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Task 6.2C Landing Page

### A web-based Index search tool for multilingual talking points for any subject

#### Main Headline

This title effectively conveys the core of the offering while simultaneously piqueing consumers' interest in learning more. The solution's primary attributes and advantages are emphasized, including its multilingual capabilities, customized talking points, time savings, and improved communication. It also emphasizes the benefit of the solution in promoting cross-cultural communication and offering a competitive edge in the linked world we live in today. This headline tries to engage and entice people to learn more about the TalkingPoint Index by emphasizing on the target audience's need for enhanced communication and the solution's distinctive qualities.



### **Supporting Headline**

The "why, why, and what" elements are elaborated on in this supporting headline if they weren't properly addressed in the main headline. It underlines the solution's revolutionary character and the use of AI-driven technologies to provide effective talking points.



### **Hero Shot**

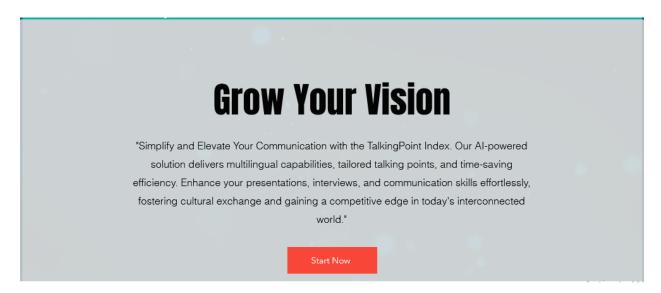
Showcase a picture of a successful communication situation, such as a person giving a presentation or acing an interview, in which communication is effective. This illustration may elicit a favorable

emotional reaction and illustrate how your product enables people to have successful communications. The TalkingPoint Index's multilingual capabilities and its ability to promote cross-cultural dialogue may both be highlighted by this picture.



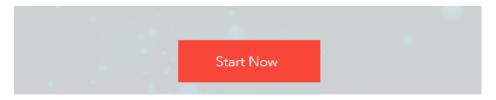
# **Benefit Summary**

The benefit summary focuses on engaging and enticing people to learn more about the TalkingPoint Index by emphasizing on the target audience's need for enhanced communication and the solution's distinctive qualities.



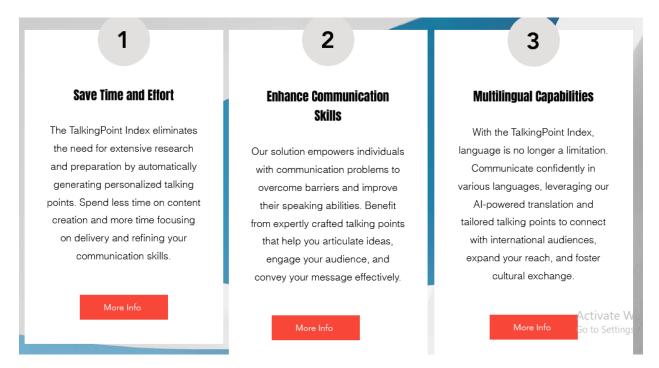
## Call to Action (CTA)

The call to action asks the users to start engaging in the talking point session and create a conversation.



### **Show Them the Benefits**

By utilizing the TalkingPoint Index, individuals can save time, improve their communication skills, overcome language barriers, gain a competitive edge, and monitor their progress. It's a valuable tool that offers numerous benefits for anyone looking to excel in interviews, public speaking engagements, or other communication-related situations.



### **Social Proof**

These testimonials highlight the positive experiences and benefits customers have derived from using the TalkingPoint Index. They provide social proof that the solution is effective in improving communication skills, overcoming language barriers, saving time, and delivering impactful presentations. Real-life customer testimonials add credibility and help potential users envision the advantages they can gain by incorporating the solution into their own communication practices.

communication toolkit." -



#### Emily L.

"As a public speaker, the TalkingPoint Index has become my secret weapon. The personalized talking points have elevated my speeches, making them more engaging and impactful. I've received great feedback from the audience, and it has given me a competitive advantage in my field. It's a game-changer for anyone looking to captivate their audience. \*-