



Playsheetr

Landing Page

HOLYMAMA BUSINESS MASTERMIND INCUBATOR

CREATE YOUR LANDING PAGE

Product Name and Tagline

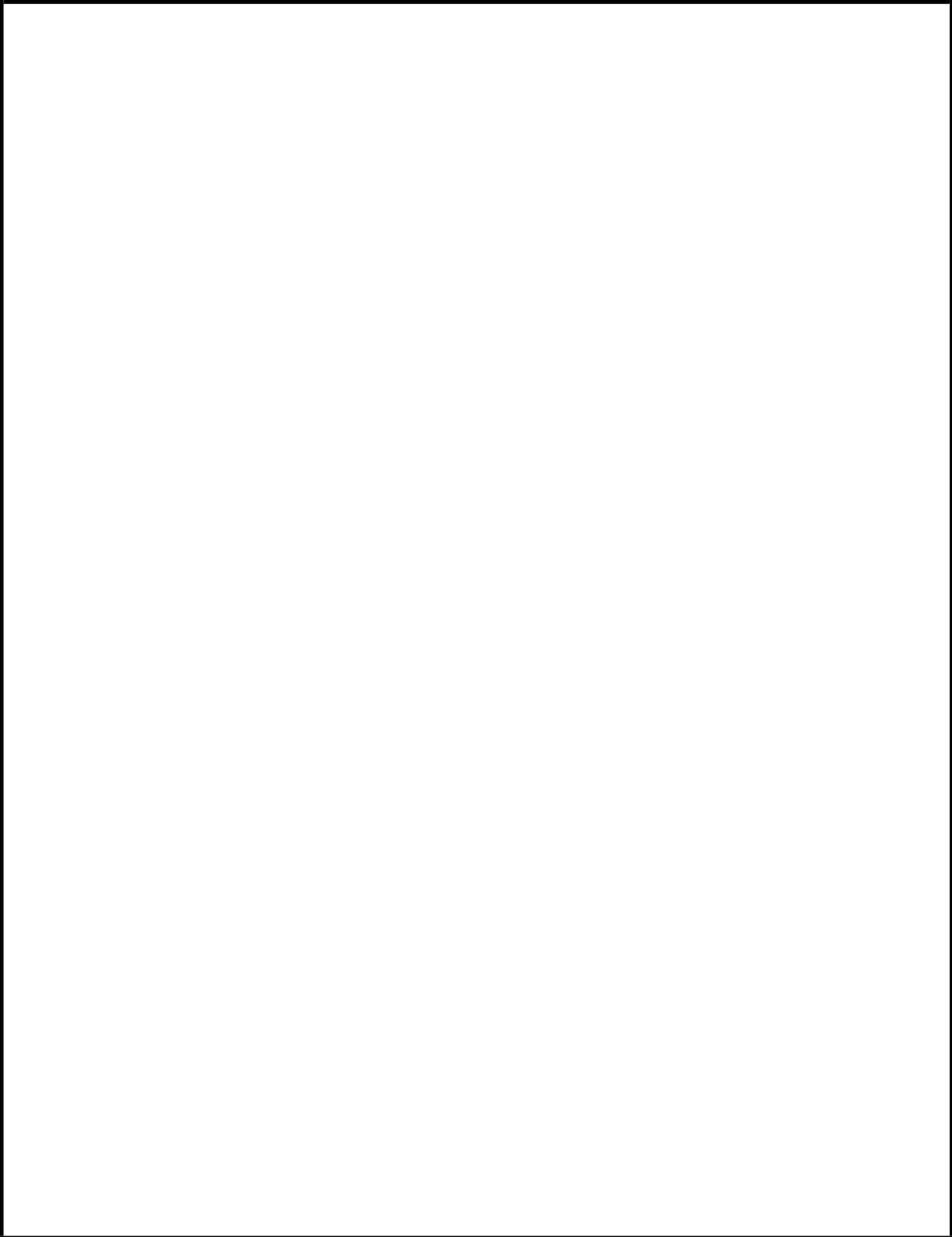
Ideally this goes 'above the fold' on your website landing or sales page



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Catchy Paragraph

What are the benefits of this product/service/course? What is the transformation clients will experience from it?

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Pain Points

Take your client on a journey. What are they struggling with? What do they want? How are you providing the solution? Show them the struggle they might not even be consciously aware of. Stir up their emotions.

A large, empty rectangular box with a black border, intended for the user to write their pain points and solution journey.

CREATE YOUR LANDING PAGE

Visualise your Gem


Activate your clients imagination. Paint the picture of how your service can help them. Get them to see themselves succeeding. Use colloquial language to speak to them directly. Use bullet points, emojis or ticks.

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CREATE YOUR LANDING PAGE

Images Vault


Have a look at what photographs and images you already have for this Landing Page. Are they in brand? Are they professionally shot? Write down what you have and what you still need. Start seeing your page as it comes together. The images are very important for your Landing Page.

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Main Features and Benefits Summary

Look back at the Course Creation Worksheet. Transfer the Features and Benefits in bullet point form. Remember, the formula: FEATURE ...so that you can: BENEFIT. Show the client what's in it for them.



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Calls to Action


Write out some different Calls to Action (CTAs) and responses. You can use the four Customer Archetypes to create various CTAs that will appeal to different versions or personalities of your Ideal Customer Avatar.

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CREATE YOUR LANDING PAGE

Your bio updated

Taking your bio from the Course Creation Worksheet see how you can tweak and refine it. Any extra insights or reasons why you are the best person to teach/sell/offer this?

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Step by Step Walk Through

Now make it come to life! Take your customer by the hand and walk them through your product. How is it relevant? Are there are any bonuses?

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Testimonials

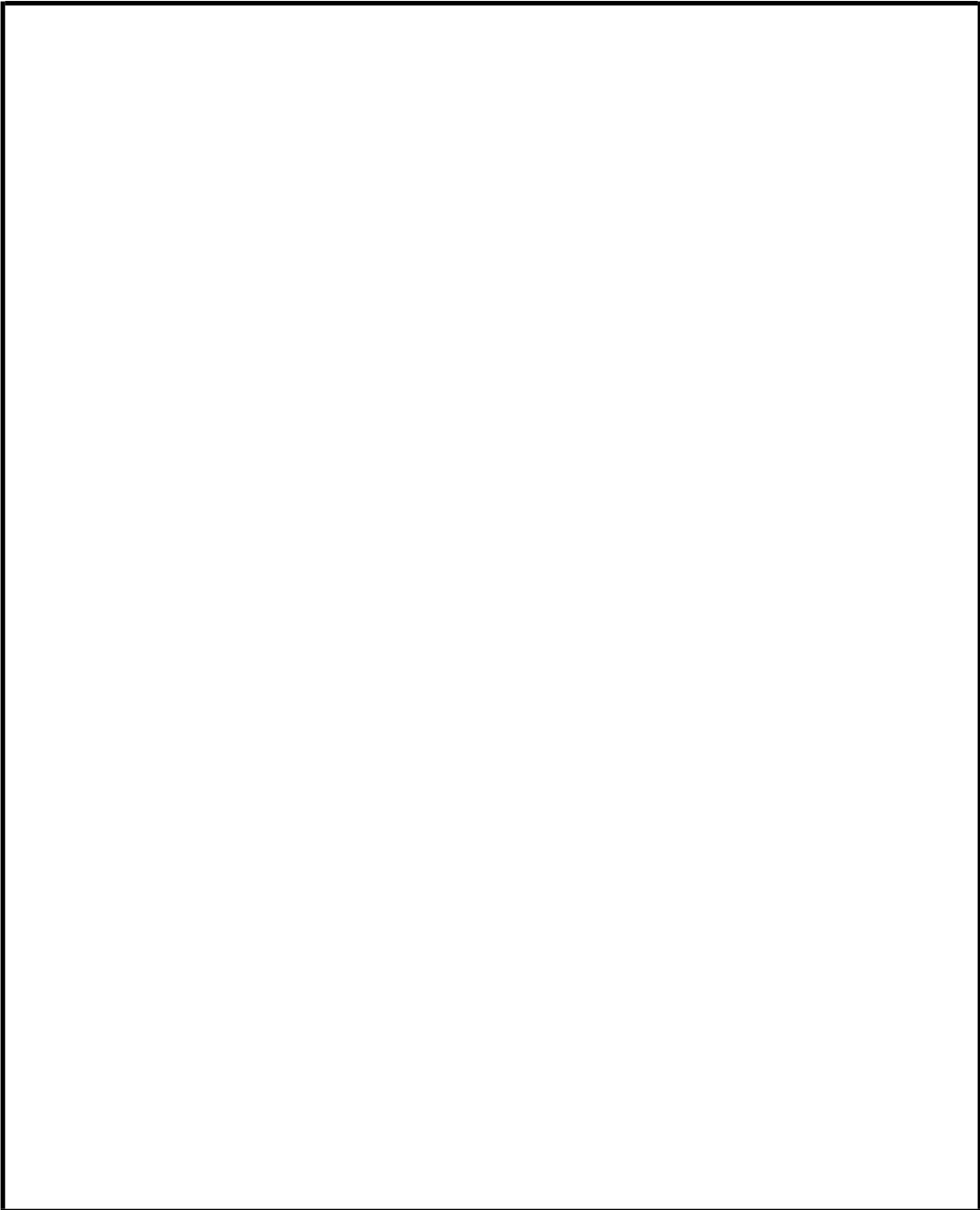
This is where you add social proof to your page. Can you get some testimonials from people who have worked with you? Once have beta-tested your product you can add some glowing testimonials.



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Pricing

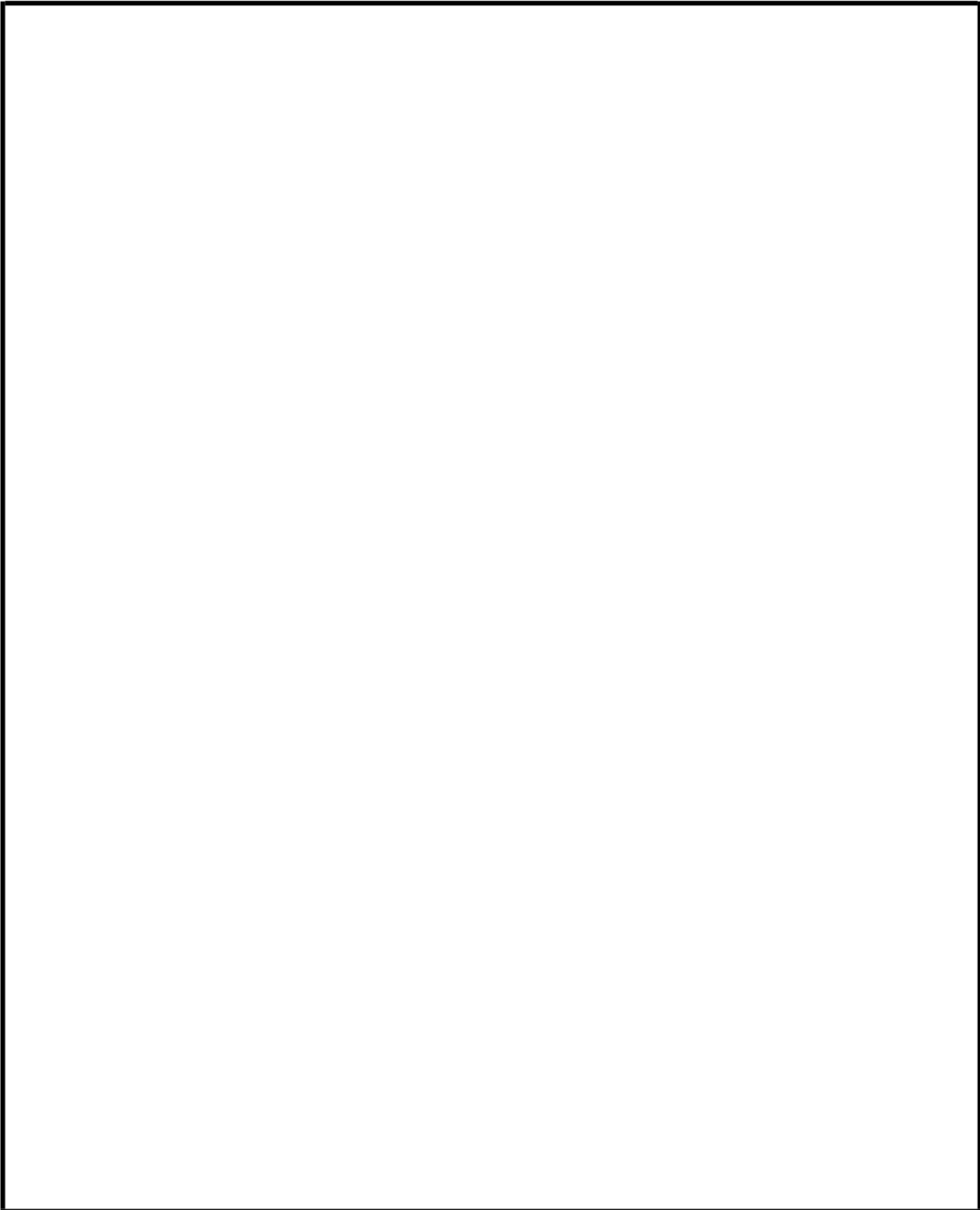
What is the value of this product? What is the real cost you want to charge? Any bonuses you can include? Are there options for instalments?



CREATE YOUR LANDING PAGE

Any Guarantees?

How can you make it easy for the client to say YES to this? Can you add any guarantees or convincing arguments to make this a 'no-brainer' ?

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FAQ's

Remember the 'What If's' from the Course Creation Worksheet? All those doubts, questions and objections your potential buyer could have? This is where you get to turn them into Frequently Asked Questions. Preempting questions will lead to more sales. List the Q and give the Answer.

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Final Check

Go back over the Course Creation Playsheet and check you have added all the juicy sentences and text to this Landing Page Playsheet. Any other great visuals or famous quotes you could add to make it ping?

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