Landing Page Workflow for:
Client Name Here

Landing Page 1

Main Headline
Clear concise headline (5-8 words)

Body Copy
3-4 sentences of persuasive text to sell your download. What pain points of the buyer persona will it solve? (30-50 words)

Bullet Points about the Download:
- 3-5 benefits of the download
- What they will learn
- Why they need it

Form Fields
- 3-7 relevant fields
- Email
- Name

Questions
Qued up questions that will help you separate personas later

Workflow
What Persona Workflow will this be added to

CTA Graphic
Suggested headline for the graphic

Download
Paste the Link to the Google doc of the Download content or just outline it here if still planning

Thank You Page
Headline - Thank them for downloading.
Body copy - Include the hyperlink to the download, invite them to download and explain our next CTA

Download our next CTA
Which CTA are you linking to for this Persona, on the Thank You page, as a Step 2 > insert CTA image or button.

Email Follow up
Body copy of the email they will receive after filling out the form for download