

Compelling idea:
Aspirational identity:

Navigation

Logo				Direct CTA
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Header

Clear Statement of What You Offer
Sentence or phrase of how your product makes the customer’s life better

Transitional CTA	Direct CTA
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Stakes

Stakes (Cost Of Not Doing Business With Us)

Item #1 Item #2 Item #3	Item #4 Item #5 Item #6
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Mission Statement

Button

Value Proposition

Service #1	Service #2	Service #3
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The Guide

Image	About You Why are you qualified to guide
	Button

Testimonial #1	Testimonial #2
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Or

Logo 1	Logo 2	Logo 3	Logo 4
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The Plan

Step #1	Step #2	Step #3
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Explanatory Paragraph

Video

Button

Pricing

Junk Drawer

Footer