# Core Messaging & Copywriting Strategy

## Primary Value Proposition

**"Get the top 20 crypto insights delivered straight to your inbox—three times a day—so you stay informed without wasting time or burning the midnight oil."**

## Headlines & Subheadings

1. **Effortless Efficiency**

2. "Stop Wasting Time: Crypto News Curated for You"

3. "Get Only What Matters—No More Endless Scrolling"

4. **Work-Life Balance**

5. "Stay Ahead by Day—Live Your Nights"

6. "No More Midnight Dives into Twitter"

7. **AI-Powered Simplicity**

8. "AI Makes Crypto Easy: Insights in Seconds"

9. "Let Our AI Do the Heavy Lifting"

10. **Curated Intelligence**

11. "Stop Digging Through Twitter—We've Got Top Tweets"

12. "Only the Best 20 Tweets, Refined for Accuracy"

## Calls-to-Action (CTAs)

- **Primary:** "Subscribe Now"
- **Secondary:** "Learn How It Works"
- **Tertiary:** "Upgrade to Pro Features"

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# UI/UX Design Blueprint & Phased Development

## Sitemap

- **Landing Page**
- **Payment Processing** (redirect flow)
- **Success / Confirmation Page**

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**Phase 1: Foundational Design System**

**Style Guide**

- **Primary Color:** `#1E1E2F` (Deep Navy)
- **Secondary Color:** `#00CFAF` (Vibrant Teal)
- **Accent Color:** `#FFC300` (Warm Gold)
- **Neutral Palette:** Light Gray `#F5F5F5`, Medium Gray `#B0B0B0`, Dark Gray `#2E2E2E`

**Typography**

- **Headings:** *Montserrat* Bold (H1 48px, H2 36px)
- **Body:** *Inter* Regular (16px)
- **Buttons & Labels:** *Inter* Semi-Bold (14–16px)

**Iconography**

- **Style:** Line-based, two-tone (primary & accent)
- **Set:** Feather Icons with neon-accent strokes

**Core Components**

| Component | Style & States |
|---|---|
| **Primary Button** | `#00CFAF` fill, white text, 2xl rounded; hover: shadow & scale |
| **Secondary Button** | Transparent, teal border/text; hover: teal fill |
| **Input Field** | White bg, dark gray border; focus: teal glow |
| **Links** | Underline on hover in teal |

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**Phase 2: Structural Wireframing (Low-Fidelity)**

**Landing Page Wireframe**

```
[Hero]
 - Left: Headline, Subheading, Email input + "Subscribe Now"
 - Right: Illustration of email on mobile

[How It Works]
 - 3-step icons + brief text

[Features Overview]
 - 4 cards: Efficiency, Balance, AI, Curation

[Pricing Prompt]
 - Note: Payment triggered post-subscription

[Social Proof]
 - Logos + subscriber count
```

```
[Footer]
  - Minimal links: Privacy, Terms
```

**Success / Confirmation Page Wireframe**

```
[Success Banner]
  - Icon + "Subscription Confirmed!"

[Message]
  - "Thank you! Check your inbox for our next update."

[Explore More]
  - Button: "Back to Home"
  - Button: "Manage Preferences"
```

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## Phase 3: High-Fidelity Mockups (Visual Design)

**Landing Page**

1. **Hero**

2. Gradient bg (Navy→Teal)

3. H1: "Stop Wasting Time on Crypto News"
4. H3: "Top 20 tweets, AI-summarized, in your inbox—three times a day."
5. Email field + Primary CTA

6. Illustration on right

7. **How It Works**

8. Three evenly spaced cards with icons, titles, one-liners

9. **Features**

10. 2×2 grid, hover elevation, gold accent icons

11. **Social Proof & Footer**

12. Logo carousel, minimal dark-footer with links

**Success / Confirmation Page**

- **Header Banner:** Teal background, white checkmark icon, H2 "Subscription Confirmed!"
- **Body:** 16px Inter text: "Thank you for subscribing. Look out for our next email at 8 AM UTC."
- **Actions:** Two buttons: "Back to Home" (primary) and "Manage Preferences" (secondary)

- **Spacing:** Generous padding (80px) for celebratory feel

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## Phase 4: Interactivity & User Flow

**Subscription + Payment Flow**

1. **User clicks "Subscribe Now"** → email modal or inline field
2. **Enter email & click CTA**
3. Inline validation (empty/format errors)
4. **Payment Trigger:** Redirects to Stripe Checkout
5. **Post-Payment:** Stripe webhook invokes confirmation flow
6. **Success Page:** Displays confirmation + next steps

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# Technical Implementation Plan

## Recommended Tech Stack

- **Front-end:** Next.js (React) + Vercel
- **Back-end Functions:** Supabase Edge Functions (Node.js)
- **Database & Auth:** Supabase/Postgres
- **Email Service:** MailerLite or Sendinblue via API
- **Payments:** Stripe Checkout + webhook handler

## Development Phases

1. **Phase 1: Setup & Landing Page**
2. Next.js repo, style system, landing page UI, email integration
3. **Phase 2: Payment Integration**
4. Stripe Checkout setup, webhook endpoint
5. **Phase 3: Success Page & Flow**
6. Build confirmation page, manage subscriber status in Supabase
7. **Phase 4: Testing & Launch**
8. End-to-end QA, deploy, monitor analytics

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This streamlined blueprint focuses solely on your beautifully designed landing page and the subsequent success page after subscription and payment, ensuring a rapid, high-impact launch.