# Cursor AI Agent Prompt: Build New Decoy Offer Landing Page Components

## Overview

Create NEW components for a Hormozi-style decoy offer landing page for the Bradys mystery collection. DO NOT overwrite existing components - create all new files with “\_v2” suffix so I can cherry-pick content from the old versions later.

## Design Principles

1. Keep existing site layout structure and color scheme from current NOS repo
2. Mobile-first design (97% of users are 65+ on mobile devices)
3. Follow Alex Hormozi decoy offer best practices:
   * Side-by-side presentation on desktop
   * Equal visual weight for both options in hero
   * Premium option (collection) positioned first/left on desktop, top on mobile
   * Clear asymmetric dominance in comparison section

## Components to Create

### 1. HeroDecoy\_v2.jsx or similar

**Requirements:** - Yellow box at top with text: “Murder. Opium. And a butler who definitely didn’t do it.” - Main headline: “Get Your First Bradys Mystery Novel” - Subhead: “The Bradys and the Chinese Idol - A complete 1903 detective mystery — professionally restored and ready to read.” - Section: “Choose Your Option:” - TWO CTA buttons with equal visual weight: - Button 1: “🔥 Get the Complete 10-Book Collection - $49.99” (with subtext: “Buy 5, Get 5 Free — Only $4.99 each”) [Use BEST VALUE badge or pill] - “OR” text between buttons - Button 2: “📘 Single PDF Novel - $6.99” - Trust line below: “Instant delivery · DRM-free · Read on any device”

**Layout:** - Desktop: Buttons side-by-side (collection left, single PDF right), both same height/prominence - Mobile: Stacked vertically, full-width or 90% width, collection on top, 16-24px spacing, both same style - Button min-height: 56px for easier tapping on mobile - Yellow box should be prominent but not overwhelming

### 2. OptionComparison\_v2.jsx or similar

**Requirements:** Two-column comparison (or stacked cards on mobile) with clear visual hierarchy showing premium dominance.

**Option 1 (Left/Top): Single PDF Novel** - Header: “📘 OPTION 1: Single PDF Novel” - Title: “The Bradys and the Chinese Idol” - Price: “$6.99” with strikethrough “Regular $9.99” - Section “What You Get:” with checkmarks (✅) - Section “The Tradeoffs:” with X marks (❌) - CTA button: Secondary/outlined style or muted color - “Best for: Testing the waters with one story”

**Option 2 (Right/Bottom): Complete Collection** - Badge at top: “MOST POPULAR” or “BEST VALUE” - Header: “🔥 OPTION 2: Complete 10-Book Collection” - Title: “All Ten Restored Bradys Mysteries” - Price: “$49.99 — Buy 5, Get 5 Free” with subtext “(Only $4.99 per book vs $9.99 regular price)” - Section “What You Get:” with checkmarks (✅) - Section “Plus These Bonuses:” with gift icons (🎁) - “The Math:” callout box showing savings calculation - CTA button: Primary contrasting color, slightly larger/emphasized - “Best for: Readers who want the best value, mobile-friendly formats, and maximum impact on the preservation mission”

**Layout:** - Desktop: True side-by-side, equal width columns - Mobile: Stacked cards, collection card first (top) - Add subtle shadow/border to make cards distinct - Premium card should have slight visual emphasis (maybe subtle color background or stronger border)

### 3. BeforeAfter\_v2.jsx or similar

**Requirements:** - Section headline: “See the Transformation” - Image comparison component (before/after image should be provided) - Text under “Before:” - Text under “After:” - Closing tagline

**Layout:** - Desktop: Image left, text right OR full-width image with text below - Mobile: Image full-width, text stacked below - Make image prominent and easy to see differences

### 4. SocialProof\_v2.jsx or similar

**Requirements:** - Section headline: “What Readers Say About These Restorations” - Three 5-star testimonials (⭐⭐⭐⭐⭐) - Each testimonial should have visual star rating and quote text

**Layout:** - Desktop: Three columns - Mobile: Stacked, full-width cards - Add subtle styling to make testimonials stand out

### 5. GuaranteeSection\_v2.jsx or similar

**Requirements:** - Section headline: “Protected by the Reader’s Honor Guarantee” - Subhead: “🛡️ Collection Purchases are 100% Risk-Free” - Guarantee copy - Disclaimer in smaller/italic text about single PDF being final sale

**Layout:** - Centered content, max-width for readability - Shield icon (🛡️) should be prominent - Consider subtle background color or border to make section distinct

### 6. FAQ\_v2.jsx or similar

**Requirements:** - Section headline: “Your Questions Answered” - 6 FAQ items with questions and answers - Accordion or always-expanded format (your choice based on mobile UX)

**Layout:** - Desktop: Single column, max-width for readability - Mobile: Same, full-width - Clear visual separation between Q&A pairs

### 7. FinalCTA\_v2.jsx or similar

**Requirements:** - Section headline: “The Mission Needs You” - Mission statement copy - Two CTA buttons with hierarchy: - Primary (larger): “🔥 Complete 10-Book Collection - $49.99” with “RECOMMENDED” badge/arrow - Secondary (smaller): “📘 Single PDF Novel - $6.99”

**Layout:** - Desktop: Centered, buttons side-by-side with clear size difference - Mobile: Stacked, collection button larger/more prominent

### 8. WhyComparison\_v2.jsx or similar

**Requirements:** - Section headline: “Why the Collection is the Smarter Choice” - Introductory paragraph - Five comparison points with bold headers and explanatory text: - Better formats - Better economics - Better protection - Better convenience - Better mission impact - Closing “reality” statement

**Layout:** - Single column for readability - Bold headers for each comparison point - Consider icons or visual separators between points

## Technical Requirements

### Responsive Breakpoints

- Mobile: < 768px  
- Tablet: 768px - 1024px  
- Desktop: > 1024px

### Button Styling Guidelines

**Hero Section (Equal Weight):** - Both buttons: Solid, contrasting colors from existing palette - Same height (min 56px) - Desktop: Side-by-side with small gap (16-24px) - Mobile: Stacked, full-width, 16-24px vertical spacing

**Comparison Section (Hierarchy):** - Single PDF: Secondary/outlined button or muted color - Collection: Primary contrasting button, slightly larger or bolder

**Final CTA (Hierarchy):** - Collection: Larger (maybe 20% bigger), primary color - Single PDF: Smaller, secondary style

### Color Usage

* Use existing NOS site colors
* Yellow box: Keep yellow/amber from current design
* Primary CTA: Use current primary button color
* Secondary CTA: Use current secondary/outlined button style
* Badges (“MOST POPULAR”, “BEST VALUE”): Accent color or complementary color

### Typography

* Keep existing font stack
* Maintain current heading hierarchy (h1, h2, h3)
* Ensure minimum 16px body text for 65+ readability
* Good contrast ratios for accessibility

### Spacing

* Generous whitespace between sections (64-96px desktop, 48-64px mobile)
* Consistent internal padding in cards/sections
* Don’t cram content - this audience needs breathing room

## File Naming Convention

All new components should end in “\_v2” so they don’t overwrite existing files: - HeroDecoy\_v2.jsx - OptionComparison\_v2.jsx - BeforeAfter\_v2.jsx - etc.

## What I’ll Provide Separately

* Final landing page copy (I’ll paste this in after components are built)
* Before/after comparison image
* Any specific color hex codes if needed

## Testing Checklist

After building, ensure: 1. ✅ Mobile displays buttons stacked vertically with equal visual weight 2. ✅ Desktop displays side-by-side appropriately 3. ✅ All CTAs are easily tappable on mobile (min 56px height) 4. ✅ Content is readable on small screens without horizontal scrolling 5. ✅ Comparison section clearly shows premium dominance 6. ✅ Yellow box is visible and prominent but not overwhelming 7. ✅ All new files have “\_v2” suffix

## Questions to Ask Me Before Starting

1. What is the exact hex code for your primary button color?
2. What is your secondary/outlined button style?
3. Do you want accordion FAQ or always-visible FAQ?
4. Should the before/after image be side-by-side comparison or slider?
5. Any specific icons from your existing icon library I should use?

Please build these components following Hormozi decoy offer best practices while maintaining the existing NOS site’s visual identity and layout structure.