



# Heart Centered Copywriting



*Writing sales pages  
for your offers with  
love and effectiveness.*

## Class Five

Elements: Buy/Application,  
Cancels/Refunds, Questions Form

## *Element 12:*

# Buy/Application

**Name:** Buy Button or Application Form

### **What it is:**

This is the doorway for folks to go through once they have decided "Yes." There are two versions. One is a Buy button, where the client can complete their purchase and enrollment immediately. The other is an application form, where they have taken a significant step in wanting to enroll.

### **Why it's Important:**

This is where the decision happens that the whole page has been crafted for. Either it's a Yes, or they move on.

### **The Spiritual Work It's Doing:**

In following through on their Yes decision, this is literally the moment where someone moves from window-shopping/just considering, to actively either becoming your client, or stepping in to the application process for the offer.

Either way, they are showing vulnerability and commitment, matching the vulnerability and commitment you made in making the offer.

With applications in particular, answering the questions can help the potential client explore their own reasons for needing the offer, and articulate them. It helps them step into the world of receiving help, of being seen, of feeling cared-for.

# Buy/Application

### How You Create It:

If you can't do it yourself, you'll want to refer to your web designer for the technical aspects of how to create a button or an embedded form. They tend to be pretty easy to create, if you can't do it yourself.

You'll want the button itself to be warm and inviting, with friendly language on it, and to be large and visible. Too often folks use the default button style on their website, and it can bring an impersonal, cold vibe.

For applications, you'll want an embedded form, rather than asking them to email you outside the webpage. An embedded form will extend a feeling of containment and care.

Again, the form itself, and the language of the questions, should be warm, friendly, inviting. I mention this because of how easy it is to fall into impersonal "institutional" language in these contexts.

Use as few questions as possible. Ask what you need to know for the conversation, and avoid making it an in-depth evaluation form. Generally asking (1) what their situation/context is, (2) Their biggest challenges, (3) What they are hoping to achieve, (4) Any other details that are important for you to know. For instance, at Heart of Business, we often ask about their relationship to spirituality.

Use a Buy button when it's appropriate for someone to come into your offer without a prior conversation. Homestudy products and classes that don't require a lot of intimacy/connection between participants tend to be the obvious choices.

Use an application form when you do need to have a say in who buys, or if it's an offer that the client will want more contact before they buy. Individual work, or long-term small group work are examples of when this is important.

# Buy/Application

### Where it goes and why:

The button or application form is placed right after the Summary, so that they can hold the entire offer in front of them, and then move directly into the decision.

If it's too far from the summary page, for those that are in process around their decision, they would have to scroll back and forth between the button or application, and the details of the deliverables, to remind themselves of what they are considering.

### What to Watch For:

As mentioned in the “How You Create It” section above, this is where the sales page can fall from warm into mechanical. Having a generic "buy" button that doesn't match the feel of the page, or having an application that feels cold and bureaucratic, or questions asked in a cold manner, can stop someone from following through.

The colors and design you use on your page should be reflected in the buy button. Make it large. Put language around the buy button that makes it clear exactly what they will be paying.

If it's an application, design it in the same colors as the page. Bring a warm, welcoming, friendly tone to the questions you ask.

### If You Don't Want To Use It:

You will absolutely want and need this on the page. This is what the entire page has been building towards!

## Element 12

# Buy/Application

### Example:

*(This is from the Leading Groups sales page:)*

## Register for Leading Groups for Your Business Live

### Price: Pay from the heart

You first decide if you want to join us, then you choose from your heart what to pay.

### Two payment options:

We provide a two payment option if your heart feels moved to offer more, but it would be easier on your cash flow to make two equal monthly payments instead of one lump payment.

### Make Two Equal Payments

Choose from your heart the amount of the two equal payments, between \$132 and \$225.

(You'll choose the amount on the next page.)

Two Equal Payments

### Make One Payment

One payment single payment now, from the heart between \$264 and \$450.

(You'll choose the amount on the next page.)

One Payment

## Element 12

# Buy/Application

### Example (cont):

*(From our Six Month Business Boost small group sales page):*

## Next step is a conversation.

Because of the intimacy of the groups, it's important that it's a right fit- that you click with me, Mark, as your facilitator, and that you're right for the group as well. (And, chances are, if you're drawn to Heart of Business and how we do things, you will be...)

First, fill out the form below. Once I get that, I'll read it and we'll schedule a conversation. Together we'll figure out if this is the best, most fun way to move your business forward, and also to ensure that the whole group can be really effective.

Ready? Let's go. Just fill this puppy out below:

**Your name \***

**Email \***

**Phone \***

**Where are you? (City, State/Province, Country) \***

**URL for your business (if you have one)**

**Tell me a bit about your business and how well is it working? \***

**What is your brand of woo? 😊 Describe your relationship with spirituality and how it shows up, or doesn't, in your business. \***

## Element 12

# Buy/Application

### Example (cont):

*(Continuation of the application from the previous page:)*

What are your top challenges in your business? \*

What strengths, skills and gifts do you bring to the group? \*

Questions or anything else you want to tell me?

Send it in!

## *Element 13:*

# Cancellations/Refunds

**Name:** Cancellations/Refunds policy

### **What it is:**

This is your policy on how you will handle cancellations and/or refund requests from participants in your offer.

### **Why it's Important:**

This is an important piece of clarity for the buyers, and for yourself. Without clarity about cancellations or refunds, at least two possibilities arise. One is that some participants won't feel safe enough to sign up without that clarity.

A second possibility is that without a clear policy, a participant can cancel, and ask for a full refund, which could create hardship for you, or conflict with the participant, or both.

This is also another opportunity for you to express your values as a business. A fair and equitable cancellation/refund policy can express a sense of respect for the participants, while demonstrating caring for yourself as well.

### **The Spiritual Work It's Doing:**

Clarity in the realm of cancellations and refunds is a significant part of creating a container of safety. They can see that you are paying attention to details, that you are caring for both how they enter and how they might exit, and that can generate respect and a feeling of being cared-for.

## *Element 13*

# Cancellations/Refunds

### **How You Create It:**

This takes some contemplation, some personal honesty, as well as reading through other people's cancellation and refund policies. It might be better to have a stricter policy, and then be lenient in individual cases.

You can write these policies warmly, with grounded sovereignty in your own knowing, and care for both yourself and for the client.

Keep it as simple as possible. Making it complicated, or hard to understand, with many different conditions, can push people away, and create administration headaches for you.

I also recommend against having a No Refunds Ever policy, because it can get you into very troubling situations. For instance, if someone is unhappy, they can always go through their credit card and initiate a chargeback, which can impact your relationship with your merchant account.

However, it is absolutely fair to set limits to protect yourself. For instance, I would never expect a business owner to refund individual session fees for sessions already delivered, unless there were extenuating circumstances.

By the same token, to hold onto payments made in advance for individual sessions, when a client has decided to stop seeing you can create bad feelings as well as the same chargeback issue.

## Element 13

# Cancellations/Refunds

### Where it goes and why:

There is some flexibility with this. I tend to place it under the purchase button/application form so that they can hopefully see the subhead "Refund/Cancellation Policy" before they click purchase. However I know I run the risk of someone not seeing it before they purchase.

I tend to not want to put it above the purchase button because of the flow with the other elements. My hope is that people will scroll through the entire page, and not just click "buy" without looking further.

### What to Watch For:

With this element, it would be easy to fall into cold and impersonal language. It would also be easy to fall into protective, judgmental language that carries some energy of blame or suspicion toward the potential client.

Also, as I said above, watch out for making it unnecessarily complicated.

### If You Don't Want To Use It:

Lots of people struggle to get clear with these. If you don't have it, it's not a tragedy. Just be aware that a refund/cancellation request could pop up, and you would have to get clarity quickly, in the midst of the situation, and possibly need to refund more than you would ordinarily have wanted to.

If you can, just get clear on even a very simple policy. You can always evolve it later.

## Cancellations/Refunds

### Example:

*(From the Heart of Business Marketing to Strangers course.)*

### Cancellations & Refund Requests Policy

We have poured our hearts into this program to make it comprehensive with plenty of support while also making it as financially accessible as possible. We've seen other programs charge 3-10x as much as we're charging, and yet we feel great about offering this at Pay from the Heart pricing.

One thing that adds a lot of hidden costs to a program are administrative costs. Someone will ask for what seems like a simple thing, like a special payment plan, not realizing that hours of administrative time can be quickly eaten up.

So, after a lot of prayer and discussion, here's our policy for this program:

**Cancellations:** You may cancel the program prior to **the first day of the program**, and we will refund your money in full. If you want to cancel on or after the first day of the program, we will stop any future payments (if you choose two payments). We cannot refund any payments already charged by the first day of the program. We need at least 2 business days' notice in advance of the charge being processed to give us time to stop the charge.

**Custom/extended payment plans:** We cannot offer any payment plans other than what you see on this page because of the work and administrative tracking.

**Refunds:** We are happy to offer refunds for the program on or prior to the first day of the program. However, we won't offer any refunds after this date. We can stop your second payment (if you chose two payments) if you want to leave the program before that second payment is charged. We need at least 2 business days' notice (Monday-Friday, 9am-5pm Eastern) in advance of the charge being processed to give us time to stop the charge.

I know these are strong positions to take, and we've only come to this conclusion after spending literally hundreds, thousands, of dollars in administrative hours to provide custom arrangements for clients.

We're trusting you get the sincerity of our intentions here, and encourage you to combine strength and compassion in your own business.

**P.S. – I understand that it can be a “big deal” to step past the limits that we're comfortable with and challenge ourselves to grow more.** Sometimes simply sitting with that anxiety and calming it down is enough to remind yourself that you're not alone—that other people just like you are facing the vulnerability of marketing their business to strangers, and doing it!

## *Element 14:*

# Questions Form

**Name:** Questions Form

### **What it is:**

It's an embedded form at the end of the sales page so that a potential client can ask questions or state concerns that they didn't feel were addressed on the page.

This is a different, and simpler, form than the application form if you're using one.

### **Why it's Important:**

If a significant question or concern they have isn't addressed, and there isn't an explicit and easy invitation to bring that to you, they may just leave rather than ask. People can be shy, and many people don't want to be confrontational. Without a lot of warmth and invitation, folks might just disappear who would be excellent candidates for your offer.

Also, someone's questions may help you to see something about your offer that you hadn't before. I've gotten questions about offers which were important but missing from the sales page. I was then able to create a new section of the page which addressed that question.

## Element 14

# Questions Form

### The Spiritual Work It's Doing:

It's more safety. Creating enough safety for folks to step into your offer is one of the central tasks of the sales page. So having it anchored into many sections is very important.

And, it's also communicating a humility, in that you're clear you might not have answered all the questions, or that people can have legitimate concerns that need to be addressed.

### How You Create It:

It's a simple, embedded form that asks only for name, email, and their question or concern. If you don't know how to embed a form on a web page, ask your web designer for help. They are often extremely easy to place.

### Where it goes and why:

It goes at the very end of the sales page, where someone would have scrolled looking for an answer to their concern. Having not found it, an invitation to ask is in the perfect location.

### What to Watch For:

Using a default design, or cold language. Because people can be shy, you'll want to be as warm and inviting as you can everywhere on the page..

### If You Don't Want To Use It:

It's not absolutely required. If you don't have the ability to place a form, don't let the lack of this element keep you from getting your sales page out there. Yet it is a good idea and you can always add it later.

## Element 14

# Questions Form

### Example:

*(From the Leading Groups sales page:)*

## Leading Groups in Your Business Course – Priority Contact

Ask us any question at all about the Leading Groups in Your Business Course.

Note: You do not need to ask us if it's okay to pay a certain amount. Really! Follow the instructions above about paying from your heart. We trust your heart and encourage you to do so, too.

We are not able to make adjustments to this program – releasing information early, or changing dates, deadlines or the structure of the program to meet any unique circumstances. However, please let us know about any disability-related access issues, and we will do our utmost to accommodate you. Closed caption in Zoom is turned on, and there will be transcripts provided with the recording of every live call.

**Name \***

First

Last

**Email \***

Enter Email

Confirm Email

**Your Question: \***