Course 1, Lesson 5: Building Your 1-Page HQ (The High-Conversion Landing Page)

1. Core Concept & Learning Objective

Concept: Your landing page is your 24/7 salesperson. It has *one* job: to convert visitors into email subscribers by "selling" your free lead magnet. It must be simple, clear, and laser-focused on this single action. We are not building a complex, 10-page website. We are building a single, high-conversion "squeeze page."

Learning Objective: By the end of this lesson, you will **analyze** the 6 critical components of a high-converting landing page. You will **write** the copy for each component and **build** a functional, 1-page "squeeze page" using a no-code tool (like Carrd, Mailchimp, or ConvertKit), fully branded with your MVB Kit.

2. Interactive Content Activities (3 Activities)

Activity 1: The 6-Point Landing Page Teardown (Case Study Analysis)

- **Description:** Before you build, you must learn to see. We're going to deconstruct a high-performing "squeeze page" to understand its anatomy.

- **Instructions:**

  1. Find an example of a landing page for a lead magnet (from a competitor or a brand you admire).

  2. Identify and screenshot these 6 components:

     1. **The Hook:** The irresistible headline (Your 3-D Hook from L4).

     2. **The Problem/Promise:** The sub-headline and 3-5 bullets (Your 3-D Hook from L4).

     3. **The "Bait":** The visual mockup of the lead magnet (Your mockup from L4).

     4. **The "Catch":** The email sign-up form (e.g., "Name" and "Email").

     5. **The Call-to-Action (CTA):** The button text (e.g., "Get the Checklist NOW").

6. **Social Proof (Optional):** A 1-sentence testimonial.

- **Expected Outcome:** A document with 6 screenshots, identifying the core anatomy of a successful landing page.

Activity 2: Landing Page Copywriting Drill (Creative Development)

- **Description:** The copy is 90% of the work. We'll finalize the *exact* words for your page. We've already done most of this in Lesson 4—now we'll refine it.

- **Instructions:**

  1. Open your "3-D Hook Formula" document from Lesson 4.

  2. **Refine your CTA Button:** Make it action-oriented and specific.

      - *Weak:* "Submit," "Download."

      - *Strong:* "Send Me the Checklist!," "I Want This!," "Get Instant Access."

  3. **Write your "Confirmation" Copy:** What will they see *after* they sign up?

      - *Example:* "Success! Check your email for the 'Podcast Launch Checklist'!"

- **Expected Outcome:** A final copy document with your Headline, Sub-headline, 3 Bullets, CTA Button text, and Confirmation Message.

Activity 3: The 60-Minute Page Builder (Tool Exploration)

- **Description:** We are not learning to code. We are not hiring a developer. You are going to use a simple, template-based tool to build and publish your landing page *in this lesson*.

- **Instructions:**

  1. Log in to your chosen tool (e.g., **Carrd, Mailchimp, ConvertKit, Kajabi**).

  2. Select the simplest "Lead Magnet," "Squeeze Page," or "Waitlist" template.

  3. Apply your **MVB Style Guide (L3):** Add your logo, brand colors, and fonts.

  4. Copy/paste your **Landing Page Copy (L5, Act 2)** into the template.

  5. Insert your **Lead Magnet Mockup (L4).**

  6. Connect your email service (the tool will guide you) so new signups go to your list.

7. Hit **PUBLISH**.

- **Expected Outcome:** A live, public URL for your high-conversion landing page (e.g., `yourname.carrd.co` or `yourname.ck.page`).

3. Assignment & Project Milestone (Portfolio Deliverable)

Assignment: The Live Landing Page & Review

- **Description:** The deliverable *is* the live page. This is the first public-facing asset of your new business. It's the "front door" to your sales funnel.

- **Step-by-Step Instructions:**

  1. Complete all 3 activities from this lesson.

  2. Ensure your page is **live** at a public URL.

  3. Test your page:

     - Sign up with a test email address.

     - Did you get the "Confirmation" message?

     - Did your email address appear in your email marketing tool's "Subscribers" list? (We'll automate the *delivery* of the lead magnet in the next lesson).

  4. Submit the live URL for peer review.

  5. **Peer Review:** Review 2 peers' landing pages. Check them against the 6-point list from Activity 1. Is the hook clear? Is the CTA strong?

- **Evaluation Criteria:**

  - *Excellent:* Page is live, fully functional, and professionally branded. The 6 critical components are all present. The copy is compelling and 100% focused on the single action of signing up.

  - *Adequate:* Page is live but has "broken" elements (e.g., test fails). Branding is inconsistent. Copy is weak or a "Contact Me" form is used instead of a "Subscribe" form.

- **Connection to Final Project:** This **Live Landing Page URL** is **Section 5: The 1-Page HQ** of your **Complete Launch Playbook**. This is the core asset that your entire launch content plan (Lesson 9) will drive traffic to.

4. End-of-Lesson Assessment (7 Questions)

1. **(MC)** What is the *one and only* job of a "squeeze page"?

   - A) To tell your life story.

   - B) To sell your high-ticket product.

   - C) To capture a visitor's email address by offering a lead magnet.

   - D) To link to all your social media accounts.

2. **(MC)** Which of these is the *strongest* Call-to-Action (CTA) button text?

   - A) Click Here

   - B) Learn More

   - C) Send Me the 5-Minute Guide!

   - D) Submit

3. **(MC)** What are the 6 critical components of a high-converting landing page?

   - A) Hook, Price, Team Bios, Blog, Contact Form, Footer

   - B) Hook, Problem/Promise, Bait (Mockup), Catch (Form), CTA, Social Proof

   - C) Logo, Mission Statement, 3-D Hook, Price, Buy Button, Map

   - D) Headline, Video, 10-page e-book, "Submit" button, Links

4. **(SA)** Why is it a *bad* idea to put 10 different links (to your blog, social media, etc.) on your "squeeze page"?

5. **(SA)** What 3 assets from previous lessons are *required* to build your landing page in this lesson?

6. **(SA)** Name one "no-code" tool recommended for building your 1-page HQ.

7. **(Scenario)** A student's landing page has a great headline, a clear signup form, and a strong CTA. However, instead of a mockup of the lead magnet, they just have a generic stock photo of a laptop. Why is this a strategic mistake?

Correct Answers: 1(C), 2(C), 3(B) 4. (Example) Because it gives the visitor "decision fatigue." Every link is a potential "exit." The page must have only one possible action: sign up. 5. Your MVB Style Guide (L3), your 3-D Hook Copy (L4), and your Lead Magnet Mockup (L4). 6. Carrd, Mailchimp, ConvertKit, Kajabi, etc. 7. (Example) Because the visitor can't see what they are getting. The visual mockup makes the

free offer feel tangible and valuable, increasing the desire to get it. A generic photo
does nothing.