



# **How to Build a High- Converting Landing Page:**

*The 7-Step Process for Creating  
Pages that Sell*

**Webinar Workbook**

# 1. Introduction

Welcome!

We designed this workbook to help you apply the learnings from the 'How to Build a High-Converting Landing Page' webinar.

This workbook follows the same structure as the presentation, with a clear, step-by-step explanation of every step of the process.

We also added action steps at the end of each stage to help you take action on the content and get the results you're looking for.

## 2. Fundamentals

Before you write your landing page, ask yourself the fundamental questions:

1. Who is the target audience for your landing page?
2. What problems are they looking to solve?
3. What do you want them to do as a result of seeing your landing page?
4. Why should they do it?
5. Where do your visitors come from? (Clutch?, LinkedIn ads? Content?...)
6. How do you define success?

### Action Step

- Answer the 6 questions above for your business.
- Choose the landing page tool you're going to use to create your landing page.
- List all the tracking tools you're going to use on your landing page.
- List all the integrations you're going to set up on your landing page.

### 3. Audience Research

Once you have the fundamentals set-up, you need dig deeper and learn as much as you can about:

1. Your audience
2. Their problems
3. What alternatives exist
4. What they've tried before
5. What has worked
6. What hasn't worked

You can find this type of information in 6 different places:

1. Sales calls
2. Customer service calls
3. Amazon reviews
4. Google trends
5. LinkedIn Ads audience tool
6. Keyword research tool (eg. Ubersuggest, Ahrefs, etc.)

Let's dive into each individually:



## 1. Sales calls

Sales calls give you a direct peek into your prospect's world:

### **How to retrieve this information:**

Record and transcribe your sales calls using an AI tool.

Some good ones include:

- [Otter.ai](#) (Free basic subscription, pro subscriptions start at \$16.99/month)
- [Gong.io](#)

### **What information you can find:**

You can find information about the following:

- Audience
- Problems & implications
- Desires & implications
- What they've tried before
- What has worked
- What hasn't worked

### **How to get this information from your prospect:**

Make sure to ask the following questions in the discovery phase:

- Audience:
  - Where are you based?
  - How big is your team?
  - How long have you been in business?
  - Who do you work with?
  - What's your role at the company?

- Problems & Implications:
  - What made you book a call today?
  - What's keeping you from achieving your goals?
  - What's the impact of you not achieving your goals?
- Desires & Implications:
  - If we managed to solve [problem] how would your life be?
  - How would that impact your business?
  - How would that impact you?
- What they've tried before, what has worked and what hasn't:
  - Have you tried solving this problem before?
  - Did it work?
  - Why/Why not?

## 2. Account management & customer service calls

Ongoing calls with your customers give you a deeper view of what their expectations are, where they're happy with your service, and where you're coming short.

### How to retrieve this information:

Record and transcribe all your account management calls using an AI tool.

Some good ones include:

- [Sybill.ai](#) (Start at \$49/month)
- [Otter.ai](#) (Free basic subscription, pro subscriptions start at \$16.99/month)

### What information you can find:

You can find information about the following:

- Problems & Implications
- Desires & Implications
- What's working
- What's not working

### How to get that information from your prospect:

Here are some questions you can ask for each type of information:

- Problems & Implications
  - What's keeping you from having the results you expected? How is that impacting you?
  - What's keeping you from having even better results?

- Desires & implications
  - What's the next level for you?
  - How would that impact your business?
  - How would this impact you?
- What's working
  - What do you like most about our services/process?
- What's not working
  - What do you feel is not working out for you?
  - What's frustrating you?

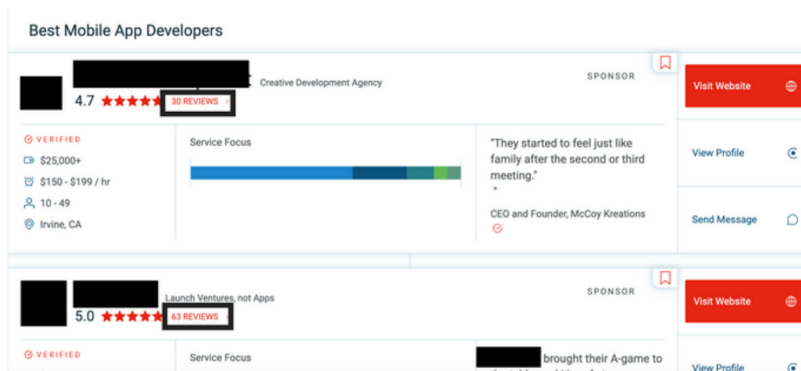
### 3. Review Sites

Review sites like Clutch and Amazon are treasure troves of information if you know how to use them. This section is going to show you how to make the most of these platforms in your research.

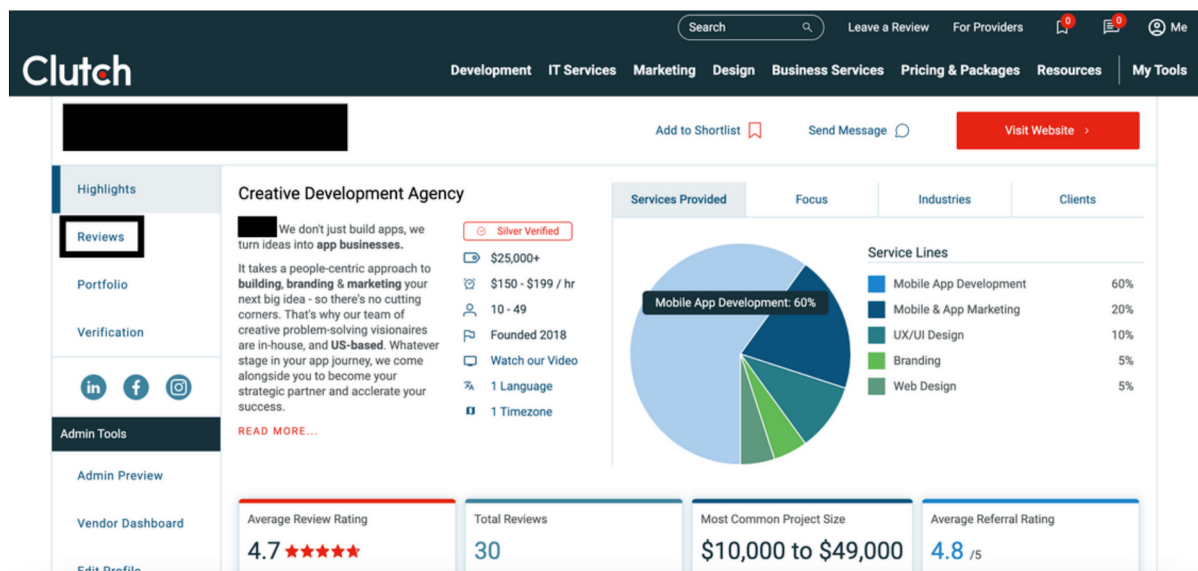
#### How to retrieve this information:

- On Clutch

Start by looking at your target directory on Clutch, then look at each company's reviews.



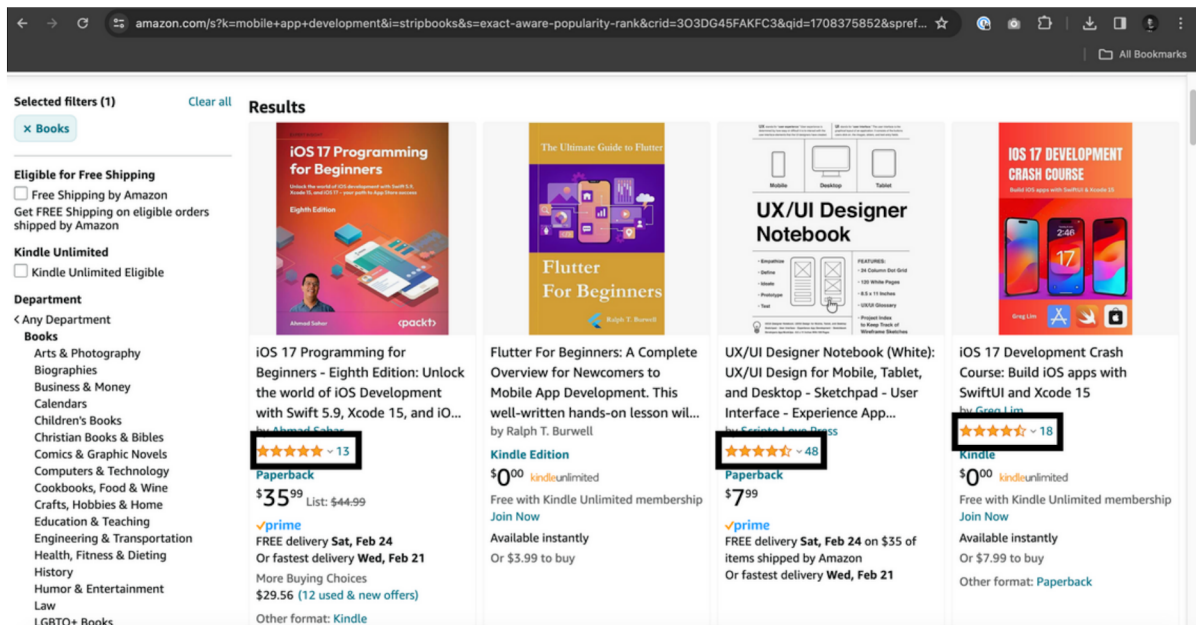
Next, click on the “Reviews” tab to access verified client reviews.



- On Amazon

Start by doing a quick Amazon search to pull out the most popular books (the ones with the most reviews).

*Note: make sure you sort the list by “best seller” to make your life easier.*



After you identify and find relevant books, look at 2 things:

- The book's description: what problem does it aim to solve and for whom?
- The reviews: how well did the book fulfill its purpose?
  - 5-star reviews: what did readers like about the book?
  - 1-2-star reviews: what did readers not like about the book?

Make note of that information, you'll need it when you'll write the copy.

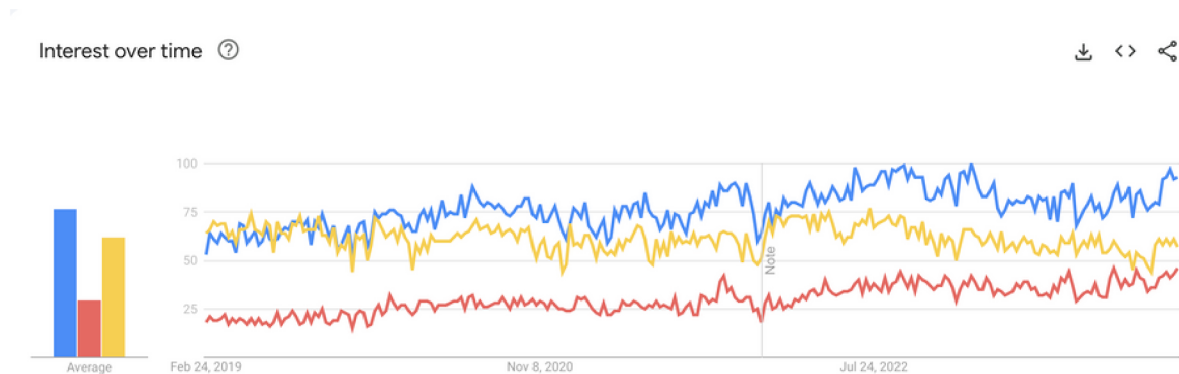
### What information you can find:

You can find information about the following:

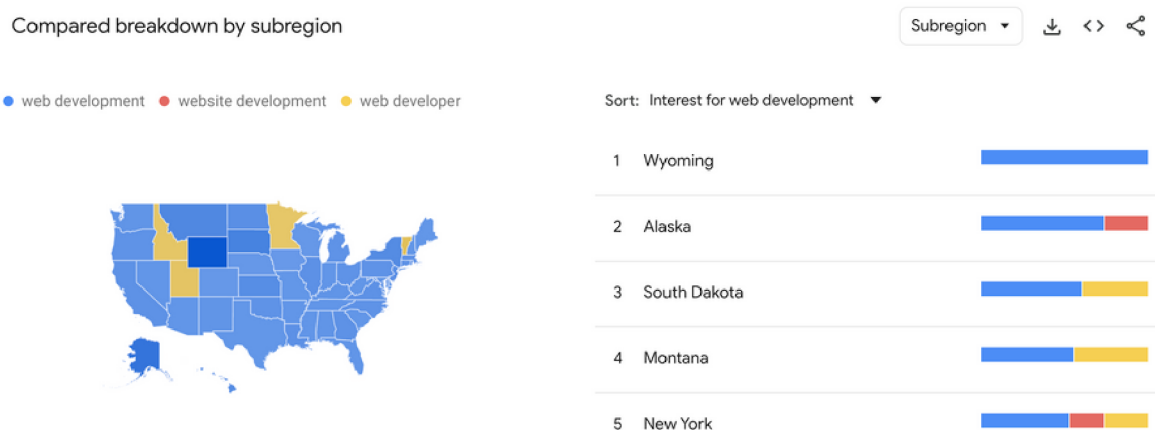
- Problems & Implications
- Desires & Implications
- What's working
- What's not working

## 4. Google trends

Google trends measures the search volume for given keywords over a period of time. It allows you to know which keywords are most likely to be top of mind for your prospects and use them in your copy.



It also breaks down the information by sub-region, allowing you to refine your targeting.



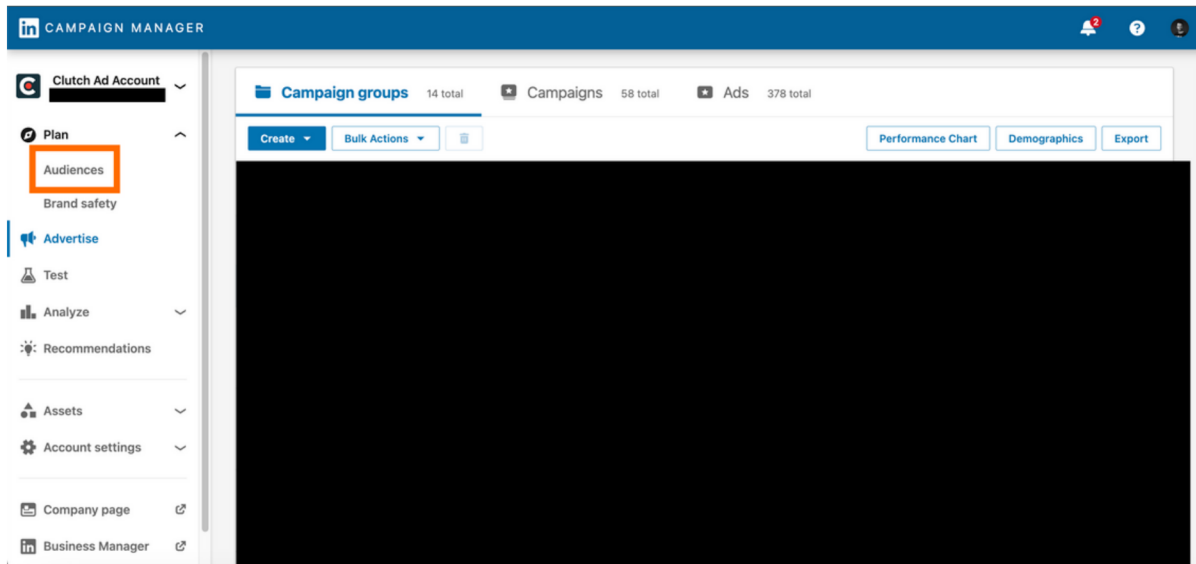
### What information you can find:

You can find information about your market's keywords with that tool.

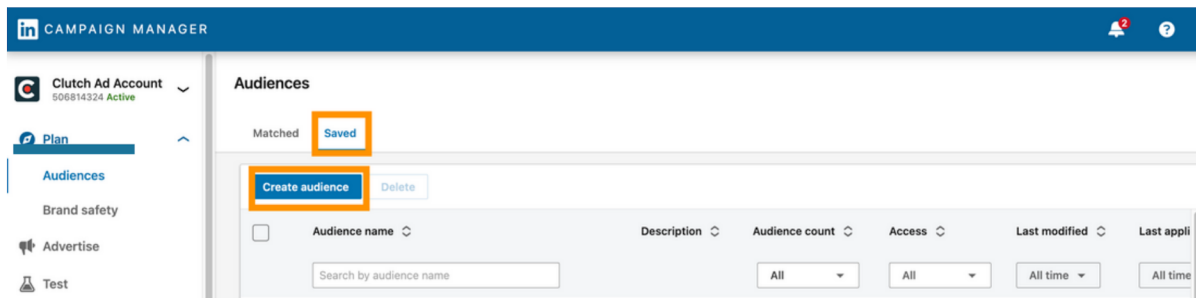
## 5. LinkedIn Ads audience tool

LinkedIn Ads has the most powerful targeting tool for B2B audiences. Here's how you can use it to estimate your audience size and pinpoint their location.

Start by going into the LinkedIn Ads audience tool in your LinkedIn Campaign Manager.



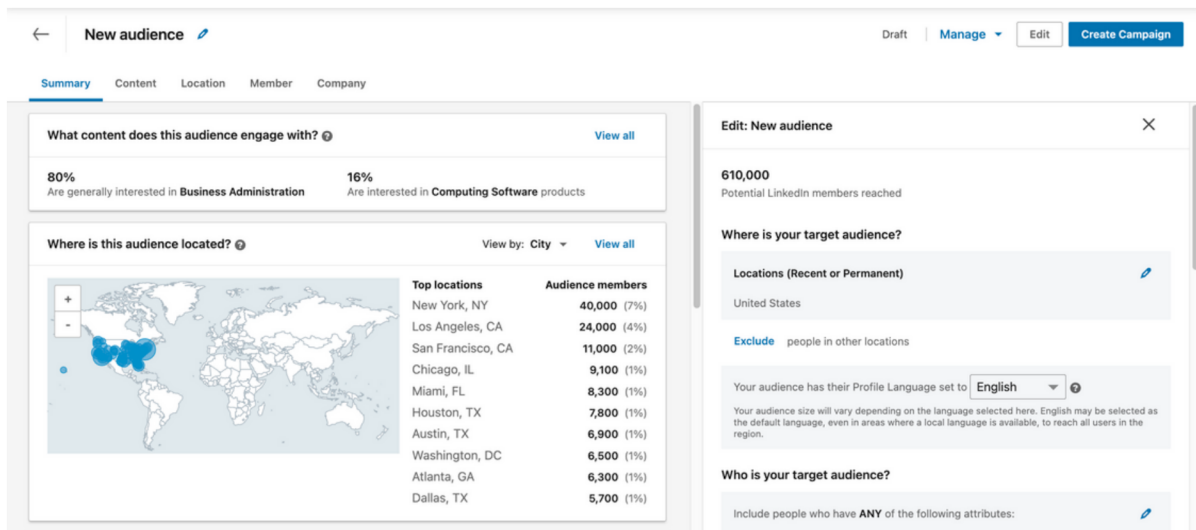
Go into the “Saved” tab and click on “Create audience”:



Next apply the filters that match your target audience.

*Note: make sure you use the “narrow” button for each criteria to make your audience more specific:*





## What information you can find:

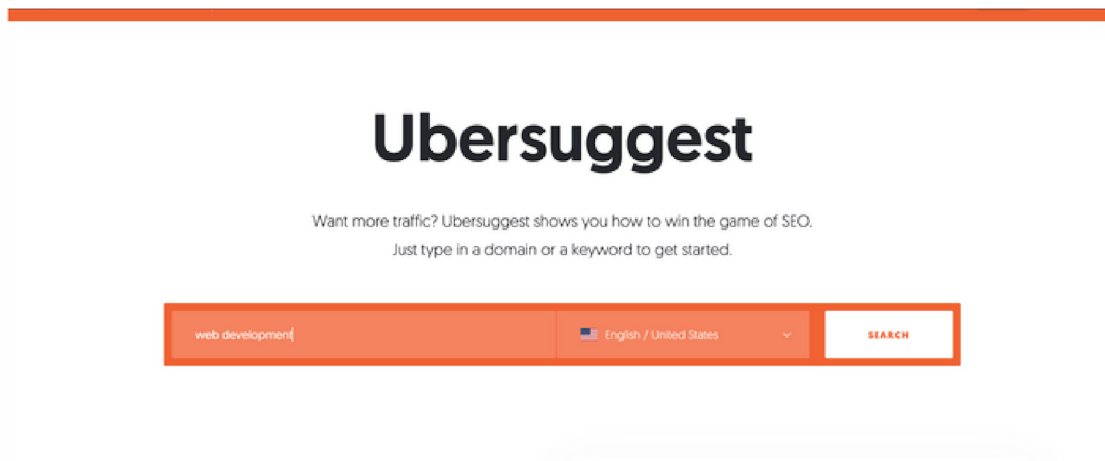
You can find information about your audience's demographics, their companies, their location, as well as the market size.

## 6. Keyword Research Tools

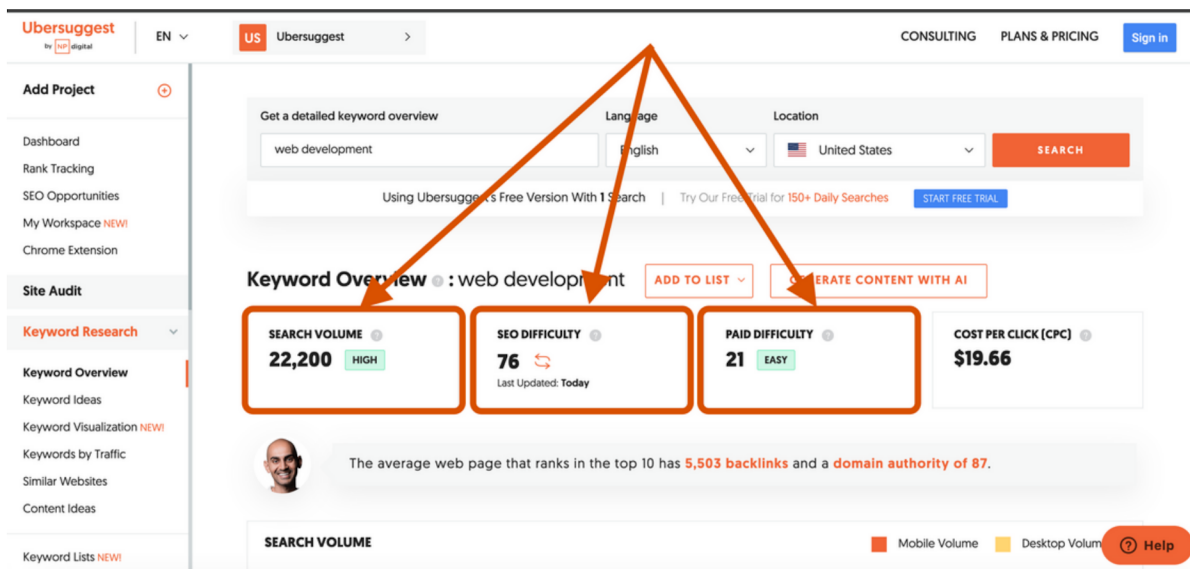
Ubersuggest is a free keyword research tool. It provides similar insight to Google trends, but at a much deeper level.

Here's how it works.

Start by typing your keyword and selecting your target location in the search bar (for example, "web development" in the United States):



You then get some basic information about the keyword, like the number of searches and level of competition in organic and paid search:



You can also get keyword ideas to include in your landing page.

**Table 1: Keyword Ideas**

|                          | KEYWORDS                          | VOLUME | CPC     | PD | SD | UPDATED   |
|--------------------------|-----------------------------------|--------|---------|----|----|-----------|
| <input type="checkbox"/> | web development front end         | 12,100 | \$7.84  | 27 | 73 | 4 months  |
| <input type="checkbox"/> | web development company           | 5,400  | \$29.31 | 22 | 57 | This week |
| <input type="checkbox"/> | web development companies near me | 3,600  | \$29.52 | 6  | 62 | This week |
| <input type="checkbox"/> | web development applications      | 2,900  | \$37.96 | 15 | 58 | Last week |
| <input type="checkbox"/> | web development classes           | 2,900  | \$20.29 | 33 | 70 | 1 month   |
| <input type="checkbox"/> | web development courses           | 2,400  | \$22.12 | 36 | 74 | 1 month   |
| <input type="checkbox"/> | web developer duties              | 1,900  | \$2.79  | 8  | 61 | 1 month   |

That allows you to know what specifically people are looking for. You can use that information to update your copy and your offer.

### What information you can find:

You can find information about keywords to use on your landing page to match what your audience is looking for.

### Action Step

- Do your research by diving into at least 3 of the 6 methods listed above.
- What did you learn about your prospects?

## 4. Craft your offer

With your research done, you now need to answer 5 questions to create an irresistible offer.

Your offer is the foundation of your landing page. Make it attractive and your landing page will become a lead generating machine. Make it sloppy, however, and your landing page won't convert, now matter how great the copy and design are.

Here are the 5 questions to answer:

1. **How can I solve my audience's problem?** *How can you make their lives better?*
2. **What outcome can I get my audience?**  $\Rightarrow$  Your promise. *The more attractive the outcome, the better. For example: "30% conversions is more attractive than "3% conversions."*
3. **How can I make the outcome predictable?**  $\Rightarrow$  Your likelihood of success. *The more predictably you can deliver the outcome, the more attractive your offer. You can use elements like testimonials, logos, case studies, and guarantees to convey that predictability. For example: "We've worked with company X, Y and Z in your industry."*
4. **How can I minimize the time to outcome?**  $\Rightarrow$  Your time to results – The faster the better. People prefer having 30% conversions today than 3 months from now. You can use the timing element in your guarantee. For example: You'll get X results in 30 days or we'll keep working with you until you do at no extra cost.
5. **How can I minimize my customer's effort to get to the outcome?**  $\Rightarrow$  Your customer's required effort. Your customers hire you because they don't want to put in the effort to solve their problem themselves. Build your process to minimize their effort, and showcase it on your landing page.

### Action Step

Using the questions above, re-work your offer to make it irresistible.

## 5. Define your positioning

Your next task before writing your copy is to define your positioning.

The trick in marketing, in general and customer acquisition in particular, is to be different from your competition. To appear as *THE* solution to a specific problem.

You do that through differentiation.

There are 7 ways to differentiate yourself in your landing page copy:

1. **Your tone** - How you sound like: Direct? Approachable? Distant? Inspiring? All those are okay, as long as it makes sense for your market and target audience. Don't hesitate to be bold.
2. **Your page look** - How your page looks in terms of fonts, colors, visuals, and overall feel.
3. **Your language** - What specific words you use to define your leads' problems and your solution. Are you naming your solution? Creating a new word to define your leads' problems?
4. **Your personality** - Who you are. Make your personality transpire in your landing page copy.
5. **Who you work with** - Your ideal clients. It could be that everyone in your market works with tech companies. So you decide to work with hotels instead.
6. **Who you don't work with** - Everyone else
7. **How you solve a problem** - Your unique method/approach. How do you solve your leads' problems differently from others?

Combine as many as you can and you win.

### Action Step

Combine at least 4 of the above methods to craft your positioning.

## 6. Craft your messaging

You have a goal in mind. You know your customer. You have an attractive offer. Now it's time to figure out how to express those into words. Here's how you do it:

1. Answer the question: "Why would someone take me up on my offer?"
2. List all the reasons why someone would.
3. Create messaging around each reason.

Let's return to our web development agency example from the webinar, Launcherz:

Why would someone work with them?

- Get a quick outcome
- Get quick market feedback
- Not having to hire an internal development team
- Fun team
- No need for tech knowledge
- Insane guarantee

How does it impact the prospect?

- Data to direct the business
- Valuable asset at minimal cost
- Fun working experience
- Create scalable asset
- Scaling company without scaling the team
- No headaches
- Create value for their team
- Create value for their customers

Now let's turn those into messages for your landing page:

- Get your MVP in 30 days. No headaches, all fun.
- Scale your business without scaling your team.
- Extra value for your team in 30 days.
- Extra value for your customers in 30 days.
- Be a tech business without a tech team.

Keep in mind that this process will most likely take several iterations. The more you test your messaging, the better it becomes.

Here's a rule of thumb when crafting your messaging.

*Make is specific enough that it relates to your audience but broad enough that it addresses a top of mind problem.*

*For example:*

- *"Scale your business" ⇒ too broad*
- *"Optimize your JavaScript" ⇒ too narrow*
- *"Build a website to scale from 6 to 8 figures" ⇒ good*

Another rule of thumb: *Avoid using typical B2B cliches, such as:*

- *"Market-leading"*
- *"First-class"*
- *"World-class"*
- *"Delighted"*
- *"Pride ourselves"*
- *"Revolutionary"*
- *"Game-changing"*

*It makes you sound inauthentic. Not something you want to come across as.*

## Action Step

Answer the question: "Why would your prospects take you up on your offer?"

Based on that, create a list of at least one messaging statement per reason listed. Don't censor yourself, the goal here is to be creative!



## 7. Write your copy

Now is time to write your copy. In this section, we'll provide you with templates to follow with examples.

Let's get started.

### 1. The Hero

The hero is the first part of the landing page your visitors see. Its role is to compel visitors to either convert, leave, or keep scrolling.

[Pre-Headline] - Name the offer

**[Headline] - Descriptive + Bold Claim**

[Sub-headline] - How does the offer work and what makes the claim believable?

- [Check 1] - Benefit 1
- [Check 2] - Benefit 2
- [Check 3] - Benefit 3

[CTA] - Tell reader what to do next

For example:

|                                     |                                                                                                                                                                                       |
|-------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Solution name</b>                | APP LAUNCHER                                                                                                                                                                          |
| <b>Clear value &amp; bold claim</b> | Build and launch your app MVP in under 30 days.                                                                                                                                       |
| <b>How it works</b>                 | An intensive 4-week program to take your app from 0 to market without hiring a development team in-house.                                                                             |
| <b>Benefits</b>                     | <ul style="list-style-type: none"><li>• Define your app scope</li><li>• Design an engaging, intuitive product your users will love.</li><li>• Find your product-market fit.</li></ul> |

You also need to add a form in the hero section in order to capture your leads' details. You can ask for any information in your form. However, bear in mind that the more form fields your prospects have to fill, the fewer leads your landing page will convert.

**Ready For Launch?**

**Minimum Required Information**

First Name

Last Name

Company Name

Email Address

Phone Number

**Clear Call To Action (CTA)**

Book a Meeting

## 2. Problem - Agitate - Solution (PAS) sequence

The PAS sequence is a copywriting framework designed to compel readers to take action. It works like this:

- **State the problem** your reader is facing to show empathy and bring it to the top of their minds. This will make them pay attention.
- **Agitate the problem** by pegging an emotion to the problem, highlighting why it's a problem and the potential consequences of not solving it, for them and their business.
- **Introduce your solution** as *THE* product or service they need to solve their problem.

Here's the PAS sequence at work:

### [State The Problem] - What problem is your audience facing?

[Expand on the problem] - Show your depth of knowledge of the problem, and how you know that information

[Image]

[Image]

### [Agitate The Problem] - What are the consequences of the problem?

[Amp up the pain] - How will they (and their business) suffer if they don't solve the problem?

### [Introduce The Solution] - How are you solving their problem?

[Expand on the solution] - How does your solution work?

[Icon]

[What it does]

[Explain]

[Icon]

[What it does]

[Explain]

[Icon]

[What it does]

[Explain]

State their  
problem

## You have a brilliant app idea. But can you turn it into reality?

Show how you  
know about it.

Every CEO we talk to has an awesome app concept in mind. But they don't have the knowledge, time or resources to build it and push it to market.



### 99% of app ideas never materialize

And it's a shame, because apps are one of the most effective way to create additional value at scale, via:

- A direct, secure, real-time line of communication between your customers and their account managers.
- A more customized user experience based on their usage data
- An easy way to inform your loyal customers of your latest product launches.

Most businesses end up missing out on those opportunities, meaning lost revenue, less predictability and less customer loyalty.

Shocking  
statement

Highlight the  
consequences

Introduce the  
solution

### THE PLAN

#### An intensive program to scope, build and launch your app, quickly

Fortunately, there are businesses with (thriving) apps. Their secret? They follow a specific approach that helps them build and launch their MVP in less than 30 days.

Present what it  
does



#### Scope

We'll walk you through our 7-step process to draw your app's blueprint and ensure optimal value for your customer.



#### Build

Next, we'll build your app's MVP based off the blueprint to launch it as quickly as possible.



#### Launch

We'll finish by launching the app to the market to gather early feedback and identify areas of improvement.

### 3. Present the Benefits (3 blocks)

The next 3 blocks of your landing page introduce the benefits of your solution following the Benefit-Feature-Meaning framework:

- Start by highlighting a benefit in your heading.
- Back up the benefit in the first paragraph by introducing the supportive feature.
- Make the meaning explicit: how is the benefit going to change your prospect's life?

Here's how it works:

#### **[Benefit 1] - How does it help the customer?**

[Feature 1] - What feature makes the benefit possible?

[Meaning 1] - What does it mean for the customer?

[CTA] - What's the natural next step?

#### **[Benefit 2] - How does it help the customer?**

[Feature 2] - What feature makes the benefit possible?

[Meaning 2] - What does it mean for the customer?

[CTA] - What's the natural next step?

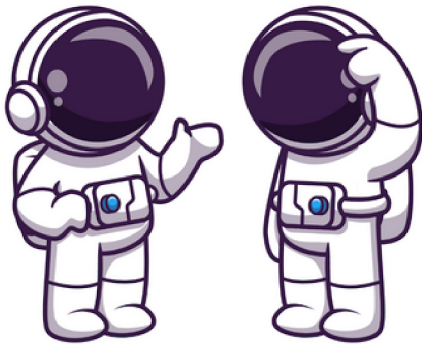
#### **[Benefit 3] - How does it help the customer?**

[Feature 3] - What feature makes the benefit possible?

[Meaning 3] - What does it mean for the customer?

[CTA] - What's the natural next step?

For example:



## No Developer Needed

We take care of all the development for you. All you need to do is tell us about your vision, and we take care of turning it into your app's MVP.

You don't have to waste months (and thousands of \$\$\$) to attract, hire and train in-house developers. You can focus on what you do best while we take care of the technical part.

Launch your app

Benefit

Feature

Meaning

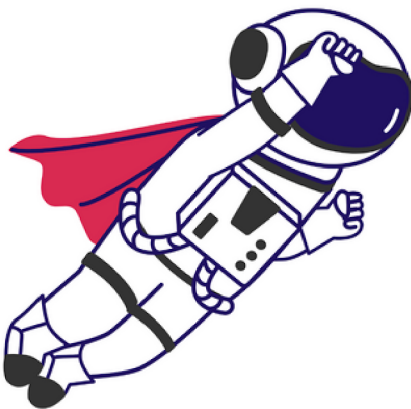
CTA

## Minimize Your Market Risk

We build the app quickly to test the concept in the marketplace. Our goal is to gather feedback as quickly as possible to measure the viability of your idea before scaling it into a full-fledged app.

Which means you won't invest 1 year and 6 figures only to find out no one's interested in your app. Save time, save money.

Launch with minimal risk



## Outpace Your Competition

The App Launcher program is the fastest way to design, build and launch your MVP. We are able to condense the entire process in less than 30 days (in fact, our all-time record is just over 22 days from start to finish).

You'll run circles around your competitors while they struggle getting their own in-house app off the ground.

Get a head-start

## 4. Testimonials

Testimonials increase reassurance by sharing real client stories about working with you. The more testimonials, the better.

However, not all testimonials are created equal. The most powerful ones are:

- Relevant to the reader
- Specific, sharing exactly what happened.
- Quantified.

Here's the template to follow:

[Photo]

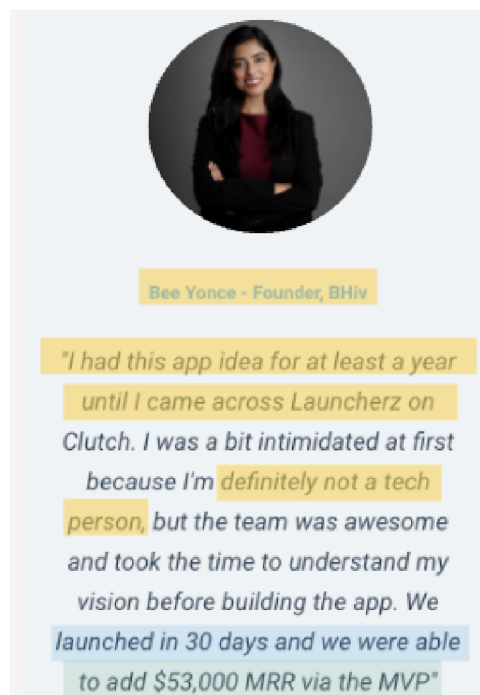
**[Name], [Position], [Company name]**

[State the problem they were facing]

[State how you helped them solve the problem]

[Share specific and quantifiable impact data]

**For example:**



**Relevant**

**Specific  
Quantified**

## 5. Frequently Asked Questions (FAQs)

Use this section to list out the most common objections you hear on sales calls and preempt them by answering questions directly, while also adding some of your personality to each answer.

[Question]

[Answer]

**For example:**

**Have questions? Here are the most frequent ones:**

**State objection**

Can you really deliver in 30 days?

As of February 14, 2024 our average delivery time from 0 to MVP is 28.1 days. We have no plans to make it longer.

I have zero development experience, is that a problem?

Not at all! Our job is to turn your vision into a working MVP. You take care of the ideas, we take care of the execution. You don't need any development experience at all.

**Handle objection  
Add personality**

What if you go over 30 days?

We'll still make the MVP, but we'll pay you \$5,000 (yes, we're that confident).

**Action Step:**

Write the first draft of your landing page following the structure outlined above.



## 8. A/B Test

Once your page is published, you can always improve it.

You do this by following a process called A/B testing.

Here's how it works, in 4 steps:

1. Pick **one variable** to test (make sure you test one variable at a time).
2. **Choose your North Star Metric:** what will define success or failure?
3. Test **2 versions**:
  - a. Current version
  - b. New version
4. Run the test until you **reach statistical significance**. You can use a calculator to guide you.

A few variables to test on your landing page:

| Variables to test | Examples                                     |
|-------------------|----------------------------------------------|
| Audience          | Search ads vs. LinkedIn ads                  |
| Headline          | Descriptive vs. objection-handling headline  |
| Value proposition | Peace of mind vs. Savings                    |
| Visuals           | Image vs. GIF                                |
| Offer             | Offer 1 vs. Offer 2                          |
| Layout            | Long vs. Short landing page                  |
| Call to Action    | Book a Call vs. Sign up for the free webinar |

### Action Step:

List at least 10 A/B tests you can run on your landing page. Be creative!

## 9. Final thoughts

By following these steps, you'll be ideally positioned to attract the right audience to your business. You will have a landing page that embodies your position on the market and clearly expresses your message to your prospects.

More importantly, it showcases empathy for your prospect by demonstrating that you understand their goals and challenges, making your landing page an effective lead generation tool for your business.

Don't forget to test new things on your page regularly to ensure optimal effectiveness.

As a reminder, your landing page will only work if you send the right traffic to it.

If you're looking to improve the quality of your landing page traffic and you already have a Clutch profile, consider [Advertising with Clutch](#) to get your business in front of more high-intent business leaders.

Need a Clutch profile? [Get listed today!](#)



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