🧲Dynamic Landing Pages: Personalization Mapping for Familying.org

📂 Core Landing Page Themes (3–5 Archetypes)

	Page Name	Primary Personas	Hook/Headline	Lead Magnet CTA
Overwhelmed Parent	Burned-Out Gentle Parent, Neurodivergent	"Turn Chaos Into Calm—In Just 7 Minutes a Day"	"Take the 3-Minute Quiz"
Co-Parenting & Conflict	Co-Parent in Conflict, Healing Solo Parent	"Co-Parenting Doesn't Have to Feel Like a Warzone"	"Get a Custom Co-Parent Plan"
Faith & Values Based	Faith-Centered Traditionalist, Structured Dad	"Raise Kind Kids Without Losing Your Values"	"Download Your Family Values Kit"
Conscious Explorer	Conscious Parent, DIY Dad	"Rethink Parenting. Rediscover Connection."	"Explore Your Parenting Style"
Unexpected Guardian	Kinship/guardian, Grandparent	"You Didn't Expect to Do This Again—But You're Not Alone"	"Get the Guardian Survival Kit"

🧬Dynamic Content Customization (by Tag Group)

Tag Group	Target Values / Tags	Dynamic Elements Personalized
Emotional State	burned out, anxious, grieving, empowered	Headline tone, first paragraph empathy, welcome quote/testimonial
Household	single, co-parenting, blended	Section subtitle: "Designed for [your household type] families"
Parent Identity	LGBTQ+, BIPOC, immigrant, faith-centered	Culturally matched testimonials, inclusive imagery
Care Context	neurodivergent, disability, emotionally sensitive	Feature block: "Sensory-friendly Routines" or "Behavior Support Tools"
Parenting Style	gentle, structured, Montessori, faith-based	CTA text and values block (e.g., "Faith-First Family Flowchart")
Support System	no support, therapist, online group	Insert community invite banner or quote from supported parent

Tag Group	Target Values / Tags	Dynamic Elements Personalized
Work Context	shift/gig work, unemployed, stay-at-home	Suggested resources (e.g., "Evening Routines for Gig Workers")
Child Stage	toddler, teen, infant	Feature image + examples update ("Morning battles? Here's help.")
Learning Style	audio, video, written, journaling	Format toggle on content preview: podcast preview vs. PDF toolkit
Tech Comfort	low, medium, high	Simplified UI version, larger buttons, reduced animations

🧱 Modular Block Layout (Reused Across All LPs)

1. **Hero Section**

2. Headline (conditional on emotional state)

3. Subhead (optional insert from care context or household)

4. Visual with dynamic avatar or photo (age/stage/identity aware)

5. **Testimonial / Relatable Quote**

6. Swap quote to match emotional tone + identity if possible

7. **Tool Highlights Section**

8. Based on care context, parenting style, or child stage

9. 3 rotating cards (e.g., "Sensory meltdown map" / "Co-parent calendar")

10. **"Built For You" Block**

11. Show tags matched in a visual format (constellation, fingerprint, chips)

12. Personalized copy: "You're juggling a lot—and this plan adapts."

13. **Lead Magnet CTA Module**

14. CTA button text based on household + emotional state

15. Example: "Take the 3-Minute Quiz" → "Get Your Single Parent Reset Plan"

Conditional Logic Snippet Examples (Pseudocode Style)

```
{{#if emotional_state == "burned out"}}
  <h1>Turn Chaos Into Calm—In Just 7 Minutes a Day</h1>
{{else if household == "co-parenting"}}
  <h1>Co-Parenting Doesn't Have to Feel Like a Warzone</h1>
{{else if parenting_style == "faith-based"}}
  <h1>Raise Kind Kids Without Losing Your Values</h1>
{{else}}
  <h1>Parenting Help That Feels Human</h1>
{{/if}}

{{#if care_context == "neurodivergent"}}
  <p>From sensory meltdowns to transitions—we've got your back.</p>
{{else if child_stage == "toddler"}}
  <p>Navigating tantrums? Sleep battles? You're not alone.</p>
{{else}}
  <p>Whatever you're facing, this toolkit adapts to your family.</p>
{{/if}}
```

🔦Funnel Flow Summary

1. **Traffic Source** → Paid ad, email, or social post
2. **Quiz Variant** → Captures emotional + contextual tags
3. **Landing Page** → Dynamically rendered content via tag lookup
4. **CTA Action** → Personalized tool/resource bundle offer
5. **Follow-up** → Email onboarding with tag-based module recommendations

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Let me know if you'd like:

- Content block copy per tag cluster
- Quiz-to-landing-page transition screen designs
- Email flows or follow-up sequences per persona