

NO-FAIL LANDING PAGE COPY FORMULAS



Follow these no-fail formulas to write winning landing page copy every time. Use the examples in the tables below as inspiration, and then start writing your own formula-driven copy.

HEADER FORMULA

Action words + Product reference = Winning headline

Action words	Product reference
Learn to Make	code interactively, for free. up to \$35/hr driving your car

SUBHEADER FORMULA

Your exact offering + Promise of ease = Winning subheader

Your exact offering	Promise of ease
Drive traffic to your content from top publishers	Low CPC, high CTR and easy set-up



BODY TEXT FORMULA

Your best offerings + Worded in the form of benefit statements + Appropriate sectioning of content = Winning body content

Your best offerings	Worded in the form of benefit statements
<p>This brief how-to guide will give SaaS Executives insight into key technology trends impacting the enterprise, and provide best practices from a product sales and services standpoint...</p> <p>Startup Weekend is the epitome of LeanStartup Methodology.</p>	<p>...to repeatedly land and expand within these large, complex accounts.</p> <p>Go from idea to launch in 54 short hours.</p>

CTA FORMULA

Active words + Finish the sentence 'I want to...' + A/B testing = Winning Call to Action

Active words	Finish the sentence, "I want to..."
<p>Get</p> <p>Get</p>	<p>Get started</p> <p>Get notified</p>