

SECTION 1: THE HEADER

A clear headline stating what your customer wants

Answer the question "what do you offer?" in the headline. In this byline tell your customer how your offer/service will make their life better.

WHAT SHOULD THEY DO NOW?



SECTION 2: WHAT PROBLEMS DO YOU SOLVE?

Ask a question about the main problem your customer is experiencing



- Give a specific example of the problem your customer is facing (external problem).
- Give a specific example of how that makes your customer feel (internal problem).
- Give a specific example of why that is just plain wrong (philosophical problem).

SECTION 3: WHAT IS YOUR VALUE PROPOSITION?

Have a heading that articulates the value of your product or services



Benefit one

Tell them about one of the benefits of the products you offer.



Benefit two

List one of the benefits of using the product/service you have developed.



Benefit three

Finish with a third benefit which is something your customer wants.

WHAT SHOULD THEY DO NOW?

SECTION 4: ESTABLISH YOUR AUTHORITY

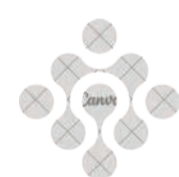


Introduce yourself as their guide

Your about me statement should showcase your empathy for their problem (because you've struggled with it, too) and show your authority (because you've created a solution and achieved a result for people).

List statistics of how many or how much you've done, or show a list of happy client logos.

BUILD AUTHORITY WITH A LOGO LIST OF CLIENTS OR OFFER SOME STATISTICS



SECTION 5: TESTIMONIALS

Hear what our customers have to say

"Ask your clients to give testimonials that specifically answer the question, "where were you before you met me and where are you now?"

Full Name

SECTION 6: FINAL CALL TO ACTION OR AUTHORITY BUILDER

Final call to action and a signoff about the benefits of the product.

READY TO TAKE ACTION?

YOUR LOGO



LOCATION

Location, City,
Country

LINKS

About Us
Contact
Blog