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Clear and Concise Statement Of Your Offer

Sentence from the success bucket that convinces the customer to complete your Call to Action.

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Include Elements of Authority (“Companies that have grown with us”)

Logo

Logo

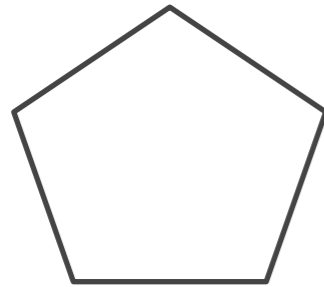
Logo

Logo

Logo

Value Proposition

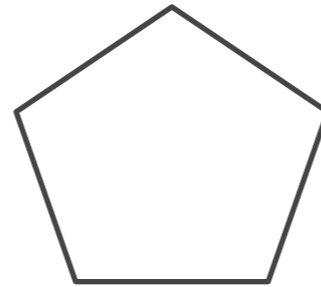
This should be the most significant part of your value proposition. Pull from the success bucket and identity transformation here.



BENEFIT

How will this improve your customer's life and solve a problem they have?

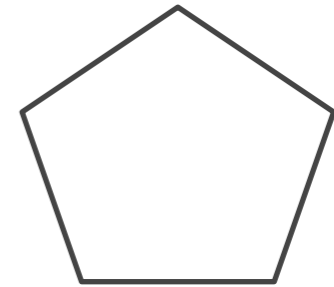
PROBLEM



BENEFIT

How will this improve your customer's life and solve a problem they have?

PROBLEM



BENEFIT

How will this improve your customer's life and solve a problem they have?

PROBLEM

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“This is a testimonial from a raving fan.” - Raving Fan

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Clickbait

Title: Why
You Should
Care About
This Offer

Sentence from the success bucket
that convinces the customer to
complete your Call to Action.

Here's what you're offering in exchange for
someone's contact information.

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Your life will be amazing if you download this asset. Use language from the success bucket here.

BENEFIT

Use simple and clear language here to communicate your offer and get more people to complete your CTA.

BENEFIT

Use simple and clear language here to communicate your offer and get more people to complete your CTA.

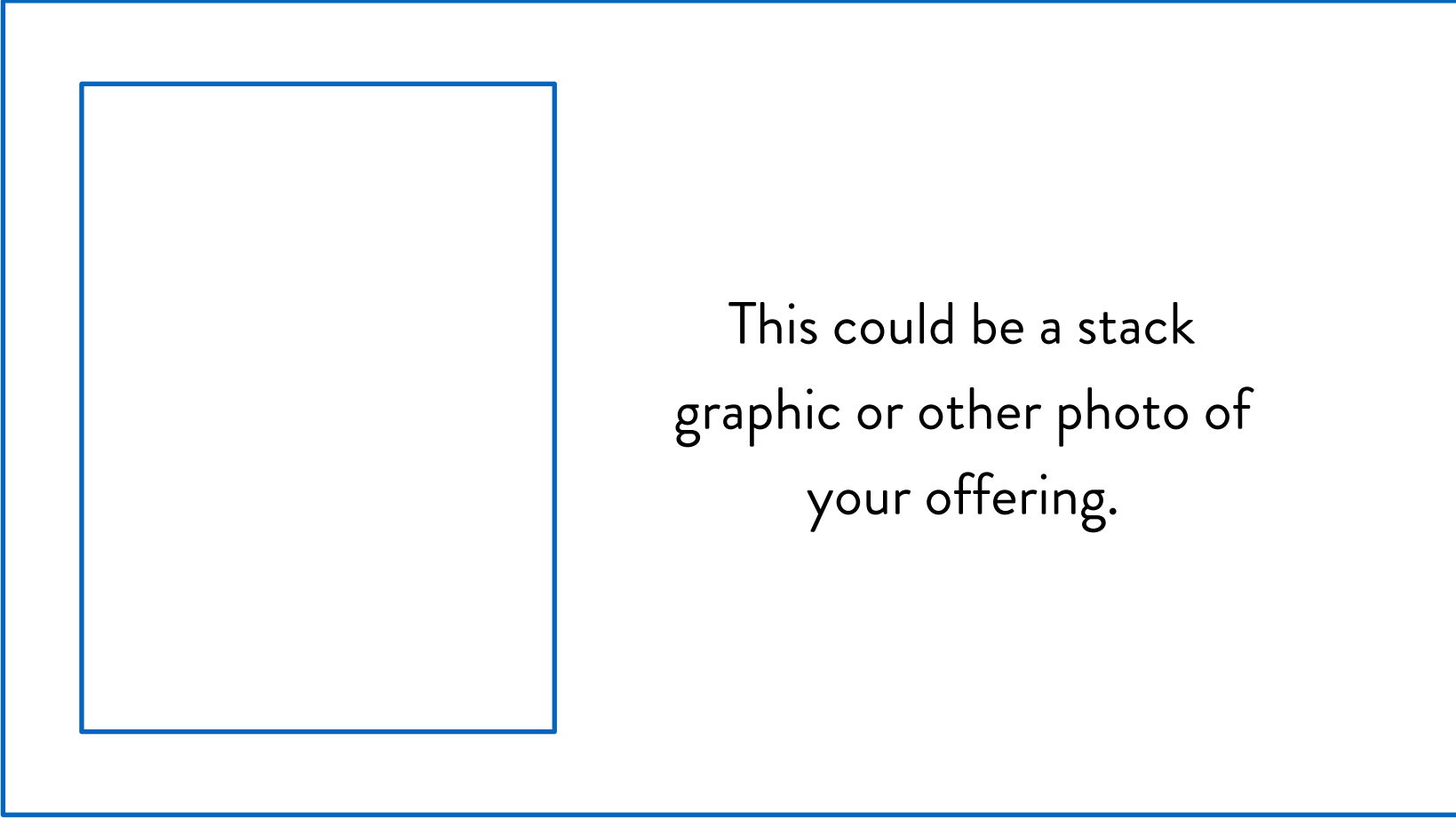
BENEFIT

Use simple and clear language here to communicate your offer and get more people to complete your CTA.

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Photo of a Raving Fan

“This is a testimonial from a customer who completed your CTA (free demo) and saw success.” -Raving Fan from this company



This could be a stack
graphic or other photo of
your offering.

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Here's a final reminder of why you should download or opt in. Include language from the philosophical / problem bucket here. Make it short and sweet, but not too pushy.