

One-Time Offer *Page Kit*

The page people see right after they grab your freebie, with a little offer they can't get anywhere else. Template, copy and a filled-in example.

1 PAGE TEMPLATE + EXAMPLE

FREEBIE



OFFER PAGE



BUYER

[START HERE](#)

The best time to sell is *right after the yes.*

Someone just signed up for your freebie. They're interested, and their wallet is probably within arm's reach.

That's the moment for a one-time offer: a small, related product at a price they'll only see on that page. (Yep, it's the same setup as the page you saw right before you grabbed this toolkit.)

It turns a free subscriber into a paying customer in under a minute.

Where it goes: on your thank-you page, or on its own page that people land on right after they sign up. Your freebie still gets delivered by email, no matter what they choose.

Who buys it: not everyone, and that's fine. Even a small share of new subscribers buying a \$17 offer adds up fast, and it can cover your email platform bill (or your coffee habit).

Buyers skip ahead. Anyone who buys the offer should be tagged and skip the sales emails for it in your New Subscriber Sequence. They go straight into the After-Purchase Sequence in From Welcome to Sale.

BEFORE YOU WRITE IT

Three decisions to make *first*

1 What to offer

The next logical step after your freebie. If your freebie is a checklist, the offer is the full system. If it's a guide, the offer is the templates that go with it. It should feel like the obvious next thing, not a random detour.

2 What to charge

Something they can say yes to without thinking about it too hard, usually under \$50. A big chunk off your normal price works well, like \$37 down to \$17. The discount should be real: if it normally sells for \$37, it really does sell for \$37 everywhere else.

3 Make “only on this page” true

The discounted checkout link should only live on this page. If someone comes back next week through your emails, they pay full price. If you can't keep that promise, don't make it. Say “special price for new subscribers” instead.

The “no thanks” link matters. Keep it kind and simple, like “No thanks, take me to my freebie.” Guilt-trip links (“No, I don't want to make money”) annoy people and make you look desperate. You're better than that.

THE TEMPLATE

The one-time offer *page*

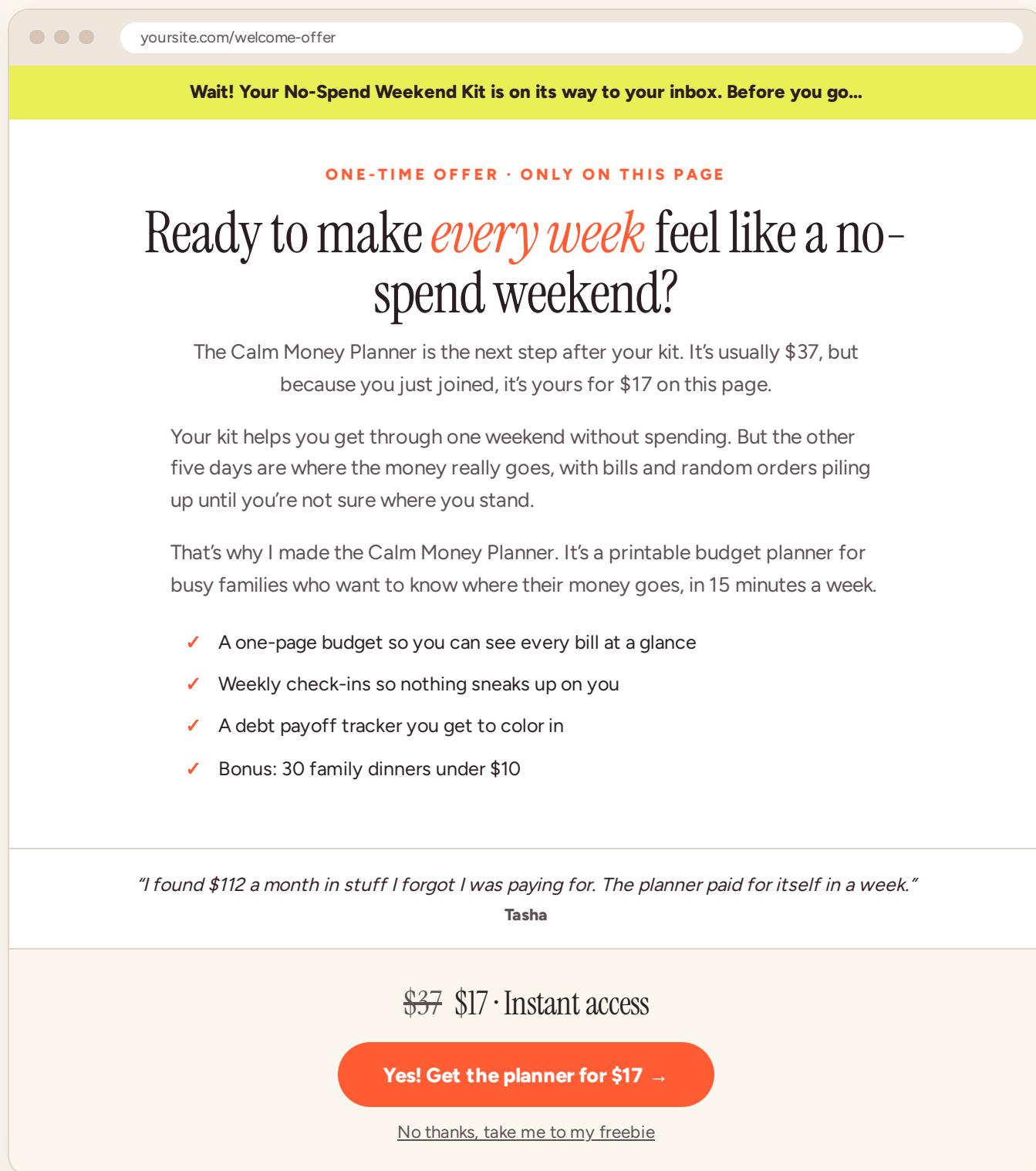
Eleven sections, top to bottom. Fill in the pink bits, then paste them into your page builder.

TOP BAR Calm them down first	Wait! Your [freebie name] is on its way to your inbox. Before you go...
EYEBROW Make the deal clear	One-time offer · Only on this page
HEADLINE Pick one formula	Ready to go from [freebie result] to [bigger result] ? Get [offer name] for [OTO price] (only on this page) The next step after [freebie name], at a price you won't see again
SUBHEADLINE The deal in one line	[Offer name] is the next step after [freebie name]. It's usually [full price], but because you just joined, it's yours for [OTO price] on this page.
THE PROBLEM 2 or 3 lines	[Freebie name] helps you [small result]. But [the bigger problem it doesn't fully fix]. [What that bigger problem feels like, in their words.]
THE OFFER What it is	That's why I made [offer name]. It's [what it is, in one plain sentence], for [who] who want to [result].
WHAT'S INSIDE 4 to 6 outcomes	• [Thing inside] so you can [outcome] • [Thing inside] so you can [outcome] • [Bonus, if you have one]
PROOF 1 or 2 short quotes	"[Quote from a customer.]" [Name]
PRICE + BUTTON Show both prices	[Full price] [OTO price] · Instant access Yes! Get [offer name] for [OTO price] →
FAQ 3 quick answers	[Do I need anything to use it?] [Answer.] [How do I get it?] [Answer.] [What if it's not for me?] [Your honest answer or refund policy.]
NO THANKS Kind, not guilty	No thanks, take me to my freebie

MAYA'S VERSION

Here's one *filled in*

The page Maya's new subscribers see right after they grab the No-Spend Weekend Kit.



The screenshot shows a web browser window with the address bar displaying "yoursite.com/welcome-offer". The page has a yellow header bar with the text "Wait! Your No-Spend Weekend Kit is on its way to your inbox. Before you go...". Below this, the main content area is white with a red heading "ONE-TIME OFFER · ONLY ON THIS PAGE". The main headline reads "Ready to make *every week* feel like a no-spend weekend?". The text explains that the Calm Money Planner is the next step after the kit, usually \$37, but offered for \$17. It describes how the kit helps with one weekend without spending, while the other five days are for bills and orders. The planner is a printable budget tool for busy families. A list of benefits includes a one-page budget, weekly check-ins, a debt payoff tracker, and a bonus of 30 family dinners. A quote from Tasha states, "I found \$112 a month in stuff I forgot I was paying for. The planner paid for itself in a week." The pricing is shown as ~~\$37~~ \$17 · Instant access. A large orange button says "Yes! Get the planner for \$17 →". A link at the bottom says "No thanks, take me to my freebie".

yoursite.com/welcome-offer

Wait! Your No-Spend Weekend Kit is on its way to your inbox. Before you go...

ONE-TIME OFFER · ONLY ON THIS PAGE

Ready to make *every week* feel like a no-spend weekend?

The Calm Money Planner is the next step after your kit. It's usually \$37, but because you just joined, it's yours for \$17 on this page.

Your kit helps you get through one weekend without spending. But the other five days are where the money really goes, with bills and random orders piling up until you're not sure where you stand.

That's why I made the Calm Money Planner. It's a printable budget planner for busy families who want to know where their money goes, in 15 minutes a week.

- ✓ A one-page budget so you can see every bill at a glance
- ✓ Weekly check-ins so nothing sneaks up on you
- ✓ A debt payoff tracker you get to color in
- ✓ Bonus: 30 family dinners under \$10

"I found \$112 a month in stuff I forgot I was paying for. The planner paid for itself in a week."

Tasha

~~\$37~~ \$17 · Instant access

Yes! Get the planner for \$17 →

[No thanks, take me to my freebie](#)

BEFORE YOU HIT GO

Do this once and *sleep better.*

- ☐ Every [bracket] is gone
- ☐ The discount is real, and the full price matches everywhere else
- ☐ The discounted checkout link only appears on this page
- ☐ Buying tags them so they skip the sales emails for this offer
- ☐ The no-thanks link goes somewhere useful (like a page telling them to check their inbox)
- ☐ You've done a full test: signed up, seen the page, bought it and received it

THAT'S THE PAGE

From free to paid *in a minute.*

One page, shown at the perfect moment, quietly turning new subscribers into customers.

Then use What Do I Sell Them Next? in the Funnel Planner to plan what comes after the first sale.

Right offer. Right moment.

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