

ASSIGNMENT

Landing Page Outline – “21-Day Weight Loss Meal Plan- Eat Healthy, Feel Lighter, Get stronger.”

1. Headline

"Transform Your Life in Just 21 Days!"

Grabs attention and sets the tone for the offer.

2. Subheadline

"Download Your Free Meal Plan to Start Your Weight Loss Journey Today!"

Gives clarity and adds urgency.

3. eBook Image

A high-quality visual of the eBook cover to attract attention and show what users will receive.

4. Benefits of Downloading

- Easy-to-follow daily meal plans
- Healthy, quick, and tasty recipes
- Nutrition tips to boost results
- Motivation and accountability strategies

5. Short Form

Simple form with:

- Name
- Email
- Phone number
- CTA button: “Get My Free eBook!”

6. Trust & Credibility

- Client testimonials with transformation stories
- Coach's certifications and achievements
- Real success examples for social proof

7. About the Coach

Brief intro covering:

- Fitness/nutrition experience
- Personal message of encouragement
- Coaching philosophy

8. FAQ Section

Common questions answered, like:

- “Is this plan beginner-friendly?”
- “Is it suitable for dietary restrictions?”
- “Will my email be spammed?”

9. Call to Action (Repeated)

“Ready to Start Your Journey? Download Now!”

Placed at the bottom for final encouragement.

10. Footer

- Social media links
- Privacy policy
- Contact details