

I heart dogs.com

Lead magnet- a story about a cute dog.

For some reason people just love this- guess they get a dopamine rush.

Right underneath- CTA to donate to animal humane society

Opt-in page at the bottom of the article

CTA to share

RB

Ad- your Idea Launched in 5-Day

Promises to solve the time part of value equation:

Dream state- likelihood/effort/investmentXtime

Instantly drops names - probably because retargeting ad- credibility

Scarcity

Opt-in Page

Build your first funnel for free—

Obviously targeting those familiar with digital marketing

Countdown

VSL + event page in one

