Get [Result] Without [Problem]

This portion of the copy should explain whatever

claim you have on the headline in 2-3 lines.

What's their next step? Why should they take it?

G Sign in with Google

OR

Company.

Sign up with Email

GIF/Video

(of the "aha moment")

whatever claim you have on above this in 2-3 lines.

Company.

USP/OBJECTION

This portion of the copy should explain

whatever claim you have on above this in 2-3 lines.

USP/OBJECTION

XXXXs of Type of company/Title love Product Name

Company.

"This is a quote from someone either well

This portion of the copy should explain

in 2-3 lines.

Company.

USP/OBJECTION

Company.

This portion of the copy should explain

whatever claim you have on above this

known or that your ideal customer can related to. Get concrete results to show here"

Person's Name Title, Company

This portion of the copy should explain whatever

THE PROBLEM

Is This The Way To Fix X Problem?

claim you have on the headline in 2-3 lines.

lines.

whatever claim you have on the headline in 2-3

What are the consequences

if they keep using this?

This portion of the copy should explain

Current Solution

Make it look hard/useless/slow

What are the consequences if they keep using this?

whatever claim you have on the headline in 2-3

This portion of the copy should explain

lines.

Other Solutions

Why is it worse?

STEP #1/CAPTION What are the consequences

How To Get X Result They Really Want In Y

Time Which Sounds Short

This portion of the copy should explain whatever

claim you have on the headline in 2-3 lines.

if they keep using this?

That supports the headline

This portion of the copy should explain

lines.

What are the consequences if they keep using this?

This portion of the copy should explain

whatever claim you have on the headline in 2-3 lines. Frequently asked question or quote?

Image/GIF

That supports the headline

STEP #3/CAPTION

Image/GIF

That supports the headline

What are the consequences

whatever claim you have on the headline in 2-3

if they keep using this?

This portion of the copy should explain

Frequently asked question or quote?

whatever claim you have on the headline in 2-3

Frequently asked question or quote?

STEP #2/CAPTION

lines.

"This is a quote from someone either well known or that your ideal customer can related to. Get concrete results to show here"

What they have built, done, use cases or similar...

Vou

Person's Name

Title, Company

You're X mins Away from Getting Y Result
You Really Want

This portion of the copy should explain whatever

claim you have on the headline in 2-3 lines.

Risk reversal - Remind them why signing up is risk free

☑ Risk reversal - Remind them why signing up is risk free

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- **☑** Risk reversal Remind them why signing up is risk free
 - Sign in with Google OR Sign up with Email