

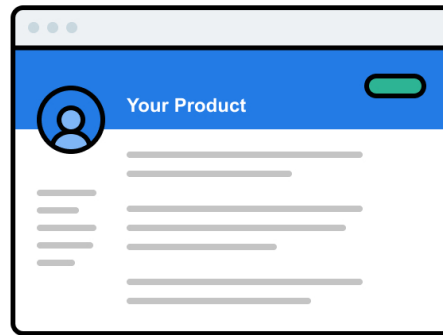
## Headline explaining your product and it's main benefit

Briefly explain how the solution works, what's unique about it and what results will your users get from using it

Benefit Driven CTA

Alternative CTA

Risk Reversal: Free 7 days trial



Show logos of credible companies using your product or media coverage

-F2

HubSpot

slack

mailchimp

shopify

Trello

## What problem does your product fix?

Describe the problem in brief. Use emotionally charged language that your customer use when describing their problems!



Image to support

### Give Context. What is the cause of this problem?

Talk about the things that cause this problem. This shows the user that you actually understand the problem and empathize with them about their situation.

### Why can't they fix it themselves? What solutions have they tried?

Talk about the other solution that the users might have tried and why none of them worked perfectly for them. This reinforces their pain and their need to find a solution.



Image to support

### What are the costs of not fixing this problem right now?

Talk about all the things they are losing out on by not fixing the problem. The opportunity cost and the benefits they could be getting with your product.



Image to support

## How does your product fix the problem?

Explain the solutions in brief. What does your product do and how does it help the user reach its goals.

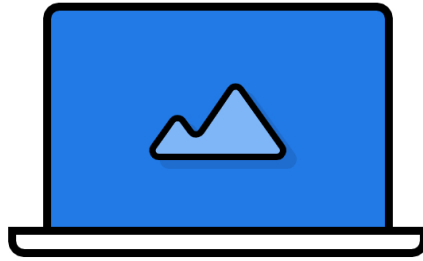


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### Explain the main solution or benefit that your product offers

Explain your primary feature that solves your user's problems. Talk about what it can do for the user and how exactly will it benefit them.

### Explain the secondary solution that also benefits the user

Your product likely has multiple benefits and use cases. Talk about the secondary benefit that it offers and how it will help the user solve their problems.



Image to support

### What's unique about your solution? Talk about your USPs

This is the part where you differentiate yourself from the competition. Once you've convinced the user that this is the way to solve their problem, we have to hone in on why our product is the best among the other alternatives.



Image to support

## What specific results are your users getting with your product?

### Headline: Customer X achieved 12x ROI in the first month itself!

Explain how the customer was in a similar situation as your user, struggling with similar problems. Talk about their transition to your product and the outcome: how it solved their problems and helped them achieve their goals.



Add a powerful, relevant testimonials from that Customer X here.

their problems and helped them achieve their goals.

18%

Primary Result Stat

12x

Secondary Result Stat

It should focus on the results your product achieved for them and could answer a doubt that the user might have in the buying process.



Add a powerful, relevant testimonials from that Customer Y here.

It should focus on the results your product achieved for them and could answer a doubt that the user might have in the buying process.

Headline: Customer Y achieved  
**15x ROI** in the first month itself!

Explain how the customer was in a similar situation as your user, struggling with similar problems. Talk about their transition to your product and the outcome: how it solved their problems and helped them achieve their goals.

20%

Primary Result Stat

15x

Secondary Result Stat

## Reinforce all the major benefits of using your product



Reiterate primary outcome



Reiterate secondary outcome



Easy switch from X



Free trial / Refund policy



Any useful integrations



Quality customer support

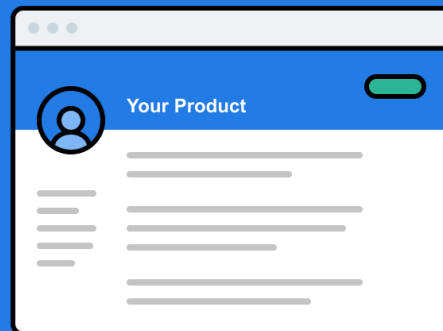
### Ask visitors if they want to improve their most important metric by x%?

Invite them to start a free trial or get on a demo call to see how you can solve their main problem and help them get to their desired situation using your product.

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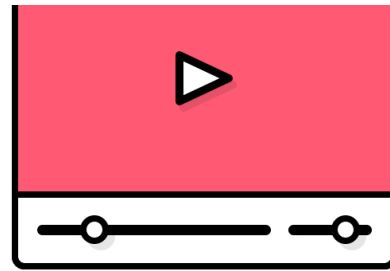


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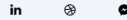


## Offer a webinar, video course, ebook or other lead magnet to nurture visitors

In this section, appeal to the visitors who aren't ready to buy your product just yet but might be interested in learning more about solving their problem and your solution.



Your Logo



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