

Ollie's Sales Page

Context:

- Traffic from ads (FB ads etc.....) lands on this page.
- The goal of this page is to generate sales by selling a starter box.

Target Audience:

- + People who have a dog as a pet

Level of Awareness:

- + Problem-Aware Audience

Reader:

This person is coming from an ad and looking for a company that offers good services and better nutritious dog food.

Idea:

- Ollie's food contains **all the nutrients** that make your **dog healthy**.
- You get food for your dog on time and right at your door with **amazing services**.
- **AAPCO standards** are met and it is **better than others**.

Offer:

Prospect get 50% OFF your starter box!

Action:

Click the "Get Started" button to buy a starter box.

Ollie's Sales Page Outline

1) Pre-Header

2) Headline

3) Deck Copy (bullets points)

4) CTA

5) Social Proof (Testimonial)

6) Authority (brand logo, 5 star reviews)

7) Lead: (Address them with pain point — what they benefits get)

8) Comparison with other

9) Certificates & experts comments

10) Process of work (transformation) — Quiz

11) Introduce Starter Box

12) Pricing

13) Offer & Risk Reversal

14) Testimonials

15) FAQs

16) Last CTA



"We welcome you with a **50% Discount** on your first box. **Try Now!**"

Nourish your pup with the perfect, nutritious food.

- AAFCO-compliant
- Nutritional powerhouse
- On-time delivery

Image
OR
Video

Get Your First Box 50% OFF!

**Image of
Dog or
Pet
Owner**

"Before Momo ate Ollie, she would often get sick (diarrhea or vomiting) to the point of having to be rushed to a local emergency vet. I tried Prescription dog food the vet recommended, but Momo would not touch it. I tried Ollie on a whim after hearing good reviews from friends and
it was like Momo's health issue went away overnight"

As Featured In

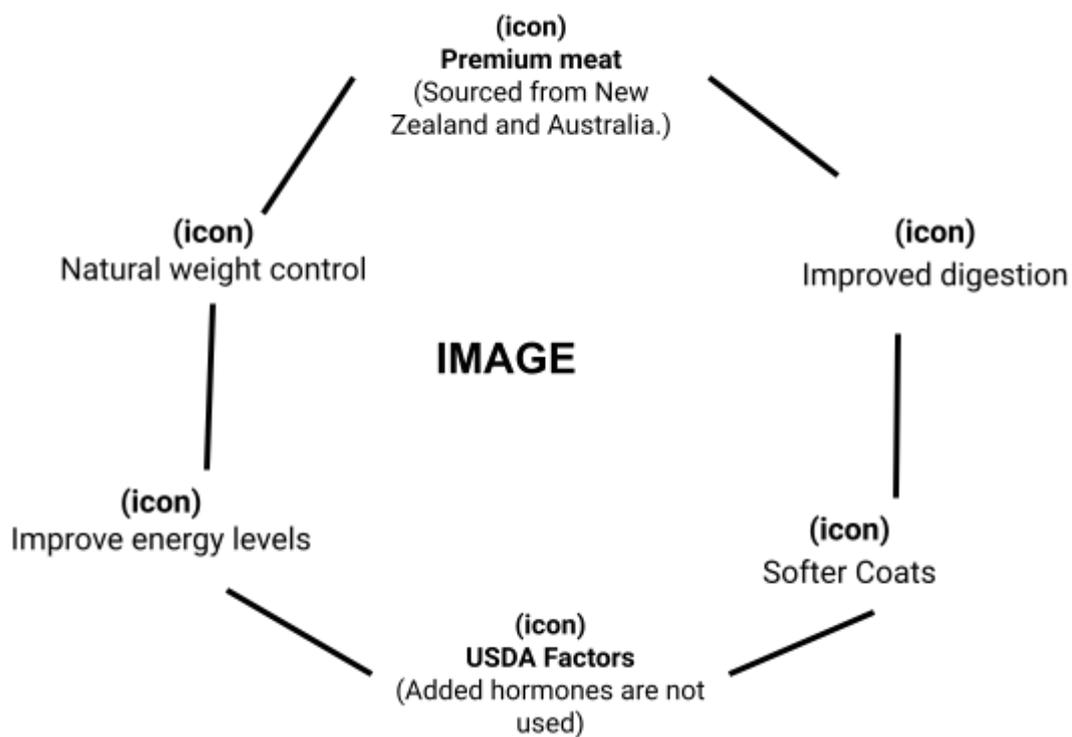
People Forbes The Dodo Peterhouse Magazine ellen **CNN** martha
stewart

“You would not want to compromise your dog's health. Right!”

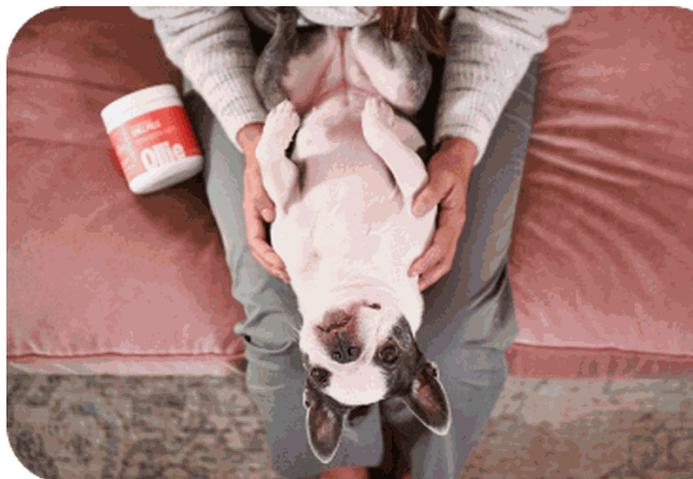
Ollie's food is made with quality ingredients sourced from reputable suppliers in the United States.

Our mission is to deliver balanced, nutritious food for your dog with exceptional service.

We vow to your dog's health.



How Ollie works



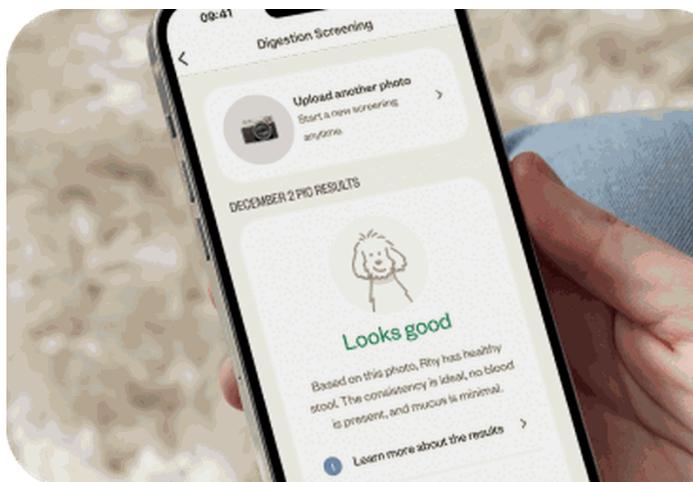
1. TELL US ABOUT YOUR PUP

Take our one minute quiz to get a customized meal plan tailored to your pup's individual needs.



2. GET YOUR STARTER BOX

Receive 2 weeks of freshly frozen food, a Welcome Kit and personalized feeding guidelines.



3. GET YOUR FREE DIGESTION SCREENING

Our Digestion Screening and personalized Health team advice will guide you through the switch.



4. BUILD A HEALTHY ROUTINE

Regular, reliable, and flexible deliveries make it easy to create healthy habits for your pup.

[Take Quiz](#)

Inside your starter box

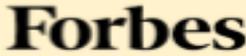
<p>(Image) DELICIOUS FOOD</p> <p>—</p> <p>All recipes arrive ready to serve or store.</p>	<p>(Image) FEEDING GUIDE</p> <p>—</p> <p>Custom instructions ensure a smooth transition and easy feeding.</p>	<p>(Image) SCOOP —</p> <p>A handy serving utensil helps dish out the perfect portion.</p>	<p>(Image) PUPTAINER —</p> <p>A storage container for fresh recipes.</p>
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[Get Started](#)

What Makes Ollie Better For Your Dog?

	Ollie	Others
<p>→ Minimally processed, all-natural* ingredients</p> <p>Whole, human-grade meat, fruit, veggies, and grains</p>	✓	✗
<p>→ No preservatives or harmful fillers</p> <p>No added corn, wheat, or soy</p>	✓	✗
<p>→ Vet-formulated for all life stages</p> <p>Balanced, science-led nutrition</p>	✓	✗
<p>→ High-quality meat and plant-based proteins</p> <p>No fillers, by-products, or artificial flavors</p>	✓	✗

<p>→ Gentle cooking for maximum nutritional value</p> <p>Slow-cooked at low temperatures in small batches</p>	✓	✗
<p>→ Gentle cooking for maximum nutritional value</p> <p>Slow-cooked at low temperatures in small batches</p>	✓	✗

 <p>"Most customizable dog food delivery service."</p>	 <p>"Most convenient packaging."</p>	 <p>"Best rigorously tested dog food."</p>
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Flexible pricing, personalized nutrition

 <p>For small dogs (3-20 lbs) Full fresh \$22/week Mixed bowl \$19/week Half fresh \$15/week</p>	 <p>For medium dogs (20-50 lbs) Full fresh \$55/week Mixed bowl \$45/week Half fresh \$38/week</p>	 <p>For large dogs (50+ lbs) Full fresh \$69/week Mixed bowl \$59/week Half fresh \$41/week</p>
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See plans & pricing



**You can trust us not only for your dog's food
but also for your Money!**

If your dog doesn't love it, we'll fully refund your starter box.

Why not give it a try?

PROOF IS IN THE PUP

**Dogs who eat Ollie experience better digestion, softer coats,
and optimized energy, among other health benefits. But don't
just take our word for it**

Testimonial#1

Testimonial#2

Testimonial#3

Testimonial#4

****FAQs Section****

**The nutrition your dog needs,
the food they want.**

[Get Started with 50%OFF](#)

Footer