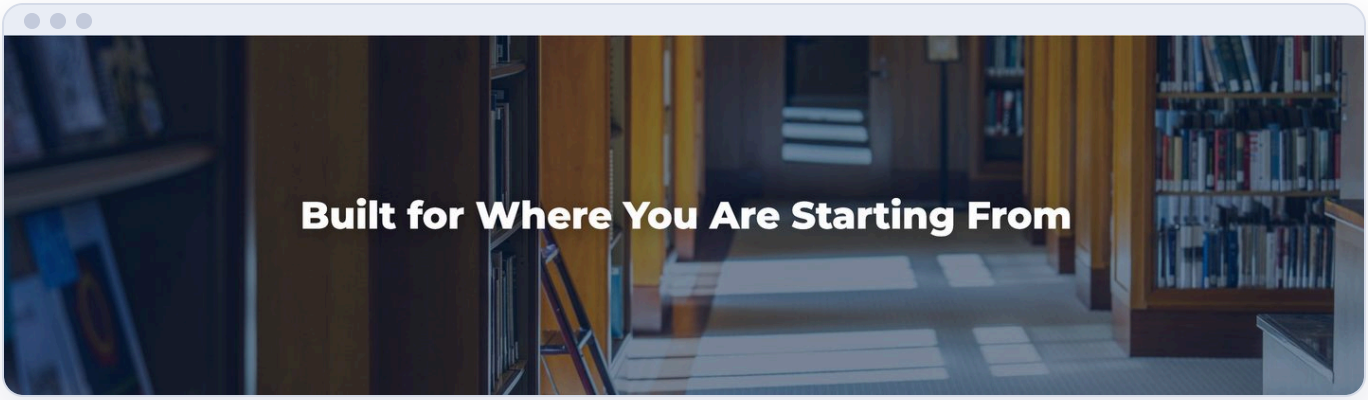
- Section titles that read as stages of the journey. Introduction, Decide, Choose Your Path, Get Accepted.
- Lesson titles that promise a result, not a topic. "Prerequisites Without the Panic."
- Mark the first lesson free and make it genuinely good. It is your best sales tool.

In LifterLMS. This is the LifterLMS Course Syllabus block. It renders sections and lessons straight from the course builder, and a free lesson shows the badge automatically when you mark it free.

My version of this section _____

Banner: built for where you are starting from

Job to be done. Tell the visitor this was built for someone specific.



WHY IT IS HERE

Specific beats general. This banner says the program was built with particular people in mind and promises the next section will name them. The warm library photo keeps the tone welcoming rather than exclusive.

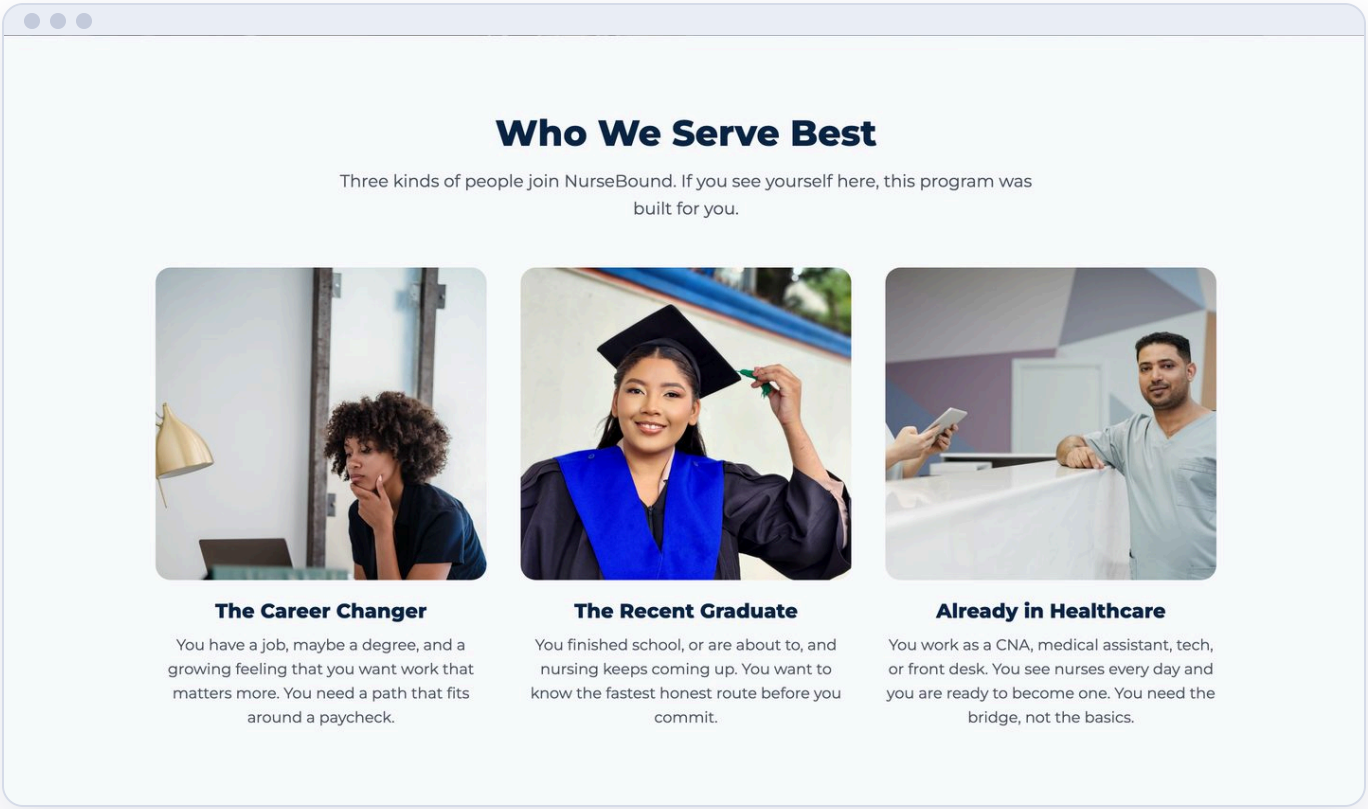
WHAT TO WRITE

- A line that implies there is a type of person this is for. The next section names them.
- Warm, bright photo. The section that follows is about belonging.

My version of this banner

Who we serve best

Job to be done. Let the visitor self-select. "That is me" doubles intent; "that is not me" saves a refund.



WHY IT IS HERE

Three portraits, three one-line labels, three short paragraphs. The reader scans for themselves. When they find their card, intent jumps, because the page just said "you specifically." When they do not find it, they leave, and that is a refund you never have to process.

WHAT TO WRITE

- Three segments, named by situation, not demographics. The Career Changer, The Recent Graduate, Already in Healthcare.
- Each paragraph starts with what they have and ends with what they need from you.
- Pick photos where the person could be the reader. Age, setting, and clothing matter more than beauty.

My version of this section

Banner: meet your instructor

Job to be done. Introduce the human behind the promise.



WHY IT IS HERE

Up to here the page has spoken as a school. Now it introduces a person. The banner uses a photo of professionals in the field, arms crossed and confident, to set up the credibility the next section will spell out.

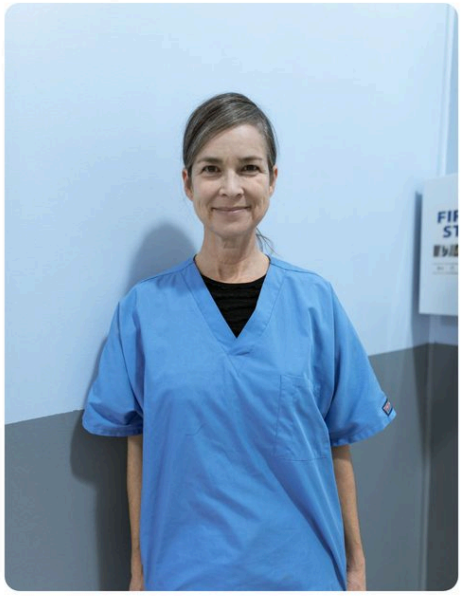
WHAT TO WRITE

- Meet Your Instructor, Your Guide, or the person's name.
- A photo from the profession, not the classroom. Credibility first, warmth next.

My version of this banner

Your guide

Job to be done. Establish authority and empathy: credentials plus a story that says "I was where you are."



YOUR GUIDE

Dana Whitfield, RN

Registered Nurse, Nurse Educator, Founder of NurseBound

Dana spent fourteen years at the bedside in medical-surgical and emergency nursing before moving into education, where she has taught and advised hundreds of nursing students and new graduates.

She started NurseBound after one too many conversations with smart, capable people who had been "thinking about nursing" for years and had never been given a straight answer about how to start. The program is the conversation she wishes someone had with her at 26, when she was working a job she did not love and quietly wondering whether she was too late.

She was not. Neither are you.

RN, BSN, MSN | Nurse Educator | 14 years clinical | Former admissions advisor

WHY IT IS HERE

Authority alone is cold. Empathy alone is unconvincing. The instructor section needs both: the credentials in a line and in chips, and a story that puts the instructor in the reader's shoes at some point in the past. The last line should turn the story back to the reader.

WHAT TO WRITE

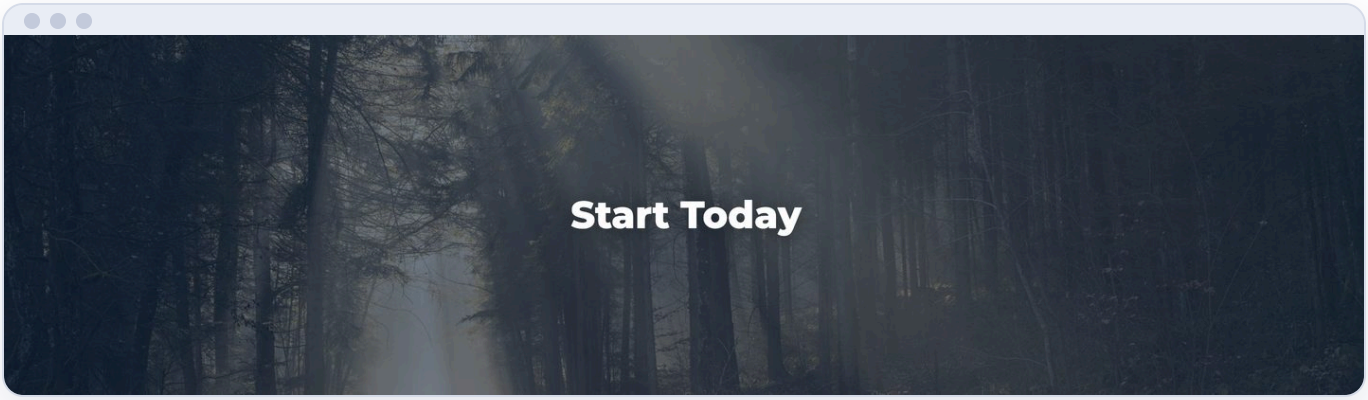
- Line one: the credential and the years. Line two: why this program exists.
- One paragraph where the instructor was once the reader. Age, job, and doubt included.
- Chips for credentials so the skimmer gets them in two seconds.

In LifterLMS. LifterLMS courses carry instructors with a bio. The Course Instructors shortcode or block prints them, and co-instructors are supported.

My version of this section

Banner: start today

Job to be done. Move the reader from learning to deciding.



WHY IT IS HERE

The last narrative beat before the price. The sunlit road is on purpose: forward motion, a path, a destination in reach. The heading is an instruction, the first one on the page since the hero.

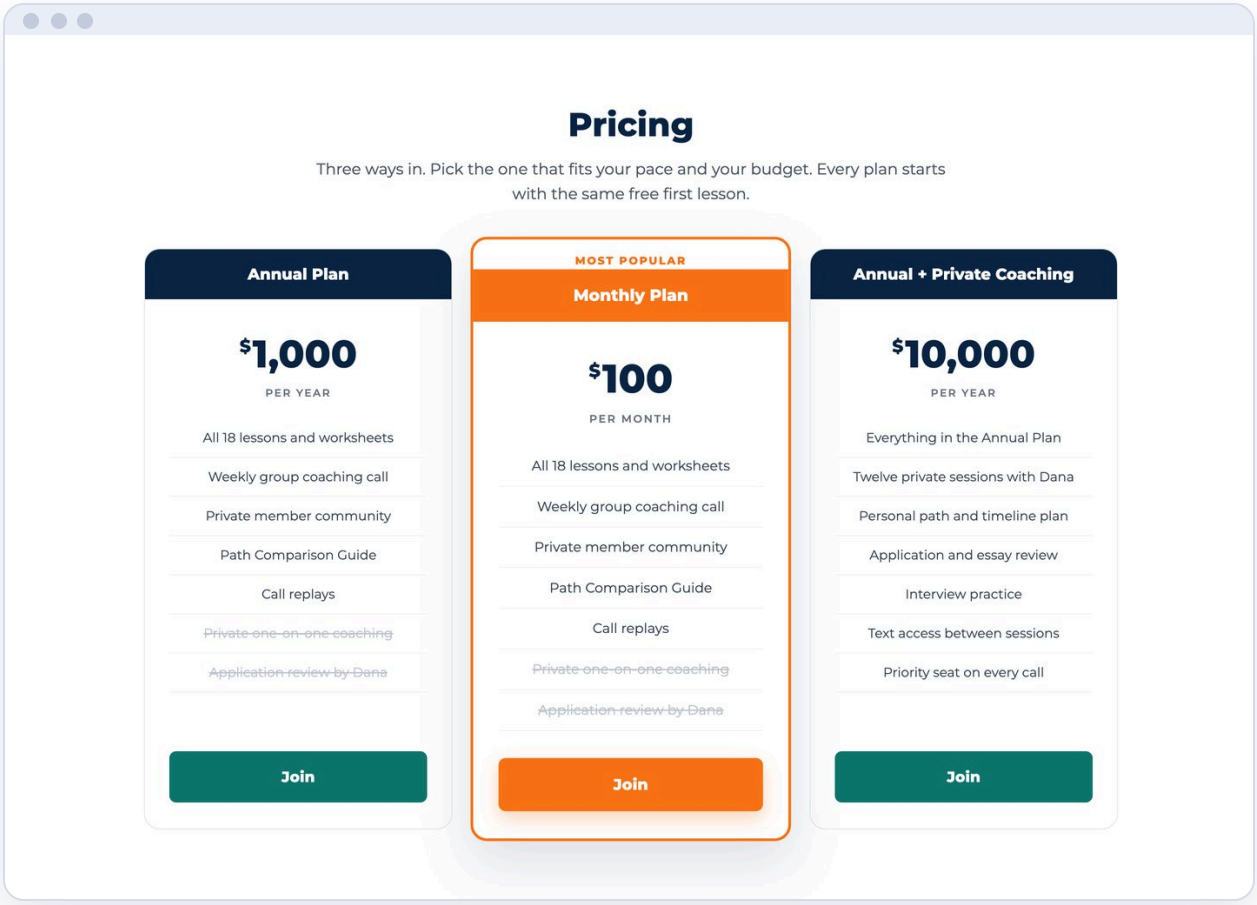
WHAT TO WRITE

- Two words that are an instruction. Start Today. Begin Here. Choose Your Plan.
- A photo with a path or a horizon. The eye should move forward into the pricing.

My version of this banner

Pricing

Job to be done. Present a clear choice with a default. Three tiers, the middle one highlighted, every plan with a button.



WHY IT IS HERE

Three prices maximum, because a confused mind does not buy. The middle plan is the one you want them to pick, so it is taller, in color, and labeled most popular. The crossed-out lines on the lower tiers show what the higher tiers add without a second table. Every plan has its own button so nobody has to scroll back up to buy.

WHAT TO WRITE

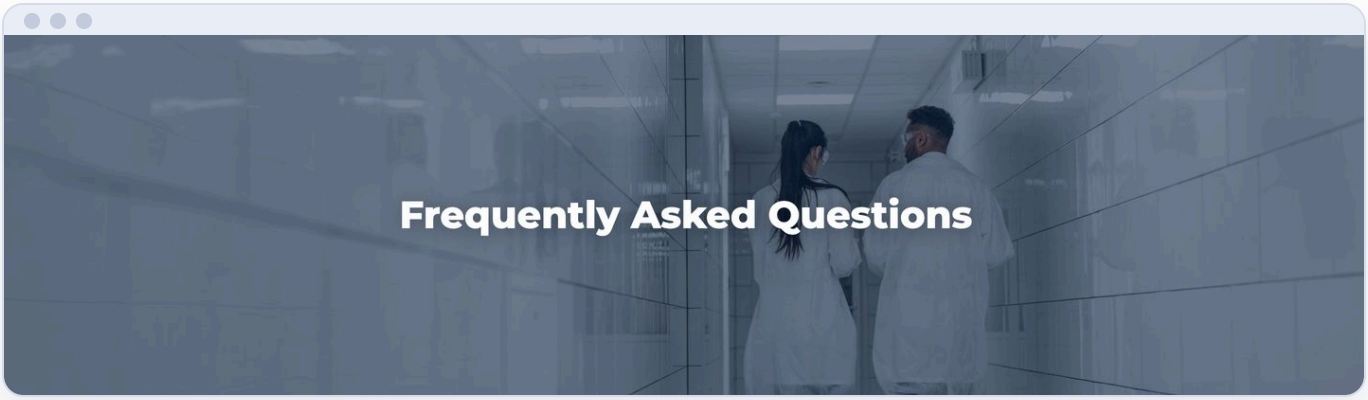
- Three tiers from the Price Optimization Worksheet: good, better, best. Highlight better.
- Same feature list on every card, with the missing ones struck through. Buyers compare down the column.
- Price per period in big type, the period in small type, the button in the same place on all three.

In LifterLMS. This is the LifterLMS Pricing Table block. Each column is an access plan on the course; set the price, frequency, trial, and the button text on the plan and the table draws itself.

My version of this section _____

Banner: frequently asked questions

Job to be done. Signal that the remaining objections get handled here.



WHY IT IS HERE

The visitor who read the price and did not click has a reason. This banner tells them the reason is about to be addressed. The quiet hallway photo lowers the temperature after the pricing section.

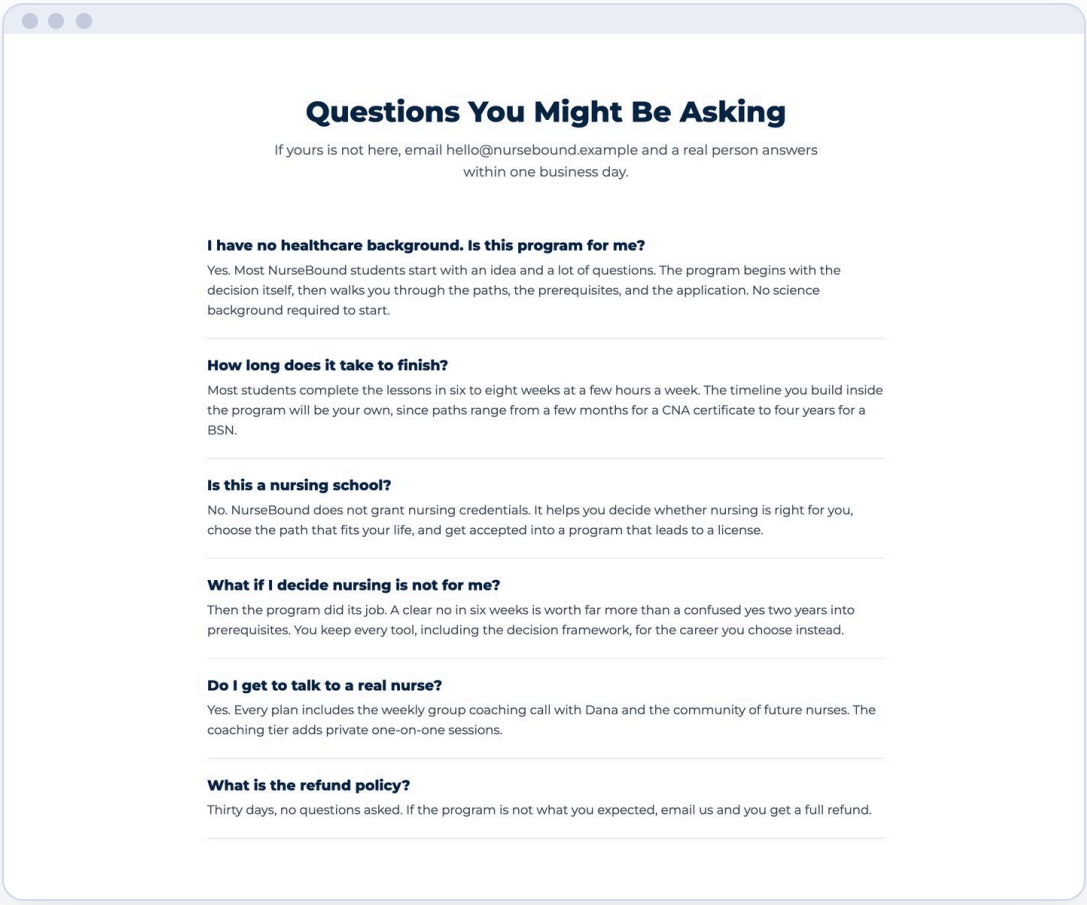
WHAT TO WRITE

- Frequently Asked Questions, or Questions You Might Be Asking.
- A calm photo. This section is about reassurance, not excitement.

My version of this banner

FAQ

Job to be done. Remove the last reasons not to buy: fit, time, what this is not, what if it fails, access to a real person, refunds.



Questions You Might Be Asking

If yours is not here, email hello@nursebound.example and a real person answers within one business day.

I have no healthcare background. Is this program for me?

Yes. Most NurseBound students start with an idea and a lot of questions. The program begins with the decision itself, then walks you through the paths, the prerequisites, and the application. No science background required to start.

How long does it take to finish?

Most students complete the lessons in six to eight weeks at a few hours a week. The timeline you build inside the program will be your own, since paths range from a few months for a CNA certificate to four years for a BSN.

Is this a nursing school?

No. NurseBound does not grant nursing credentials. It helps you decide whether nursing is right for you, choose the path that fits your life, and get accepted into a program that leads to a license.

What if I decide nursing is not for me?

Then the program did its job. A clear no in six weeks is worth far more than a confused yes two years into prerequisites. You keep every tool, including the decision framework, for the career you choose instead.

Do I get to talk to a real nurse?

Yes. Every plan includes the weekly group coaching call with Dana and the community of future nurses. The coaching tier adds private one-on-one sessions.

What is the refund policy?

Thirty days, no questions asked. If the program is not what you expected, email us and you get a full refund.

WHY IT IS HERE

Each question is an objection in disguise. Write the six that come up most in your inbox and answer them in the voice of the instructor, straight and short. The answers also do a second job: they say things the rest of the page could not, such as what the program is not, without weakening the pitch.

WHAT TO WRITE

- Six questions, each one an objection: fit, time, legitimacy, failure, human access, money back.
- Answer in two or three sentences. Honest beats clever here.
- Put the refund policy last, so the reader's final thought before the close is "no risk."

My version of this section

Banner: the call to adventure

Job to be done. Reset the emotion before the final ask.



WHY IT IS HERE

After the FAQ the page has been rational for a while. This banner brings back the feeling from the top, a nurse walking down the hall into the work, and names the moment for what it is: a call to adventure.

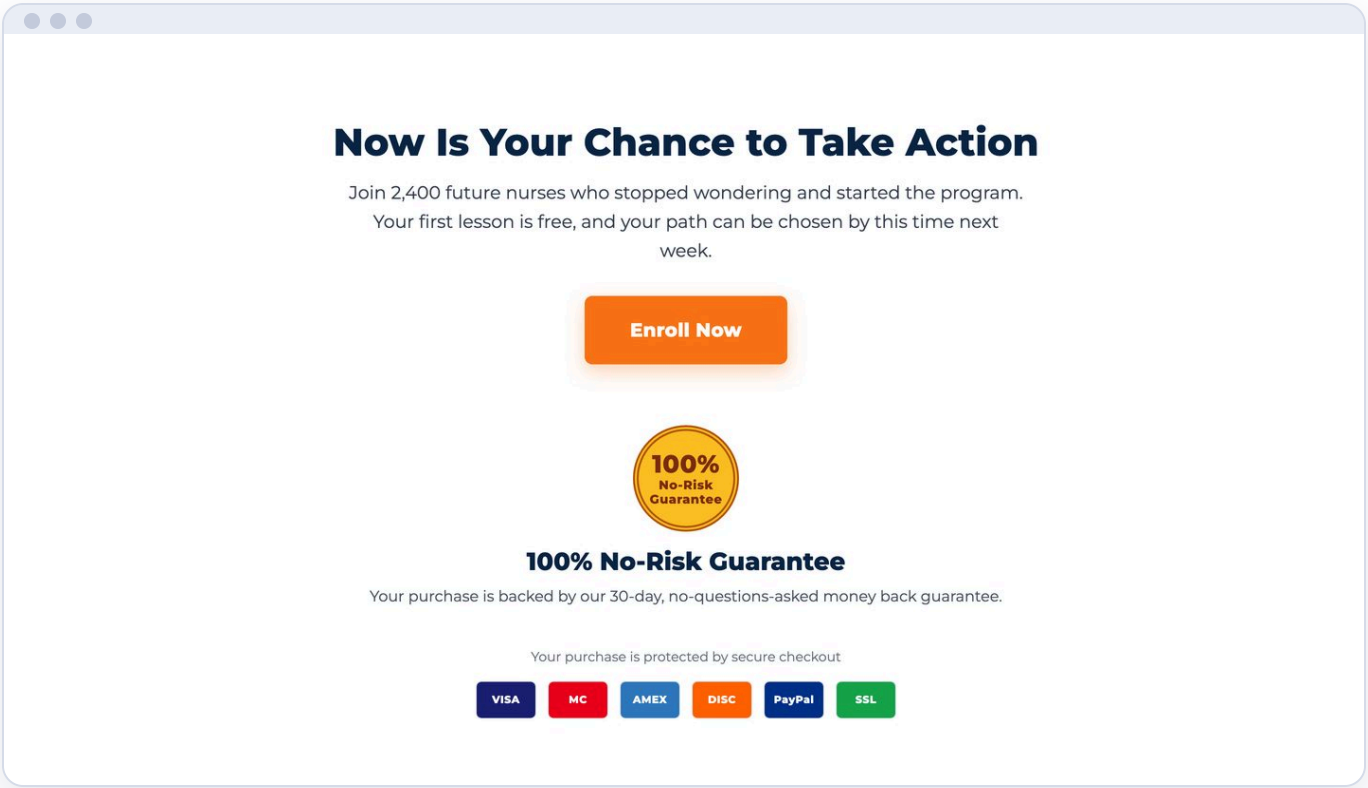
WHAT TO WRITE

- A heading that frames buying as the start of a story, not a transaction.
- A photo of someone walking into the destination. Back view works: the reader steps into it.

My version of this banner

Final call to action, guarantee, secure checkout

Job to be done. Ask one more time with urgency and social proof, remove risk with the guarantee, remove fear with the payment badges.



WHY IT IS HERE

The close has three parts in a fixed order. The ask, with a number for social proof and a time frame for urgency. The guarantee, as a seal and a sentence, so risk moves from the buyer to you. The secure checkout badges, which answer the fear nobody says out loud: is it safe to put my card in here?

WHAT TO WRITE

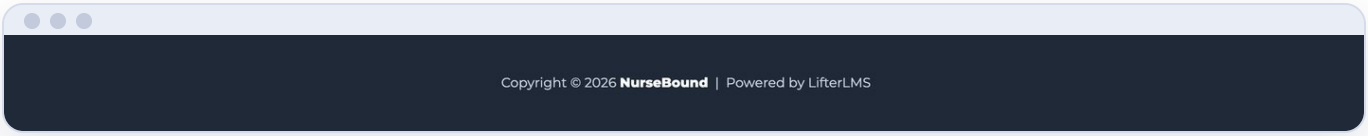
- Repeat the headline promise in new words, add a number of students and a near-term outcome.
- The same button text as the hero. Changing it introduces doubt.
- Guarantee seal, guarantee sentence, then payment badges. In that order, every time.

In LifterLMS. Checkout runs through LifterLMS with Stripe or PayPal. The guarantee is your policy; put it in words here and in the access plan description.

My version of this section _____

Footer

Job to be done. Close the page cleanly and show it is powered by real software.



WHY IT IS HERE

The footer is the last impression and the least read. Keep it to the year, the school, and the platform. A visitor who scrolled this far either bought or is about to; do not give them a dozen links to wander off into.

WHAT TO WRITE

- Copyright, school name, and the platform line.
- If you need legal links, keep them small and grey. No menu.

My version of this section

My sales page, section by section

Write one line per section: the headline, the question, or the three names. This is the outline you build the page from.

S01	Navigation bar	
S02	Hero: headline, subhead, video, Enroll Now	
S03	As featured in	
S04	Banner: ready to stop wondering?	
S05	The transformation, before and after	
S06	Banner: student feedback	
S07	Testimonials	
S08	Banner: three powerful pillars	
S09	The method	
S10	Banner: how it works	
S11	Content, coaching, community	
S12	Banner: course curriculum	
S13	Your learning path	
S14	Banner: built for where you are starting from	
S15	Who we serve best	
S16	Banner: meet your instructor	
S17	Your guide	
S18	Banner: start today	
S19	Pricing	
S20	Banner: frequently asked questions	
S21	FAQ	
S22	Banner: the call to adventure	
S23	Final call to action, guarantee, secure checkout	
S24	Footer	

NurseBound, Dana Whitfield, the students, and the publications on the mockup are fictional. Photos from Pexels under the Pexels license. Prices are illustrative examples from the Price Optimization Worksheet, not benchmarks.