



PRACTICAL LANDING PAGE COPYWRITING



advice for people who can't write good and
want to learn to do other stuff good too



 **kickofflabs**



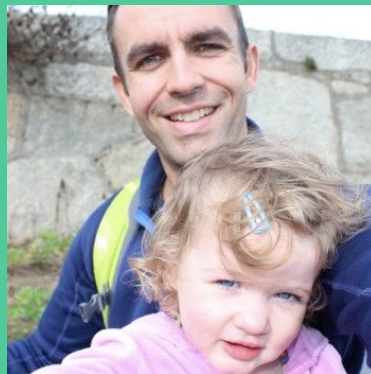


Josh Ledgard

Co-Founder

Computer engineer that rarely knows your from you're, where a comma goes, or...

Well, if he can write high converting landing pages it should be easy for the rest of you.





COPYWRITING REQUIREMENTS

for landing pages

It's never been about the grammar or spelling



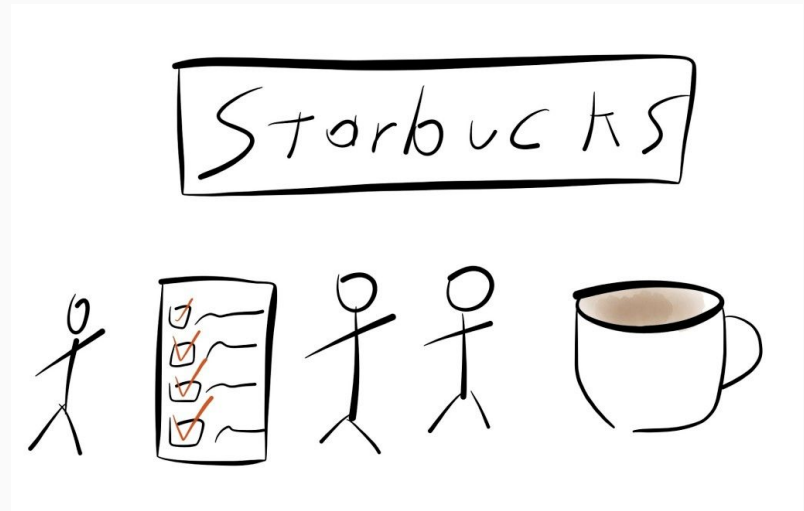
Think different.

Research before writing

Document the following:

- 5 competitor headlines
- 10 keywords targeted
- 5 related products
- 5 traits shared by ideal customers
- 3 things that make your product special

Write your own pitch and test it on 5 people!



Understand the context

Customers don't know 1% what you know. They have context though:

- Where will visitors come from?
- Do you really have separate audiences?
- What will potential customers worry about?

Target people with each context to speak more directly.



Be simple. Be direct. Answer “What?”



Amazon Echo is a hands-free speaker you control with your voice. Echo connects to the Alexa Voice Service to play music, provide information, news, sports scores, weather, and more—instantly. All you have to do is ask.

Why?



iPad Pro is more than the next generation of iPad — it's an uncompromising vision of personal computing for the modern world. It puts incredible power that leaps past most portable PCs at your fingertips. It makes even complex work as natural as touching, swiping, or writing with a pencil. And whether you choose the 12.9-inch model or the 9.7-inch model, iPad Pro is more capable, versatile, and portable than anything that's come before. In a word, super.

Why now?



Roll over image to zoom in

SHAN ZU

SHAN ZU Japanese Damascus Knife 8" VG10 Steel Blade Professional Chef Knife

★★★★☆ 17 customer reviews

| 4 answered questions

Price: \$199.99

Sale: **\$78.99** & **FREE Shipping**

You Save: **\$121.00 (61%)**

Note: Not eligible for Amazon Prime.

Only 6 left in stock - order soon.

Get it as soon as **May 9 - 31** when you choose **Standard Shipping** at checkout.



HEADLINES & STORYTELLING


for landing pages


Go bold.



[SIGN IN](#)

Square works for every business.

Under \$250K Per Year 

Food & Beverage 

Tell a story.

Dropbox works the way you do

Take your docs anywhere

Save files on your computer, then access them on your phone from the road. Everything you keep in Dropbox is synced automatically to all your devices.

[+ Learn more](#)



Send videos quickly

Send your entire wedding video to family with a simple link. It's easy to share large files with anyone — even if they don't have a Dropbox account.

[+ Learn more](#)

Easily manage your photos

Automatically upload photos to organize, share, and work on them with others. Whether they're new images for your blog or scanned receipts, they're all safe and organized in Dropbox.

[+ Learn more](#)



Get
aspirational.

Gain Total Control of Your Money

Stop living paycheck to paycheck, get out of debt,
and save more money.

TRY YNAB FREE FOR 34 DAYS



See why it works
(So Amazingly Well)

S.H.I.N.E.

Specific

About your product and the intended customer.

Helpful

To your customer. Will they learn something?

Immediacy

Why should your customer take action now?

Newsworthy

Was it bold? Is it a good story?

Entertaining

Does it pique the visitors interest?

Don't lead
with
"COMING
SOON"

OUR WEBSITE IS COMING SOON!

We have been spending long hours in order to launch our new website. Stay tuned!

29

DAYS

14

HOURS

09

MINUTES

00

SECONDS

GET NOTIFIED ABOUT OUR LAUNCH

Your Email Address

NOTIFY ME

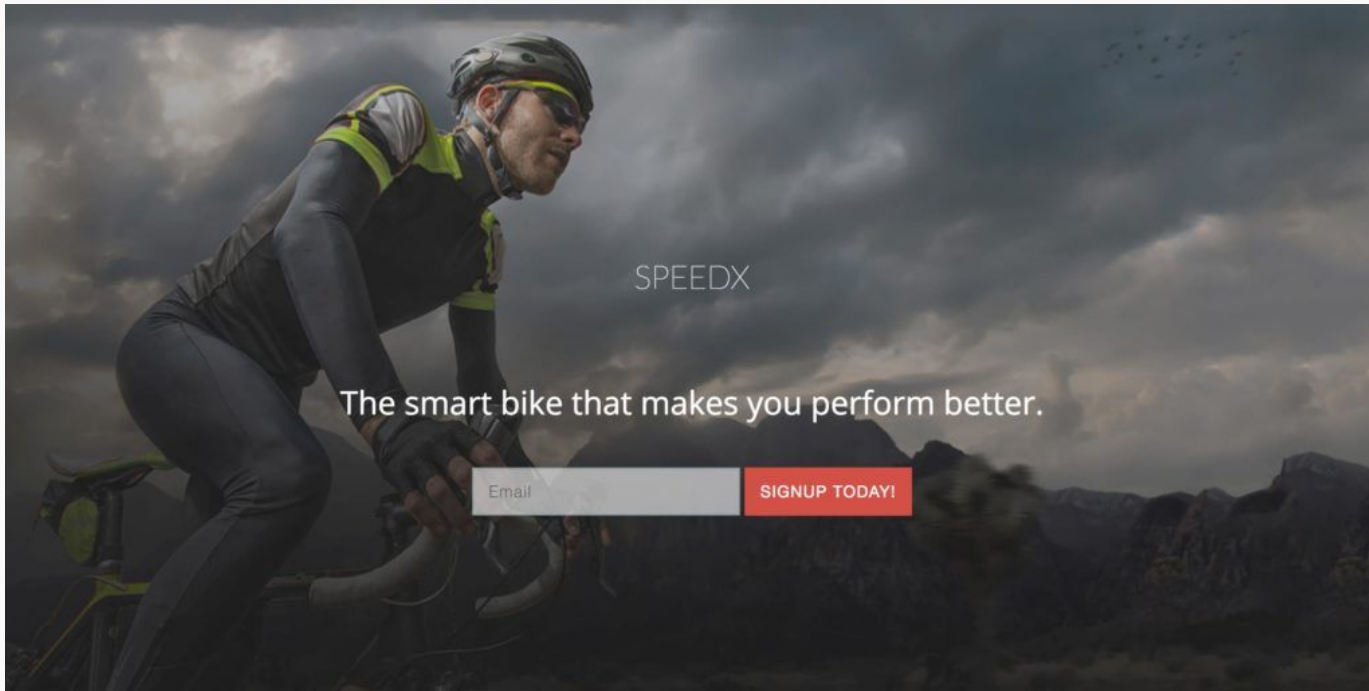
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MAKING THE CALL (TO ACTION)

for landing pages

Make it easy to find.



Easy to complete.

TURN MILES INTO MONEY

SIGN UP TO DRIVE WITH LYFT.

Phone Number

[Become a Driver](#)

[Sign Up to Ride](#)

Already applied? [Check the status of your application here.](#)

Earn money for inviting friends to drive. [Learn more](#)

Which makes it simpler to get started? I bet Lyft asks all of this, but they don't need it just to generate a lead.



Ride with Uber

[SIGN UP](#) >

OR



Sign up to drive

First Name

Last Name

Email

Phone

Create Password

City

Invite Code (Optional)

[SIGN UP TO DRIVE](#) →

Or sign up with your rider account.

Match button
and CTA text.



The smart solar generator that provides power anywhere and helps save on electricity at home.

Sign up now and get your SolPad Mobile for up to half off!

* Name

* Email

Half off, please!

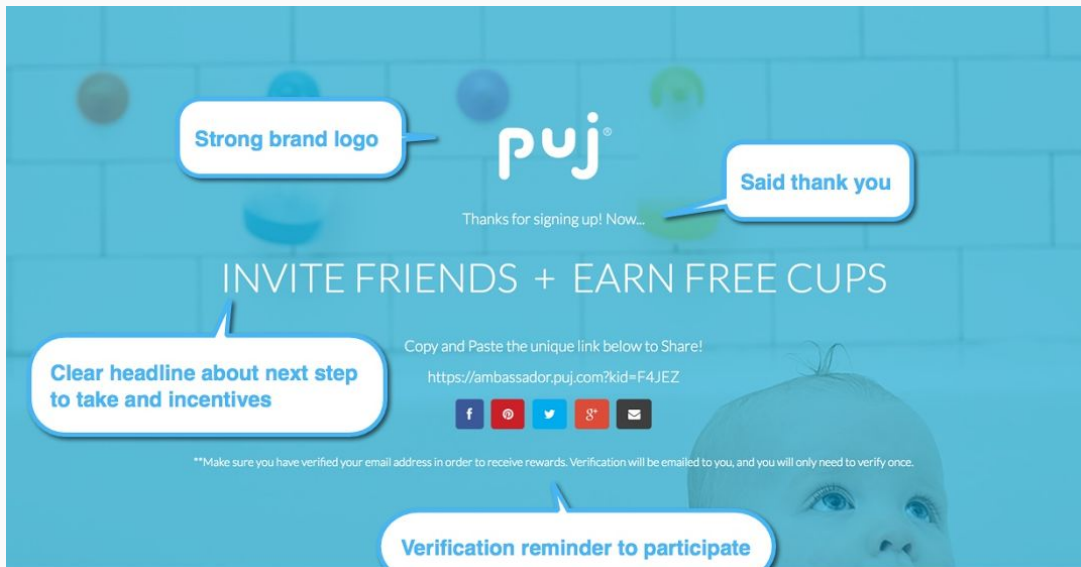



CONTEST PAGES

Get engaged customers sharing!

Carry over branding

colors - images - fonts



Strong brand logo 

Said thank you Thanks for signing up! Now...

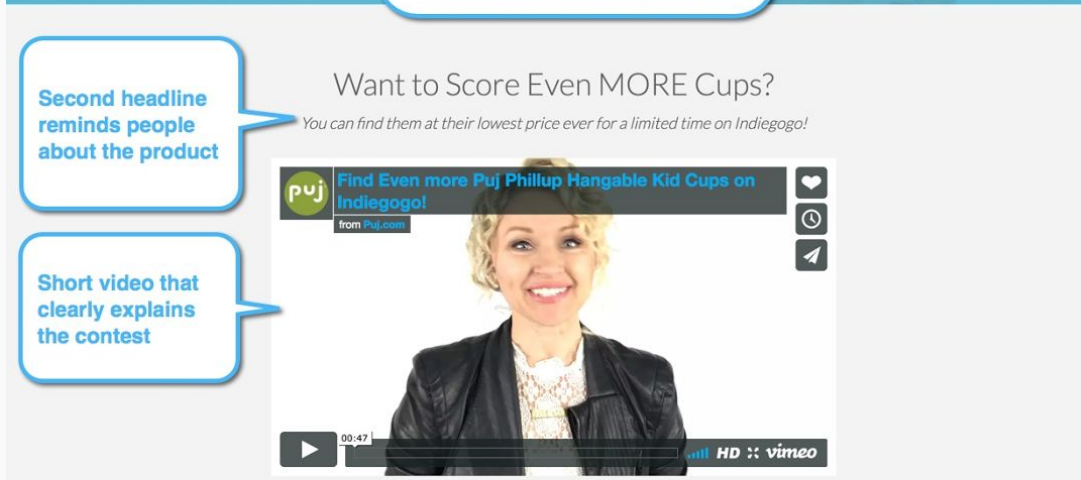
Clear headline about next step to take and incentives INVITE FRIENDS + EARN FREE CUPS

Copy and Paste the unique link below to Share!
<https://ambassador.puj.com?kid=F4JEZ>

Verification reminder to participate

**Make sure you have verified your email address in order to receive rewards. Verification will be emailed to you, and you will only need to verify once.

(Background image: a baby's face)



Second headline reminds people about the product Want to Score Even MORE Cups?
You can find them at their lowest price ever for a limited time on Indiegogo!

Short video that clearly explains the contest

puj Find Even more Puj Phillip Hangable Kid Cups on Indiegogo!
from Puj.com

(Video player showing a woman smiling)

00:47 HD :: vimeo



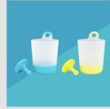


Say thanks & highlight next steps!

what - how - why

Current status and reminder they can check back.




0 invited friends have joined. Keep sharing and checking back.

0 5 10 25 50

Get Started!	Refer 5 Friends	Refer 10 Friends	Refer 25 Friends	Refer 50 Friends
				
Share with friends to start receiving prizes!	Receive 1 FREE Hangable Kid Cup!	Receive 2 FREE Hangable Kid Cups!	Receive 4 FREE Hangable Kid Cups!	Receive 8 FREE Hangable Kid Cups!

Simple rewards are just free cups. Easy to explain.

Sharing Tips, Love Puj

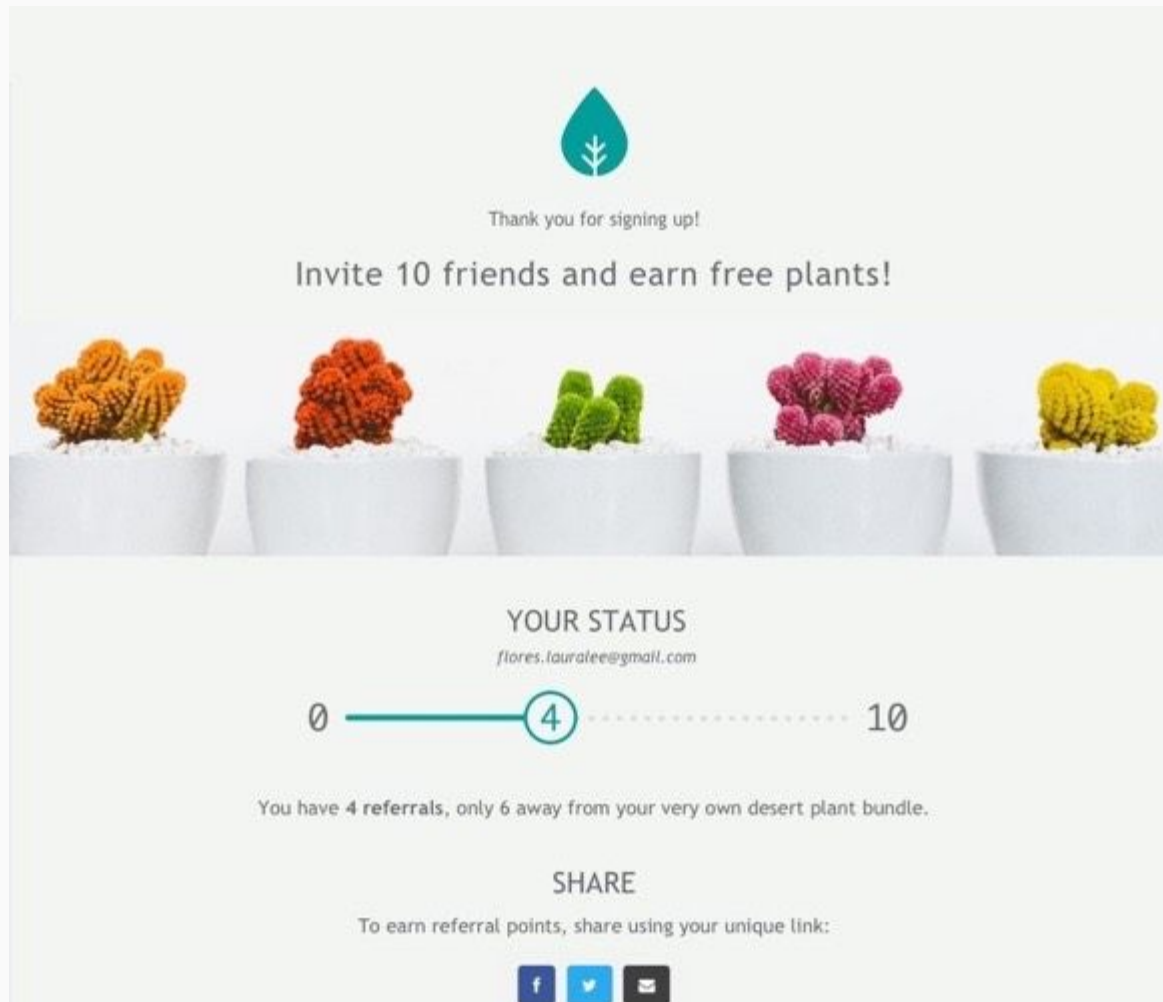
Inner Circle	Social Media	Groups
		
Text or email your unique link (above) to your nearest and dearest- you know they can earn free product, too!	Share your unique link (above) on Facebook, Instagram, Twitter, or anywhere else you share info with your friends.	Share your unique link (above) with fellow parents through your favorite play group, parenting group, sports club or PTA.


Teach people how to share.

f t in

*This Free Product Share Program runs through Wednesday, May 3rd, 2017. Each friend that signs up through your unique link equals one referral; must earn at least 5 referrals to receive free product. Eligible to US resident only; prizes may not be shipped outside the US.


Make it easy
to understand





Thank you for signing up!

Invite 10 friends and earn free plants!




YOUR STATUS
flores.lauralee@gmail.com

0 ————— 4 ————— 10

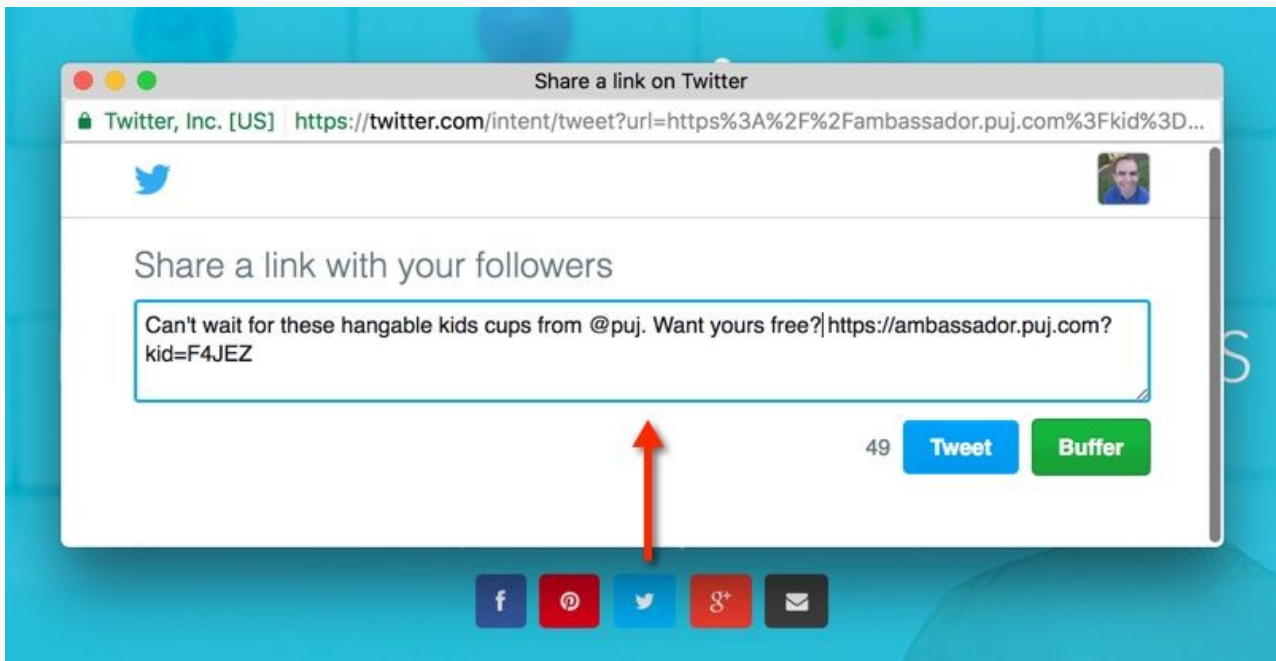
You have 4 referrals, only 6 away from your very own desert plant bundle.

SHARE
To earn referral points, share using your unique link:



Don't forget copy on share buttons

facebook - twitter - etc





THE MORE YOU KNOW

for landing pages

Anyone could have social proof.

numbers - quotes - industry

Trusted by 7,000+ businesses in
over 140 countries



As featured in

FORTUNE

THE
HUFFINGTON
POST

San Francisco
Chronicle

Clean
Technica

greentechmedia:

"Solpad will do for the solar industry what smart phones did for the computer industry."

FORTUNE

"This sounds like the Apple of the residential solar world, doesn't it?"

THE
HUFFINGTON
POST

What customers are saying on [twitter](#)



Brenden Rawson
[@urbanbrenden](#)

Hey @helpscout. I am moving our Support Ticketing back to you guys. Our fling with someone is over - we promise :)
[@socialandzen](#)



Fan Bi
[@lifeofbi](#)

So excited for @BlankLabel to be switching over to @helpscout today, really impressed with their dedication to customer service

Microcopy & images support headlines

2-3 sentences per point

Design Focused Feedback

Want to make your page stand out visually and look as good as possible? We can help that happen with simple design tips and advice.



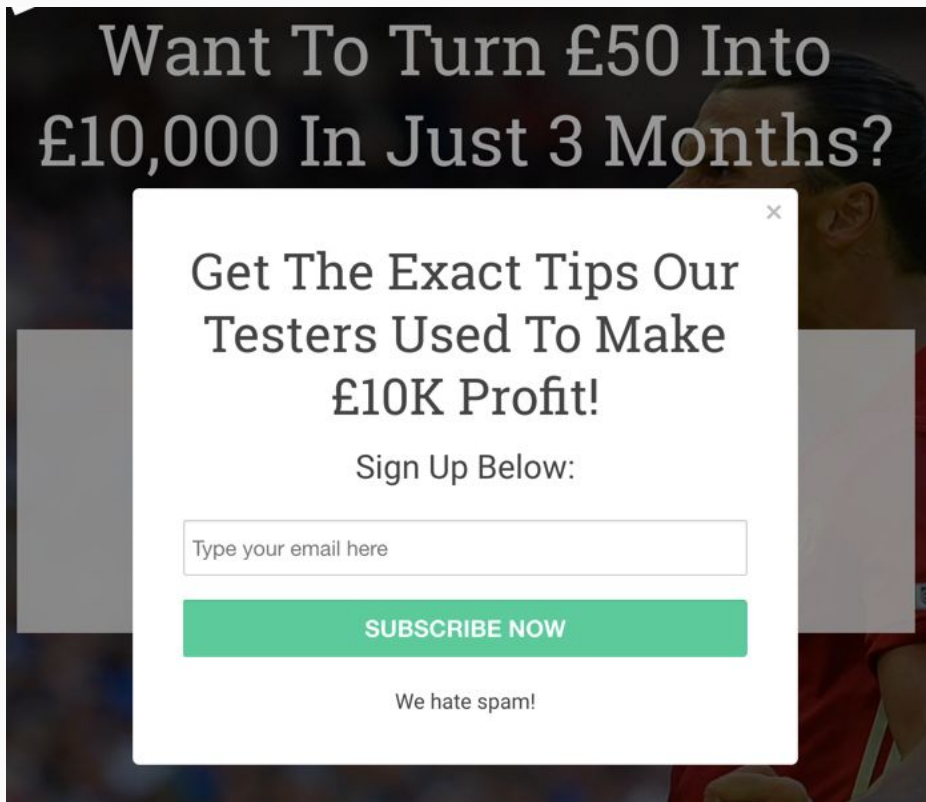
“Be the first to know!” is not incentive

It's also a bad strategy



Exit Intent Popups

Different
Add Context



Want To Turn £50 Into
£10,000 In Just 3 Months?

Get The Exact Tips Our
Testers Used To Make
£10K Profit!

Sign Up Below:

SUBSCRIBE NOW

We hate spam!

The image shows a dark background with a blurred person's face. A white popup is centered over the image. The popup has a close button (x) in the top right corner. The text inside the popup is white and black. The background of the entire image is a dark, blurred photograph of a person's face.



WRITE LESS

say more

Questions? Comments?

Email support@kickofflabs.com