

You should know what your reader has already experienced so far from the brand and the funnel they are in.

So what they have experienced before they reach your copy.

You need to know what has to happen to achieve the objective of the copy.

“What does the reader have to experience to do X?”

So essentially the steps the reader has to go through to achieve X.

You need an objective for each piece of copy you make.

It should be a measurable objective.

The headline has to grab attention and show something valuable.

Usually an opportunity or threat.

You can have authority and trust elements on your landing page.

Your landing page should have mystery/intrigue.

Fascinations are good for doing this.

Should have desire mixed in them.

The headline should have a valuable promise for the reader.

When you make a claim in your copy, you should back it up with proof.

‘Make the biggest claim you can back up.’

Use free email marketing providers such as MailChimp, convert kit, etc, to test out and play around with creating landing pages.

The CTA/link on the landing page should look like a button.