

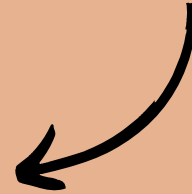


REVENUE STREAM

REVENUE STREAM

PRIMARY CTA

Mention something your customer wants



Main Heading

Subtitle



Clearly state what you do

PRIMARY CTA

Secondary CTA



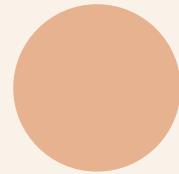
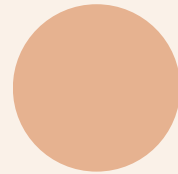
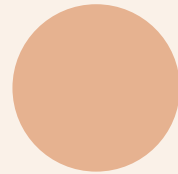
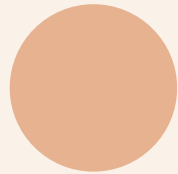
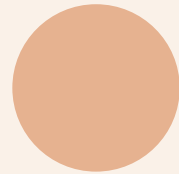
Your lead magnet



Your primary offer

AS SEEN IN or TRUSTED BY

If you have them. If not, no worries!



An overarching problem statement

Beware of doomsdaying.
3-4 statements should suffice.



State one problem

Some explanatory text here if helpful.

Short explanations. You're
probably preaching to the
converted here.



State one problem

Some explanatory text here if helpful.

State one problem

Some explanatory text here if helpful.

State one problem

Some explanatory text here if helpful.

Success Statement

Go bold and beautiful (and remain realistic)



Tell your customer what their life could look like instead.

Secondary CTA



This one is your main offer but offered as less risky.
Ex. Your main CTA is 'Join the Program'. This secondary CTA might be 'Learn more about the program'.

Meet [your name]



Use any copy you want here: "Hi, I'm [so-and-so]" or keep it as About Me. Go crazy, this is the place for your true colours!

Make sure to hit the following points:

- Your "I believe..." statement to showcase your **big vision**
- **Why you understand** where your customer is and how you can relate. Compassion can go a long way!
- **Why you're qualified** to help them. Mention your experience, education and successes. And keep it relevant.

Image of **YOU**

For example: "Here's what others say" or else don't use a title at all



Testimonials



"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua."

- Gloria F.



"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua."

- Felix B.



"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua."


- Eva H.

The Philosophy



Think about why it's unfair that your customers should struggle with their challenges.

Use words like 'should' and 'ought to'.



What do your customers deserve instead of their challenges?

Some examples: "Here's how we can work together" or "Don't believe me? Don't worry, I've got you."



The Process

Distil whatever you do down into 3 general steps. These are the stepping stones, generating safety for your customer.



1

2

3

Step one is this

Then it's this

And finally you'll
be/have/feel

Some text to explain

Some text to explain

Some text to explain

PRIMARY CTA

Make sure the 3rd step already includes their success, at least in part.





Image of your **secondary CTA**

Download the FREE guide

Title of Your Lead Magnet

Short description about what they'll get.

Failure statement



Also, keep it short and you don't fear-monger. This is to mirror their own fears, rather than create new ones.

What might happen if they don't overcome their challenges.



Be mindful that you don't tell them that working with you is the only option. They'll know you're lying

Drive your offer home with a final CTA

Explain what they'll stand to gain by working with you once more.

PRIMARY CTA

Contact

Blog

Secondary services

Privacy Policy



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