



LANDING PAGE FRAMEWORK

INTRIGUING HEADLINE

Be sure to craft a headline that states the benefits of your offer. Do NOT simply add the name of your program if it doesn't include a benefit. For example, the Writing Workshop vs. the Pitch for Profits Program.

Try this cool tool for headline writing assistance:
<https://www.aminstitute.com/headline/>

IRRESISTIBLE OFFER

Clearly outline the features, expectations and duration (if applicable) of your offer.

BENEFITS

Use concise bullets to clearly identify the benefits of the offer. An easy bullet framework is X so you can Y. For example, Get 2 downloadable cheat sheets so you can walk away with a step-by-step plan for landing clients on social media.

OPT-IN BUTTON

Make this fun -- avoid basic language like "sign up." Try things like, "Yesss, I want access" or "Yay, let me in." The key is to make clicking the button feel exciting.

STREET CRED (OPTIONAL)

Showcase your street cred so the reader trusts you as the expert. Make sure you write this in first person and speak directly to your reader. If the audience is unfamiliar with your business, you may want to include a bit of street cred to showcase your skills.



SALES PAGE FRAMEWORK

INTRIGUING HEADLINE

Be sure to include the primary benefit of investing. You can do this either in the main headline or by anchoring the headline with a subheadline. Your headline **MUST** be powerful and benefit-focused if you want this formula to work for you. Try this cool tool for headline writing assistance:

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PAIN STORY

Recap the pain/struggles your prospect is experiencing. The point is to let your prospect know you can relate to what she/he is going through. You do **NOT** want to send your prospect into a deep, dark depression here. You want her/him to visualize their pain and realize they can overcome their struggles with your help.

PAIN RELIEVER

Here, you'll intro your offer as the "pain reliever." Get to the point of why the offering will relieve your prospect's pain. The key here is to be straightforward and concise.

CALL TO ACTION

Make your button text short and fun. For example, gimme my spot, let me in, I accept the challenge ...

TESTIMONIALS

Choose 3 of your best testimonials that speak to a specific result your clients have been able to achieve by working with you. The testimonials do not have to be specific to the program, but they should showcase a result.

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