

— FOR COPYWRITERS AND MARKETERS —

Landing Page Mind Map

writing conversion copy for funnels, launches, and promos

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pricewrite.com



Welcome

A business person with expertise in a popular, useful subject should be able to help people and make a profit at the same time. But it is surprisingly tricky to sell knowledge.

Part of the problem is a myth summarized by a saying attributed to Ralph Waldo Emerson: "*Build a better mousetrap, and the world will beat a path to your door.*" It simply isn't true.

You can create a great information product, drive traffic to an offer, and sell little or nothing. Poor results cause feelings of frustration and disappointment. Then doubts begin to creep in: *Maybe my ideas are no good.*

I know that feeling. Like most writers, I too struggled until I developed a process for building a sales and marketing narrative.

I didn't invent my process; I assembled it from best practices I picked up during more than decade as a freelance writer.

How does conversion work? Simply put, prospects show up with a problem you can solve and with questions about how you solve it. Your narrative must answer those questions and invite prospects on a journey that solves their problem.

If you've been unable to assemble a landing page that converts, the problem may be in your narrative. If so, here's how I work with clients:

1. Schedule a Discovery Interview to discuss your value message
2. Develop a Narrative Blueprint of persuasive elements
3. Create a compelling narrative based on the framework in this mind map

I don't promise specific results because conversion also depends on your offer and the quality of your traffic. But I do promise you a professionally written landing page based on a compelling narrative and principles of persuasion.

A well-written landing page is a barometer indicating how well your offer resonates in your market. Without it, you'll always wonder whether the problem was with your offer or with how you presented your offer.

This mind map summarizes my process. If you need help, visit me at pricewrite.com and let me know.

Jack Price

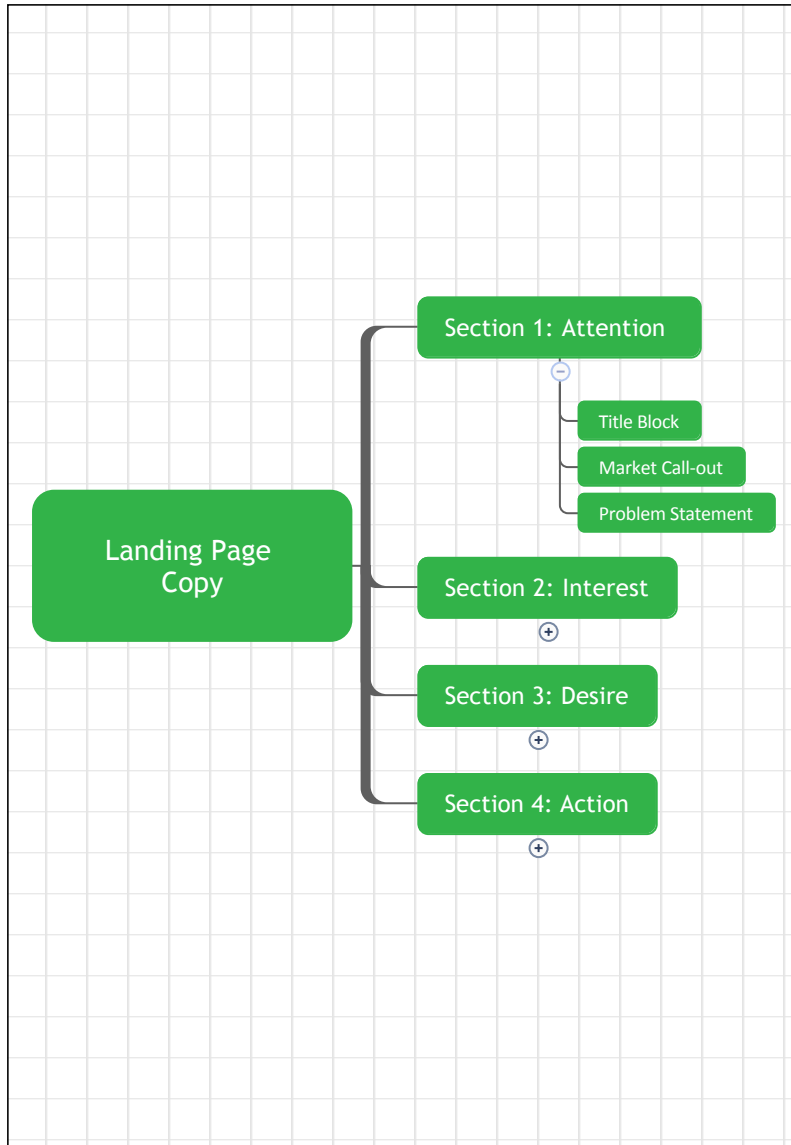
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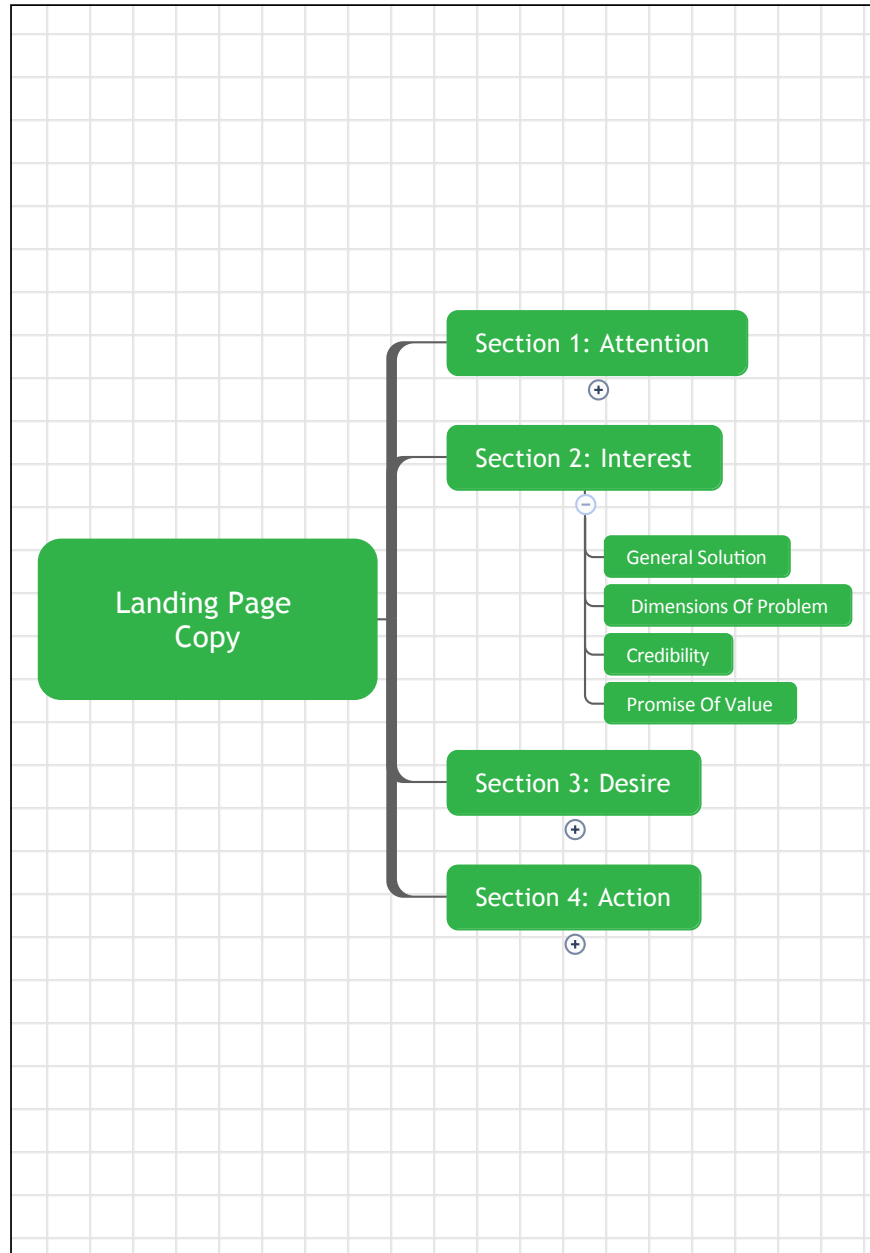
Landing Page Mind Maps

Mind Map #1: Attention



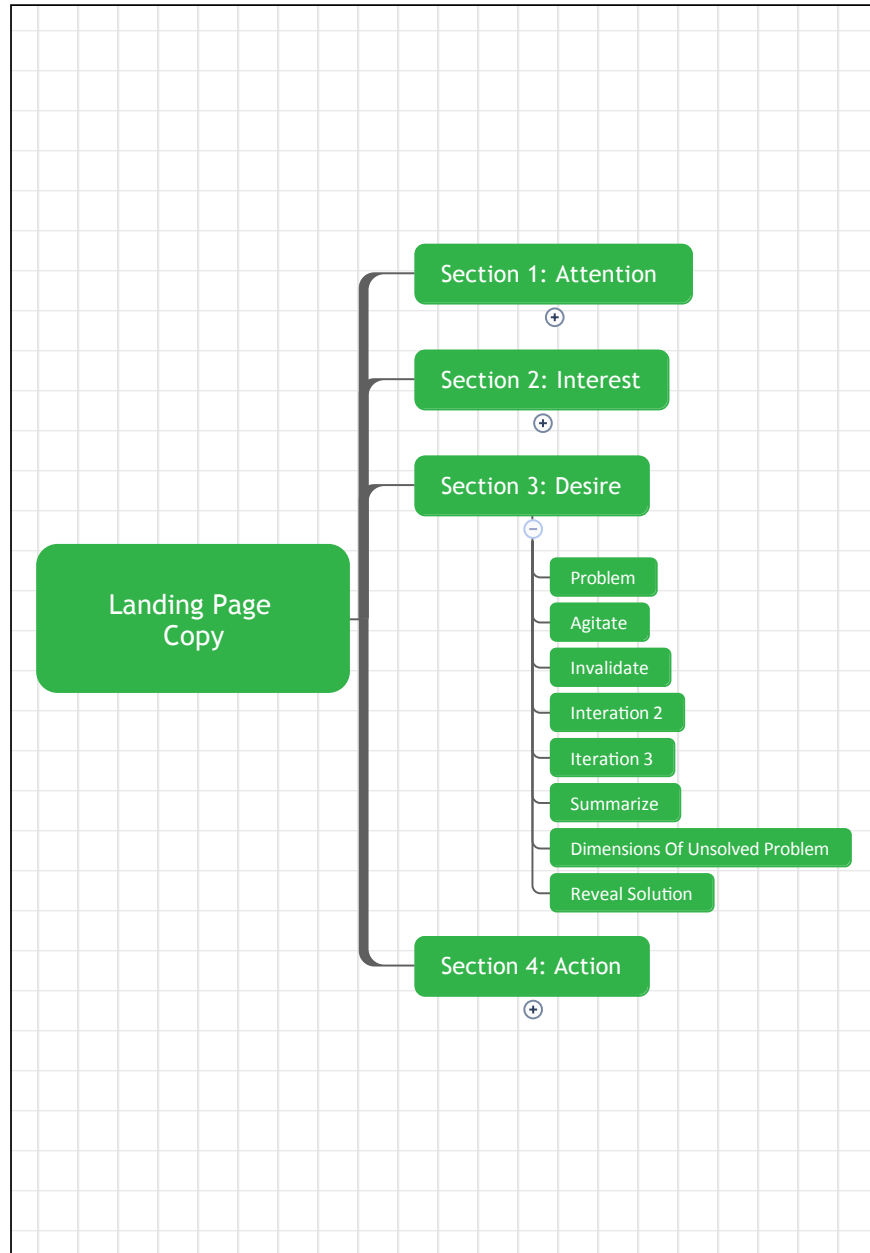
See MIND MAP #1 KEY on page 9

Mind Map #2: Interest



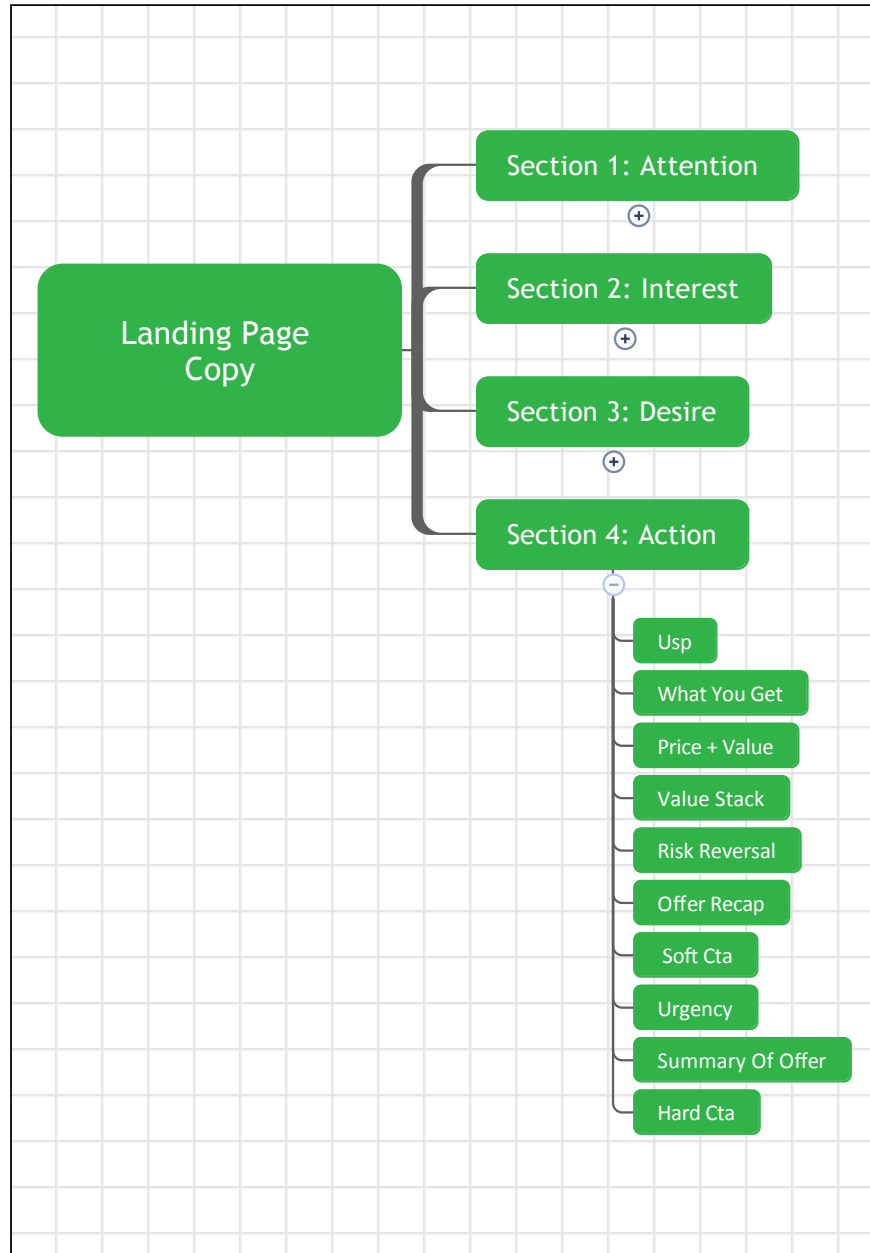
See MIND MAP #2 KEY on page 11

Mind Map #3: Interest



See MIND MAP 3 KEY on page 12

Mind Map #4: Action



See MIND MAP 4 KEY on page 13

Landing Page Mind Map Keys

This section is a companion to the mind map on the previous page. It's helpful to print the mind map and keep it handy as you go through the Mind Map Key.

The first goal of your landing page is to get the attention of ideal prospects.

Section 1: Attention

In this first section of your landing page, assume prospects have an urgent problem and are looking for a solution. Your overall message is:

- I serve the market you're in...
- I understand the problem you're facing right now...
- I have a unique way to help you solve that problem...
- And here it is...

Attention can fade at three points:

- First 2 seconds (as soon as they scan the headline)
- At the end of 3 minutes (important to establish value quickly)
- At the end of about 10 minutes (they'll commit to finishing — or not)

Prospects must perceive that they will receive valuable information whether they buy or not, starting with the headline or title block.

Title Block

Every sales message is based on a Big Idea, something your ideal prospects will immediately recognize. In this blueprint, the Big Idea is your unique solution to an urgent problem. The headline is the first presentation of your Big Idea.

The title block includes a headline and often a pre-title and subtitle. Evaluate your title block using four criteria: Unique | Ultra-Specific | Useful | Urgent

Market Call-Out

Let prospects know this message is for them and that they're in the right place.

Problem Statement

State the problem in a short, simple way prospects will recognize instantly. Use language and word choices from a testimonial or Deep Dive Survey (DDS). Optionally, address the situation that caused the problem.

Section 2: Interest

Now we're close to the three-minute mark where prospects are likely to bail out. Make sure you've established value, and then drop hints about the solution.

General Solution

State that you have a solution (but don't give it away yet.) State explicitly how your solution is different — your unique mechanism.

Problem Dimensions

Support the problem statement. Demonstrate that you understand the emotional, practical and factual dimensions of the problem.

Credibility

Choose your approach for positioning yourself as someone worth listening to. Consider one of these formats:

Subtle Brag

The story of how you had the problem and solved it to arrive at a better place today.

Origin Story

Provide just enough to demonstrate you understand the problem and the solution. Don't get mired in the details.

Credibility Elements

If you're highly credentialed, describe relevant education, experience and other credibility builders.

Promise of Value

Now that you have the prospect's attention and interest, keep them reading by promising value for time spent with the message. Use these three elements:

Solution

How to [solve problem] without [common pains and frustrations]

Outcome

If you want [ideal outcome], then [readership imperative]

Ethical Bribe

Package compelling content into a standalone resource or bonus they can keep no matter what.

Section 3: Desire

You're about 10 minutes into the message — another point where prospects will bail out unless they perceive value in staying to the end. Now is the time to pack in more proof, benefits, reasons to take action, and support for sale.

Restatement of Problem

Restate the problem briefly to keep the Big Idea — sometimes called the Golden Thread — pulled tight so you have a unified congruent message.

Invalidate Common Solutions

State why a solution is necessary. Cover three common solutions, then invalidate each one by explaining why it won't work. You can include more than three, as long as you start big and make each iteration smaller and shorter

Agitate & Invalidate 1

Present, agitate and invalidate the first common solution

Agitate & Invalidate 2

Present, agitate and invalidate the second common solution

Agitate & Invalidate 3

Present, agitate and invalidate the third common solution

Summarize

Summarize the three (or more) invalid solutions.

Dimensions of Unsolved Problem

What happens if the problem remains unsolved? Explain the emotional and practical implications.

Reveal Solution

Reinforce the Big Idea, the promise, and the proof. Offer the GENERAL solution. Future pace the attainment of the ideal result. Make it a quick recap with a general solution that gives these results. Help prospects picture how their life will change for the better.

Section 4: Action

Now that you've established the buying criteria, present the offer. Your message: *You've tried to solve the problem, but there's a reason why couldn't. You didn't have this KEY — my unique mechanism. Here's how to get it.*

USP

Answer four questions: *Why should I listen to you? | Why should I do business with you instead of anybody else? | What can your product or service do for me that no other can? | What can you guarantee me that nobody else can?*

What you Get

Present the features, linking each to emotional and practical benefits. Tell prospects what they'll get, but don't get lost in the physical properties.

Price + Value

State the retail price | Drop the price | Rationalize the discount | Present discounted price | Reinforce savings | Compare apples to oranges | Compare to expensive real alternative | Compare to cheap common purchase (coffee at Starbucks) | Demonstrate profits/savings/return-on-investment (ROI)

Value Stack

Relevant bonuses & premiums | Additional features | Value dimensions

Risk Reversal

Offer a guarantee of: Satisfaction | Performance | Ridiculous | Length. Alternatively, offer no guarantee and explain why.

Offer Recap

Summarize what the buyer gets and its Incredible value.

Soft CTA

Describe how to order and suggest that they place their order right now.

Urgency

Personal urgency | Limited quantity | Limited time | Market urgency

Summary

Value | Risk reversal | Urgency

Hard CTA

With/Without: Describe the upside of buying and the downside of not buying.

Frequently Asked Questions (FAQ)

Does my landing page have to include every section of the blueprint?

That's up to you. The blueprint is based on a structure of logical argument that has been used in sales, marketing, advertising (and especially politics) for hundreds of years. It would be a mistake to leave out a section because it's hard to write. The writer's job is to make complexity simple. I suggest you write copy for every section and then make decisions about what to leave out, if anything.

Do people actually read all of that long copy?

People read short copy. People read long copy. People don't read boring copy. If you make each section interesting and valuable, good prospects will read from beginning to end. Great prospects will skip the parts they don't need, navigate to the call-to-action, and hit the buy button.

How can I make the copy more interesting?

People love to read about people, so put some people in your message. Use illustrative stories, testimonials and mini case studies that relate to your offer and help the prospect visualize what it's like to use your product or service.

What's next after I write each section of the blueprint?

The blueprint is designed to help you write a first draft. Professional writers regard the first draft as a starting point. After the draft comes the substantive edit, where you figure out what's missing and fill in the gaps. Next is line editing, where you polish the language to make it reader-friendly. Finally comes proofreading where you correct errors in grammar, punctuation, usage spelling and syntax. And if you're in a highly regulated industry like finance, health or business opportunity, or if you make strong, specific promises, you may want to have the final version of your copy reviewed by an attorney before you publish.

Will this blueprint work for speeches and webinars?

The short answer is yes. But remember that, in spoken content, people can't skip over the boring parts. So it's even more important to provide value as quickly as possible and present everything in a way that holds the viewer's attention. Otherwise, the audience will zone out, walk out, or click out.

Can you help me write my landing pages?

I offer services to help you at each stage of your writing. For more information, visit pricewrite.com

ABOUT JACK PRICE

I'm a fulltime professional writer with over a decade of experience and a strong track record writing conversion copy for busy executives, experts, and authors who want influence, opportunities, and growth.

I live in central Virginia and serve clients worldwide.

Getting Help

There's an entire cottage industry of professionals who can help you with various aspects of your sales and marketing project.

But some writers create landing pages built on the framework of content. Such landing pages won't work as well one built on the principles of persuasion. So do your homework.

Next Steps

I'd love to find out more about your project. When you're ready, visit pricewrite.com and schedule a time to talk.

Jack Price

Copywriter

Acknowledgment

I'm indebted to the many copywriters who have generously shared their knowledge in publications and courses. I have found the teachings of Roy Furr and David Garfinkel especially useful and owe them a debt of gratitude.

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