

7 / Optimal **Landing Page** Template

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Who is my specific customer and what need do they have?
What could I offer them that would begin to help them solve their problem?



≡ **Headline**

What will they get if they fill out this form and why is it valuable to them?

Text

What are their main problem, wants and needs?

Communicate that you understand their predicament.

What points must they hear in order to act?

How does taking our offer begin to help solve their problems?

What are the additional benefits?

How can you format this text to be more interesting to look at?

Graphic

What visual elements helps motivate them to understand the value of your offer and act on it? (Photos of offer, before/after photos, videos, diagram?)

Credibility

Who else says it's great?
What credentials reinforce your competence?

Form

Title: What is the action to get what again?

Fields: Keep it minimal. What fields must you require of them?

Subscription Opt-In: Ask if they want to receive more things like this by subscribing.

Button: Make it big with bold color. Give it a label that is descriptive and encouraging action. "Download Now" is more motivating than "Submit."

