

1. Business Objective

What is the primary goal of the landing page? Are you aiming to build your email list, promote a product or service, get sign-ups for a webinar, or something else? Im aiming to build an email list

What key action do you want visitors to take on the page? Register to get a free Ebook about lemonade insurance.

2. Target Audience

Who is your ideal visitor? Please provide details about their demographics, interests, pain points, and desires. My ideal visitor is a 45 year old married woman with two kids who is renting an apt in yuma az and is trying to get renters insurance. She is usually on facebook scrolling. She is worried something happens to the apt since that last one she had burned down. She wants peace of mind knowing she's covered.

Are there any specific audience segments or personas that this page should cater to? She is a stay at home mother and wife.

3. Offer or "Bait"

What incentive are you offering? I am offering an ebook

Can you provide details on why this offer would be valuable to your audience and how it aligns with their needs or goals? It would be valuable because it would teach her how to get insurance and be protected, so she won't be surprised with any shortcoming.

Is there anything specific that should be highlighted about the offer? that it is top rated coverage.

4. Key Benefits and Unique Selling Proposition (USP)

What are the top benefits of your offer or product/service? that things go wrong fast so get paid faster.

How is this offer different from or better than competitors' offers? claims paid and minutes not months.

5. Content and Copy Preferences

Do you have any specific phrases, keywords, or brand messaging guidelines that should be used in the copy? Curiosity bullets, intrigue, trust dream state.

Should the tone be casual, professional, playful, or something else? Professional

6. Authority and Trust Elements

Do you have any testimonials, trust badges, or relevant credentials that could help build trust? Zero-to-100 Million in 3 Years 500% growth, 10% market share, ranked #1 by consumers: Our third anniversary Transparency Chronicle.

Is there any social proof or statistics about past successes that could support the credibility of the offer?



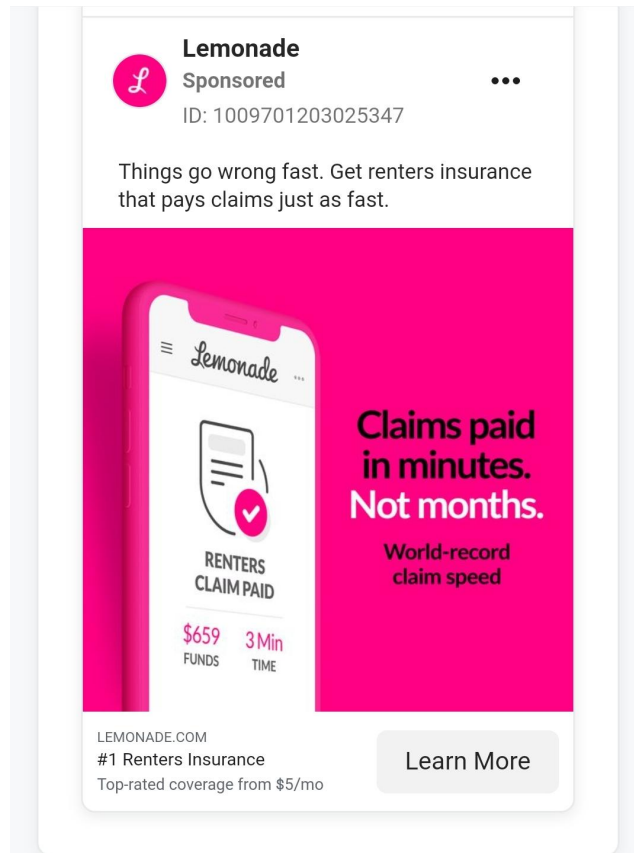
Andrew Horn
itsandrewhorn

WOW - what an amazing company. Check out [@Lemonade_Inc](#) if you need homeowner or rental insurance. Have been loving the process so far.

7.Call to Action (CTA)

What would you like the CTA to say? Get Your Free Guide,Join Now, sing up and get your free ebook

Would you prefer a single CTA button, or are there other places on the page where a CTA should be repeated? A single cta button



Unlock the Secret to Instant Peace of Mind: Get Renters Insurance That Has You Covered in Minutes!

What's Inside the Guide?

- "The #1 mistake renters make when choosing insurance (and how to avoid it!)"
- "Why do so many renters unknowingly put their belongings at risk?"
- "How to guarantee quick claims—even on weekends!"

Click here: Download Your Free Guide

