

## **Contrarian Thinking Landing Page Template**

Core Components:

### **Main Headline:**

Text: "Free your mind. Build your bank account."

Purpose: This headline is concise and attention-grabbing, combining emotional and financial freedom as the primary value propositions. It taps into the audience's desire for both personal autonomy and wealth creation.

Notable Characteristics: Strong, aspirational language; the headline is designed to immediately connect with the reader's dreams of success and freedom.

### **Subheadline:**

Text: "Get the free weekly newsletters inspiring 700,000+ to reinvent the American Dream on their own terms."

Purpose: This subheadline provides credibility and social proof by referencing a large subscriber base. It emphasizes the newsletter's inspirational content and aligns with the desire for personal reinvention.

Notable Characteristics: Use of a large number (700,000+) to create authority and trust, and a call to action that promotes free content, lowering barriers to entry.

### **Call-to-Action (CTA):**

Text: "Sign up" and "Subscribe"

Purpose: To prompt immediate action from the visitor. Simple, clear, and direct, it leverages easy language to reduce decision fatigue.

Notable Characteristics: Minimalistic and straightforward, using two variations of the CTA ("Sign up" and "Subscribe") to appeal to different reader preferences.

### **Social Proof:**

Text: "6M FOLLOWERS," "700K Subscribers," "4.1K+ Students"

Purpose: This section builds trust by highlighting the brand's broad reach and the number of people engaged with their content.

Notable Characteristics: Large numbers are used to demonstrate authority and community size, encouraging the visitor to join.

### **Testimonials:**

Quotes from followers (Brandon S., Dave F., James M.)

Purpose: These real-world testimonials offer social validation and show tangible results that others have achieved. This builds trust and emotional connection with the reader.

Notable Characteristics: Each testimonial includes the person's name and a brief success story, making the brand's promises more relatable and credible.

### **Supporting Statement:**

Text: "Be the architect of your life."

Purpose: This statement adds an empowering tone to the page, reinforcing the idea that the reader can take control of their future by subscribing.

Notable Characteristics: Aspirational and motivational language designed to appeal to the reader's sense of autonomy and ambition.

### **Value Proposition Section:**

Text: "Time is money," "Money is everywhere"

Purpose: This section highlights the problem (trading time for money) and presents the solution (acquiring the skills to build a portfolio of profitable businesses). It appeals to a desire for financial independence and maximizing earning potential.

Notable Characteristics: Use of compelling, direct language that speaks to both pain points and aspirations, connecting with readers on both emotional and practical levels.

### **Course Promotion:**

Text: "Seller Financing," "Buy Like a Boss," "The Community," "Seller Financing Navigator"

Purpose: This section is designed to further engage the visitor by introducing specific courses that offer practical steps to achieving financial independence.

Notable Characteristics: Clear and action-oriented, these sections guide readers toward the next steps if they want to learn more after signing up.

## **Persuasive Techniques:**

### **Benefit-Oriented Headline and Subheadline:**

The main headline connects to both freedom and financial success, presenting a dual benefit that is highly appealing. The subheadline strengthens this by showcasing the size of the community, increasing credibility and trust.

### **Social Proof:**

Large numbers (6M followers, 700K subscribers) and testimonials from satisfied users reinforce the credibility of the offer. This social proof serves to validate the success of the product or service.

### **Testimonials:**

Including personal stories of success creates emotional resonance. These testimonials are from users who have taken action and seen results, which reassures potential subscribers that the service works.

### **Sense of Urgency:**

The simplicity of the CTA (Sign up, Subscribe) promotes immediate action without overwhelming the visitor. By highlighting a free offer, it also lowers the risk, making the decision easier.

### **Emotional Appeal:**

The language used throughout the page—"Free your mind," "Be the architect of your life," and "Time is money"—taps into readers' desires for freedom, autonomy, and control over their financial future. These emotional triggers make the offer more compelling.

### **Problem-Solution Framework:**

The page identifies a core problem (the cap on earning when trading time for money) and presents a clear solution (acquiring business skills and financial independence). This framework guides the reader through a logical journey from problem identification to the solution the newsletter offers.

## **Contrarian Thinking Welcome Email Template**

### **1. Greeting and Introduction:**

- **Content:** "Welcome, Contrarian!"
- **Purpose:** Establishes a personal connection with the subscriber and confirms their successful subscription to the newsletter.
- **Tone:** Friendly, casual, and welcoming, matching the "Contrarian" branding that likely appeals to individuals seeking unconventional or non-mainstream insights.

### **2. Newsletter Overview and Value Proposition:**

- **Content:** "Your first Contrarian Thinking newsletter will hit your inbox on Thursday."
- **Purpose:** Sets the expectation of when the newsletter will arrive and highlights the unique aspect of the content (contrarian thinking).
- **Tone:** Clear and direct, ensuring that the subscriber knows what to expect.

### **3. Email Delivery Instructions:**

- **Content:** "Check your inbox for a confirmation and some sweet links to past editions."
- **Purpose:** Provides practical instructions on what the subscriber needs to do next (check for a confirmation email) and offers additional value with access to past editions, incentivizing engagement right away.
- **Tone:** Light and engaging, with the use of the phrase "sweet links" to make the communication more appealing and informal.

### **4. Promotional Content:**

- **Content:** "You may also like... If tactics are your jam, check out the Boring Business Brief."
- **Purpose:** Promotes a related product, the "Boring Business Brief," which appeals to a segment of the audience interested in actionable business tactics and strategies. The idea is to cross-promote a product or resource that complements the main newsletter.
- **Tone:** Casual and conversational, using language like "If tactics are your jam" to connect with the audience in a relatable way.

### **5. Additional Resources:**

- **Content:** "Each issue takes a deep dive into one of the many aspects of buying boring businesses. You'll pick up valuable tips for unconventional approaches to business acquisitions."
- **Purpose:** Gives a brief description of the additional newsletter and its value proposition, encouraging the subscriber to explore further.
- **Tone:** Informative yet informal, aligned with the overall conversational tone of the email.

### **6. Confirmation Request:**

- **Content:** "Confirm Email:(Required)"

- **Purpose:** Ensures the subscriber confirms their email address, a necessary step to complete the subscription process and avoid issues with delivery.
- **Tone:** Practical and straightforward.

## 7. Call-to-Action (CTA):

- **Content:** "Subscribe to the Boring Business Brief"
- **Purpose:** Encourages action by providing a simple and clear way to sign up for additional content.
- **Tone:** Direct and actionable.

## Core Components and Their Purpose

### 1. Greeting and Introduction:

- Purpose: Create a welcoming, personal connection with the subscriber and confirm their successful subscription.
- Example: "Welcome aboard, [Subscriber Name]! We're thrilled to have you in the Contrarian community."
- Note: Make it feel personalized and warm to create an immediate rapport.

### 2. Newsletter Overview and Value Proposition:

- Purpose: Explain what the newsletter is about and when the subscriber can expect to receive it.
- Example: "Get ready for unconventional insights delivered every Thursday! Expect deep dives into contrarian strategies that challenge the status quo."
- Note: Provide clarity on timing and the type of content the subscriber can expect.

### 3. Email Delivery Instructions:

- Purpose: Instruct the subscriber on the next steps, ensuring they confirm their subscription and access any additional resources.
- Example: "Be sure to check your inbox for a confirmation email. Plus, here's a sneak peek into past editions to get you started."
- Note: Highlight any additional benefits or content to engage the reader immediately.

### 4. Promotional Content:

- Purpose: Promote related content, newsletters, or offers that the subscriber might find valuable.
- Example: "Love actionable business tactics? Dive into the Boring Business Brief for step-by-step insights on buying and growing simple, scalable businesses."
- Note: Keep it brief but compelling to drive additional sign-ups or interest.

### 5. Additional Resources:

- Purpose: Offer additional tools or newsletters to further engage the subscriber and expand their knowledge.
- Example: "Looking for more? Explore our curated guides to buying and scaling boring businesses."
- Note: Make the resources sound appealing and beneficial.

### 6. Confirmation Request:

- Purpose: Remind the subscriber to confirm their email to ensure proper delivery of future newsletters.
- Example: "To make sure you don't miss out on any insights, confirm your email here."
- Note: Make it clear and necessary.

## 7. Call-to-Action (CTA):

- Purpose: Encourage further action from the subscriber, such as signing up for an additional newsletter.
- Example: "Stay ahead of the game—sign up for the Boring Business Brief today!"
- Note: Ensure the CTA is clear and prompts an immediate response.

## Tone and Style Analysis

The tone of the welcome email is informal, friendly, and conversational. It reflects a brand that seeks to disrupt conventional thinking and appeals to an audience interested in bold, unconventional strategies. The language is playful yet informative, balancing approachability with the authority of a newsletter providing valuable content. This casual tone works well for engaging subscribers early and establishing a connection that feels personal and valuable.

## Template Outline

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### Welcome to [Newsletter Name]

*Example:* "Welcome aboard, [Subscriber Name]! We're excited to have you in the [Newsletter Name] family."

- **Purpose:** Greet the subscriber and establish a warm, personal connection.
- **Tone:** Friendly, inviting, and conversational.

## **Contrarian Thinking Thank-You Page Template**

### **1. Greeting and Introduction:**

- **Content:** "Welcome, Contrarian!"
- **Purpose:** Establishes a personal connection with the subscriber and confirms their successful subscription to the newsletter.
- **Tone:** Friendly, casual, and welcoming, matching the "Contrarian" branding that likely appeals to individuals seeking unconventional or non-mainstream insights.

### **2. Newsletter Overview and Value Proposition:**

- **Content:** "Your first Contrarian Thinking newsletter will hit your inbox on Thursday."
- **Purpose:** Sets the expectation of when the newsletter will arrive and highlights the unique aspect of the content (contrarian thinking).
- **Tone:** Clear and direct, ensuring that the subscriber knows what to expect.

### **3. Email Delivery Instructions:**

- **Content:** "Check your inbox for a confirmation and some sweet links to past editions."
- **Purpose:** Provides practical instructions on what the subscriber needs to do next (check for a confirmation email) and offers additional value with access to past editions, incentivizing engagement right away.
- **Tone:** Light and engaging, with the use of the phrase "sweet links" to make the communication more appealing and informal.

### **4. Promotional Content:**

- **Content:** "You may also like... If tactics are your jam, check out the Boring Business Brief."
- **Purpose:** Promotes a related product, the "Boring Business Brief," which appeals to a segment of the audience interested in actionable business tactics and strategies. The idea is to cross-promote a product or resource that complements the main newsletter.
- **Tone:** Casual and conversational, using language like "If tactics are your jam" to connect with the audience in a relatable way.

### **5. Additional Resources:**

- **Content:** "Each issue takes a deep dive into one of the many aspects of buying boring businesses. You'll pick up valuable tips for unconventional approaches to business acquisitions."
- **Purpose:** Gives a brief description of the additional newsletter and its value proposition, encouraging the subscriber to explore further.
- **Tone:** Informative yet informal, aligned with the overall conversational tone of the email.

### **6. Confirmation Request:**

- **Content:** "Confirm Email:(Required)"

- **Purpose:** Ensures the subscriber confirms their email address, a necessary step to complete the subscription process and avoid issues with delivery.
- **Tone:** Practical and straightforward.

## 7. Call-to-Action (CTA):

- **Content:** "Subscribe to the Boring Business Brief"
- **Purpose:** Encourages action by providing a simple and clear way to sign up for additional content.
- **Tone:** Direct and actionable.

## Core Components and Their Purpose

### 1. Greeting and Introduction:

- Purpose: Create a welcoming, personal connection with the subscriber and confirm their successful subscription.
- Example: "Welcome aboard, [Subscriber Name]! We're thrilled to have you in the Contrarian community."
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- Purpose: Instruct the subscriber on the next steps, ensuring they confirm their subscription and access any additional resources.
- Example: "Be sure to check your inbox for a confirmation email. Plus, here's a sneak peek into past editions to get you started."
- Note: Highlight any additional benefits or content to engage the reader immediately.

### 4. Promotional Content:

- Purpose: Promote related content, newsletters, or offers that the subscriber might find valuable.
- Example: "Love actionable business tactics? Dive into the Boring Business Brief for step-by-step insights on buying and growing simple, scalable businesses."
- Note: Keep it brief but compelling to drive additional sign-ups or interest.

### 5. Additional Resources:

- Purpose: Offer additional tools or newsletters to further engage the subscriber and expand their knowledge.
- Example: "Looking for more? Explore our curated guides to buying and scaling boring businesses."
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- Purpose: Remind the subscriber to confirm their email to ensure proper delivery of future newsletters.
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## 7. **Call-to-Action (CTA):**

- Purpose: Encourage further action from the subscriber, such as signing up for an additional newsletter.
- Example: "Stay ahead of the game—sign up for the Boring Business Brief today!"
- Note: Ensure the CTA is clear and prompts an immediate response.

## **Tone and Style Analysis**

The tone of the welcome email is informal, friendly, and conversational. It reflects a brand that seeks to disrupt conventional thinking and appeals to an audience interested in bold, unconventional strategies. The language is playful yet informative, balancing approachability with the authority of a newsletter providing valuable content. This casual tone works well for engaging subscribers early and establishing a connection that feels personal and valuable.