



# The Nonprofit Innovation & Optimization Summit

September 21-22, 2017

Tomorrow is the Last Day to Get Discounted Tickets | [NIOSUMMIT.COM](https://niosummit.com)



Nonprofit Innovation

**Jessica Jackley**  
Co-Founder of KIVA



Marketing  
Automation

**Mathew Sweezey**  
Salesforce.com



Behavioral  
Psychology

**Bart Schutz**  
Online Dialogue



Email Marketing

**Jessica Best  
Barkley**



Web Analytics

**Annie Cushing**  
Annielytics.com



Copywriting

**Amy Harrison**  
Write With Influence



Value Proposition

**Austin McCraw**  
MECLABS



Conversion  
Optimization

**Peep Laja**  
Conversion XL

# Last Chance to Save \$200

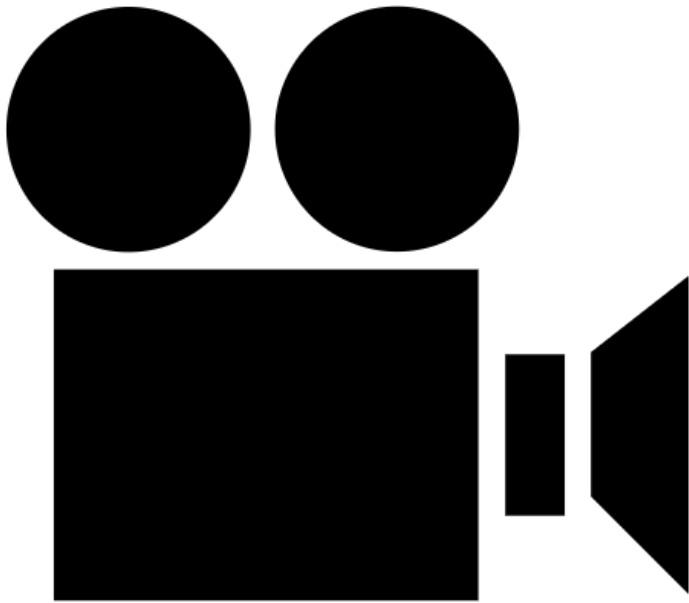
**[WWW.NIOSUMMIT.COM](http://WWW.NIOSUMMIT.COM)**

**Deadline: August 18<sup>th</sup>**





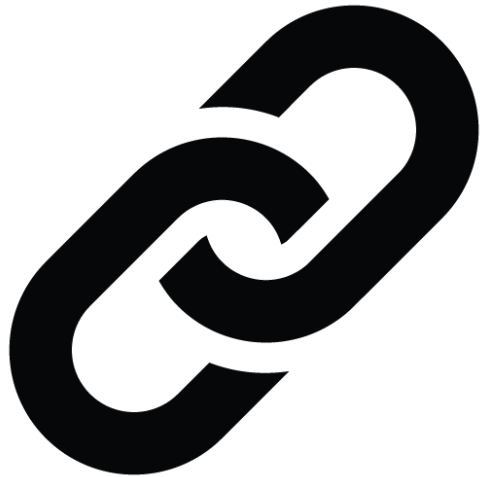
A few things before  
we get started...



- **A recording of this broadcast will be sent to you afterwards.**



**NextAfter**



- **Links to featured resources and experiments will be sent out with the recording.**



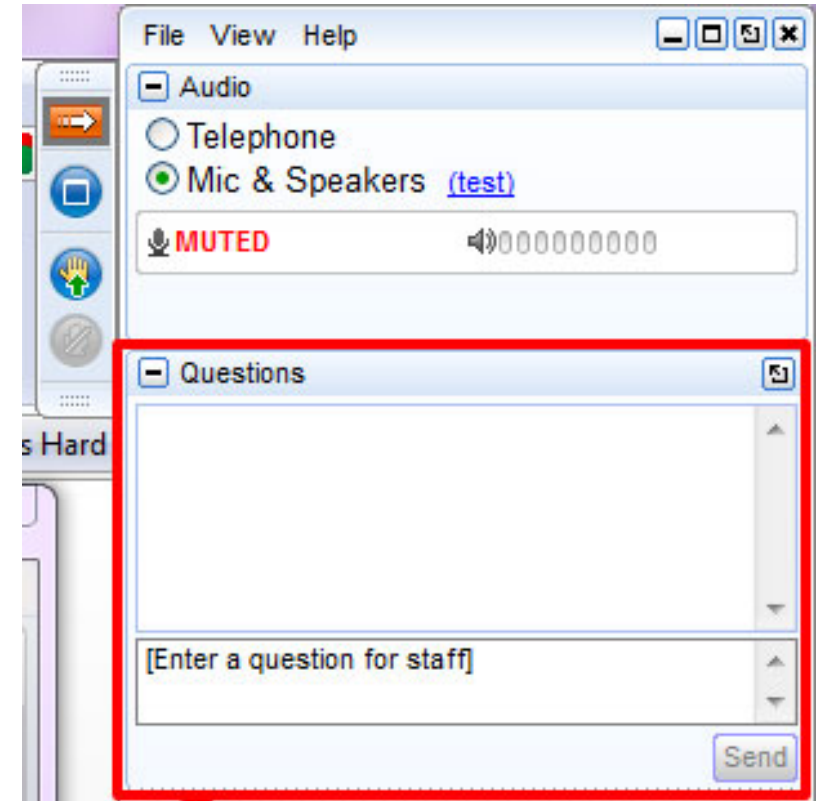


- **We want your questions!**



**NextAfter**

- Use the “Questions” tab in GoToWebinar to ask a question.



**Sponsored By:**



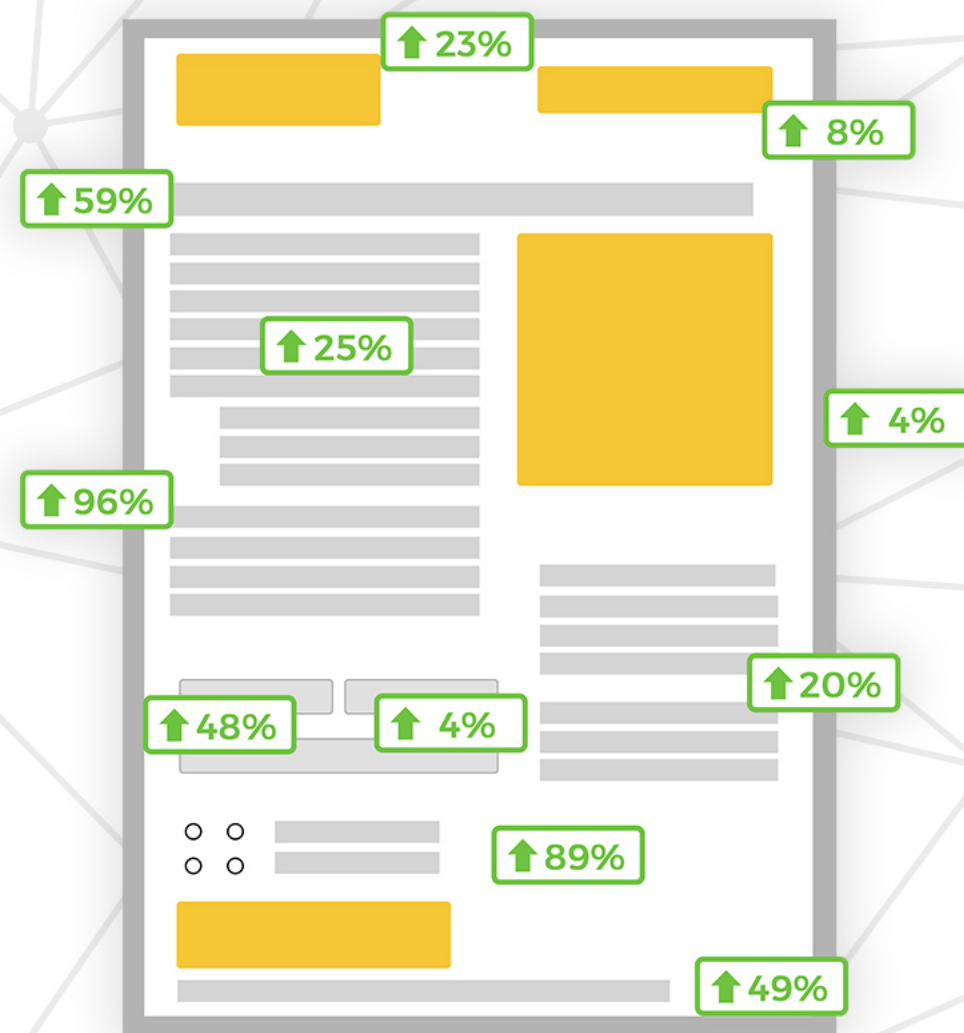
 active  
engagement

# • **Jon Powell**

- Senior Director of Research & Education | NextAfter
- [jon@nextafter.com](mailto:jon@nextafter.com)
- [www.linkedin.com/in/jonpowell31/](https://www.linkedin.com/in/jonpowell31/)

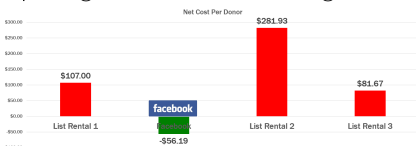


# 13 PROVEN WAYS TO IMPROVE YOUR NONPROFIT LANDING PAGES



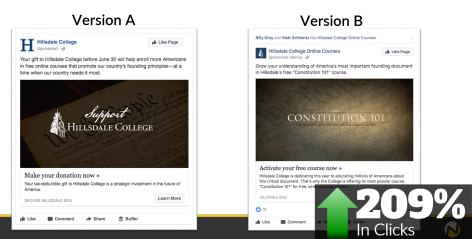
# Turning Facebook Likes into Donors (and Dollars) Course

## Acquiring Donors and Making Money



In this experiment, Facebook produced a net profit of \$56.19 for every donor we acquired.

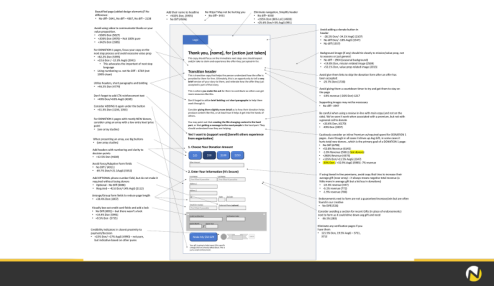
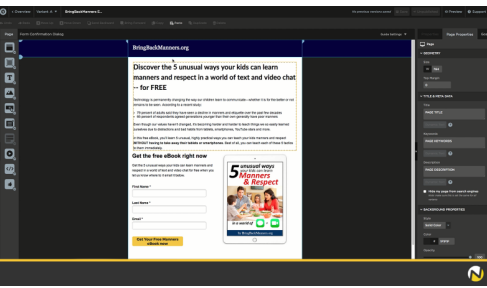
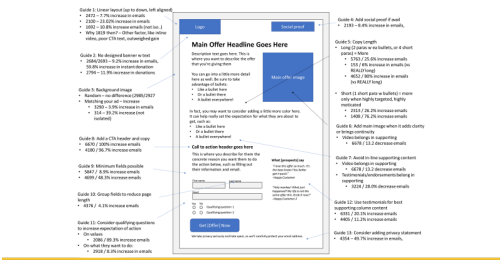
## How Did We Attract More Interest?



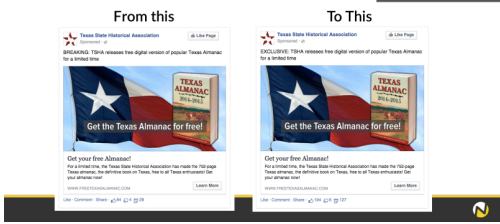
## The bridge between people

For our offer to be accepted and valued, it must be **RELEVANT** to your donor's interests.

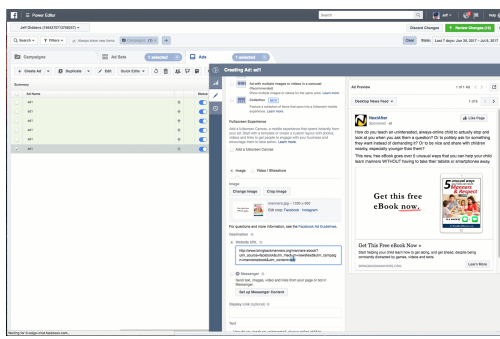
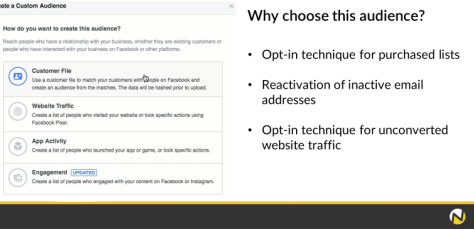
On the same token, for your offer to effectively serve your organization, it must be **RELEVANT** to your cause.



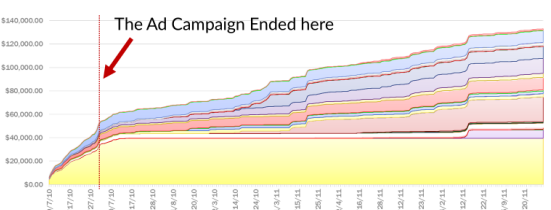
## Little change, big difference



## Ad Sets and Audiences



## Post-Campaign Donation Revenue



## How much is it costing me per donor?

	A	B	C	D	E	F	G	H	I
1	Audience Name	Impressions	Ad Clicks	Ad Spend	Landing Arrivals	Emails Acquired	Donation Arrivals	Donations	Don Revenue
2	Audience 1	50,000	10,005	\$5,000	10,000	2,009	2,020	63	\$6,722
3	Audience 2								
4	Audience 3								
5	Audience 4								

\$5,000 (Monet Spent) | \$3,000 (Money made)  
50 (New Donors)  
\$40 net cost per donor

We only paid \$40 per donor...not bad!

## How much \$\$\$ per new email?

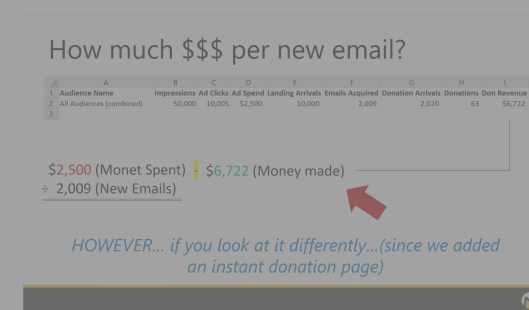
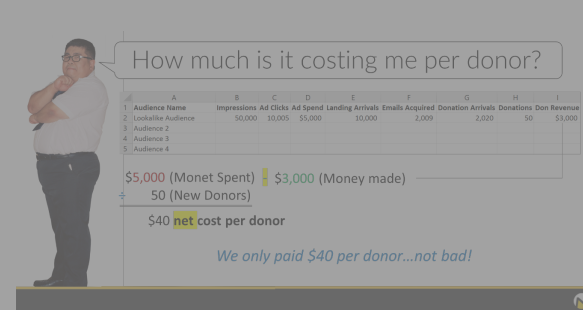
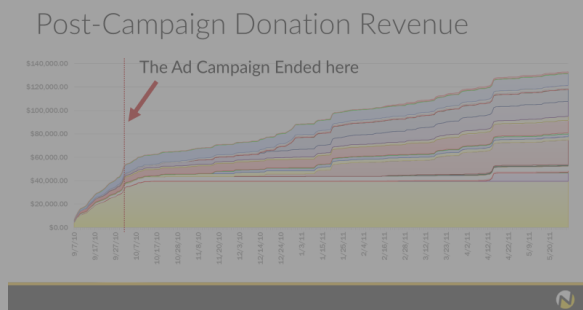
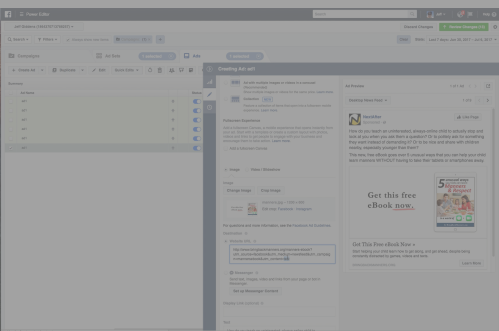
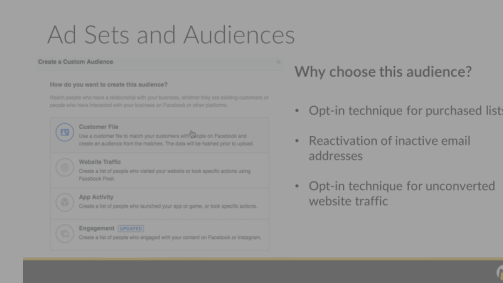
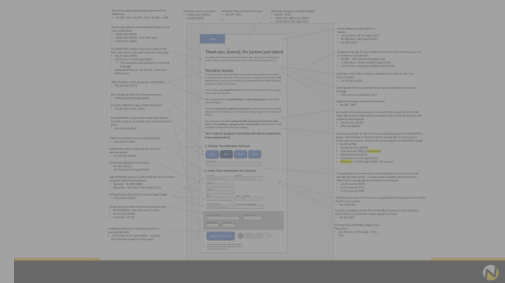
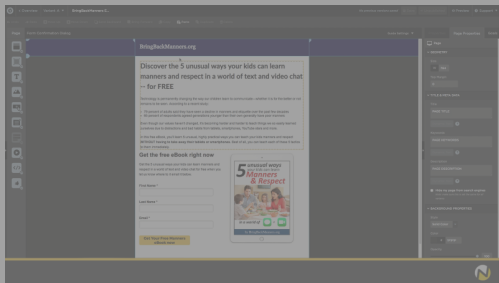
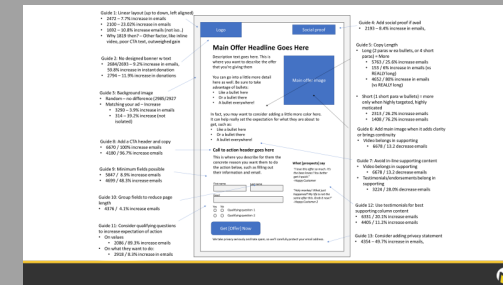
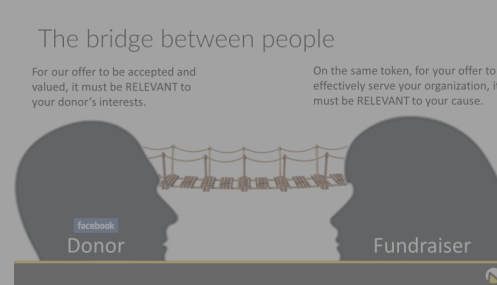
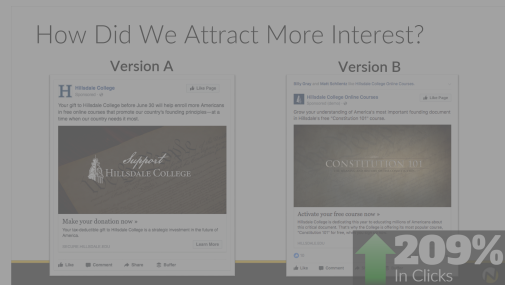
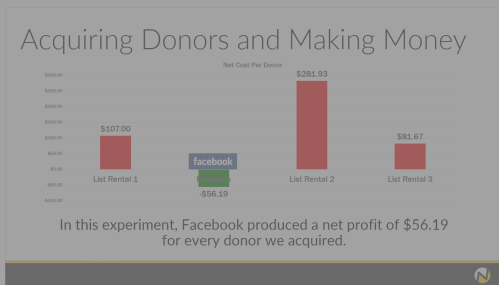
	A	B	C	D	E	F	G	H	I
1	Audience Name	Impressions	Ad Spend	Landing Arrivals	Emails Acquired	Donation Arrivals	Donations	Don Revenue	
2	All Audiences (combined)	50,000	10,005	\$2,500	10,000	2,009	2,020	63	\$6,722
3									

\$2,500 (Monet Spent) | \$6,722 (Money made)  
+ 2,009 (New Emails)

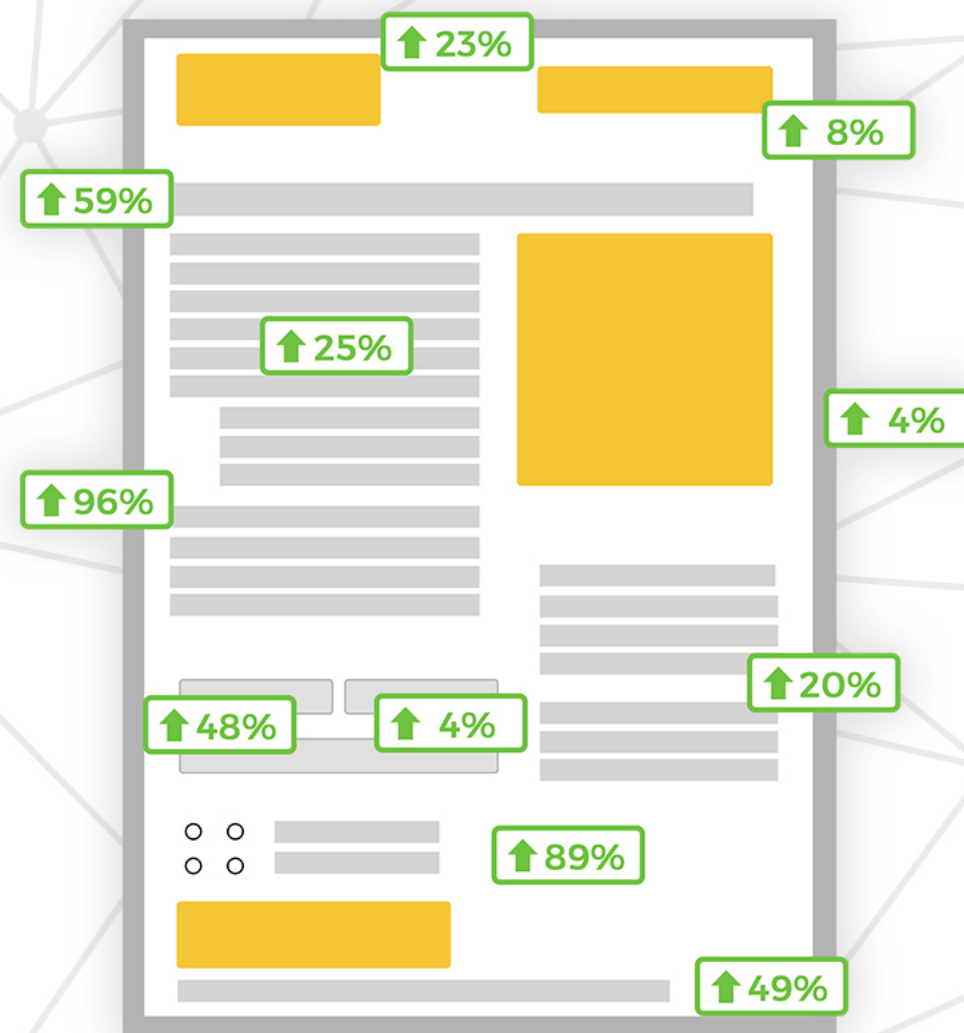
HOWEVER... if you look at it differently...(since we added an instant donation page)



# Turning Facebook Likes into Donors (and Dollars) Course



# 13 PROVEN WAYS TO IMPROVE YOUR NONPROFIT LANDING PAGES



# LANDING PAGE:

\ 'lan-diŋ \ 'pāj \

*The designated web page you want people to land on after clicking an ad or some other web link.*

# LANDING PAGE:

*The landing page has three goals:*

- ✓ *Sell the offer*
- ✓ *Gather visitor information*
- ✓ *Redirect them to a destination page*

Let's start with a **TEST**

# About this Test (#3159)

## The Testing Partner

A non-profit association serving Texas communities through teaching Texas history.

## The Testing Objective

Determine which page approach will result in the most new emails during African American History month.

## The Testing Approach

Two pages tested simultaneously, each focusing on the same offer but expressing it differently.



# How Do We Get More Names?

## Version A

In honor of Black History Month:

### Get the Latest eBook Celebrating African Americans in Texas History

There are many groups that were often overlooked in the chronicles of history. African Americans in Texas are one such group; they were subjected to slavery, segregation, and discrimination during this state's long history. Despite all of this adversity, they made significant contributions to the growth and development of Texas.

African Americans influenced Texas economically, politically, culturally, and socially. Living and working with other ethnic groups, they helped create the unique culture of Texas.

Historians have not always acknowledged the role that African Americans played in the Lone Star State. This is no longer the case. **That is why today, the TSHA is offering this new eBook, *Struggle and Success: African Americans in Texas*, for free.**

In this exclusive eBook, you will discover:

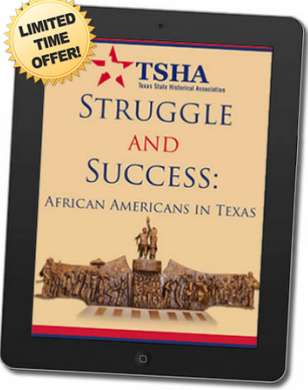
- ★ 174 pages of stories featuring significant African American figures in the realm of politics, civil rights, business, journalism, music and more
- ★ Rarely seen historical pictures of people, places, and events from Texas history
- ★ Bonus articles from *Southwestern Historical Quarterly* highlighting the desegregation of North Texas State College and other civil rights struggles
- ★ Plus so much more!

Get YOUR free copy of the *Struggle and Success: African Americans in Texas*.

First Name  Last Name

Email Address

[GET YOUR FREE EBOOK](#)



# Version B



# How Do We Get More Names?

## Version A

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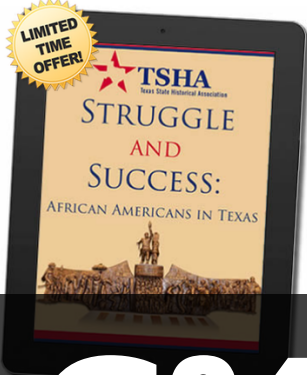
Get YOUR free copy of the *Struggle and Success: African Americans in Texas*.

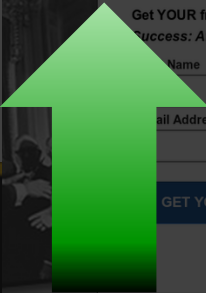
Name

Email Address

GET YOUR FREE EBOOK

LIMITED TIME OFFER!






# 31.6%

In Emails

## Version B




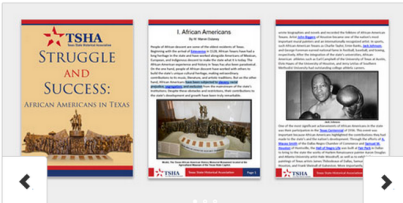
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 See what's inside!




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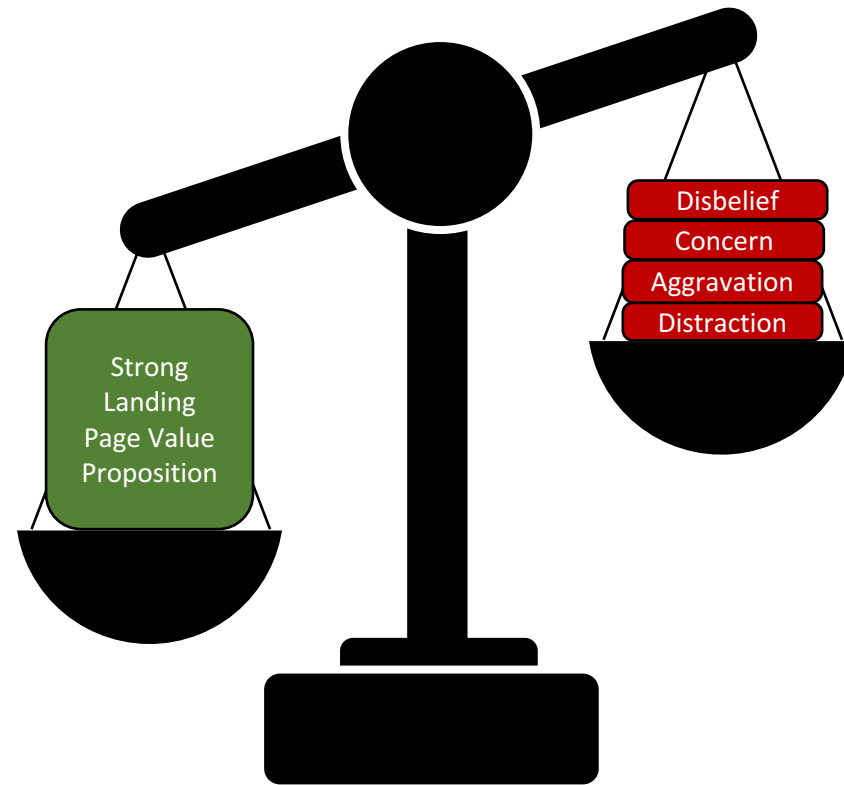
GET YOUR FREE COPY OF STRUGGLE AND SUCCESS



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*How can I create a landing page that will get me the most response for what I am offering?*



*The key to making*  
**A GREAT PAGE IS**  
*to make it*  
**CONVERSATIONAL**

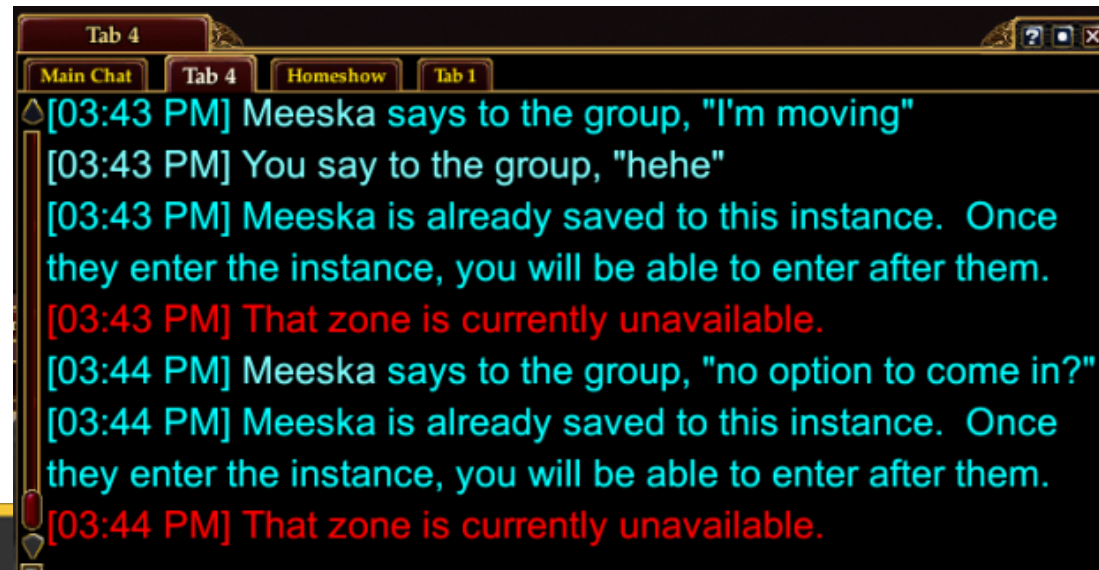




# EVERQUEST II



(11 years ago...)



# Elements of a conversation

## Form

- Physical
  - Acceptance (body lang., appearance)
  - Attention (eye contact)
  - Engagement (animation, tone, gesture)
- Spoken word
  - Salutation
  - Comments
  - Flow
  - Questions/Requests
  - Suggestions/Offers

## Substance

- Congruence
  - Mutual Interest
  - Alignment
- Continuity
  - Connection
  - Progression



*People react to*  
**WEBPAGES**  
*in the same way they react to*  
**PEOPLE**

# Elements of a DIGITAL conversation

## Form

- Physical
  - ~~Acceptance~~ Design
  - Attention
  - Engagement Content types
- Spoken Written word
  - ~~Salutation~~ Headline
  - ~~Comments~~ Body Copy
  - Flow Sequence and Length
  - Questions/Requests Calls-to-action
  - ~~Suggestions/Offers~~ Incentives /  
Calls-to-action

## Substance

- Congruence
  - ~~Mutual Interest~~ Value prop
  - ~~Alignment~~ Segment Angle
- Continuity
  - ~~Connection~~ Offer-congruence
  - ~~Progression~~ Medium to  
medium connection, progressive  
content



*Any page template has ultimately*

**ONE GOAL:**

*to facilitate a great*

**MENTAL CONVERSATION**

*between you and your visitor.*

# Why did this lose?



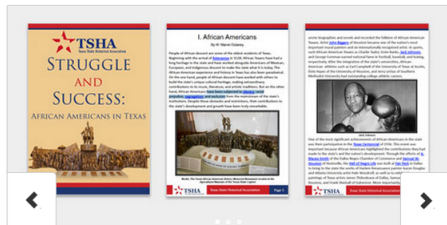
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TSHA is proud to release this exclusive eBook to **celebrate the 50th anniversary of the Civil Rights and Voting Rights Acts and African American History Month.**

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This page has something great to offer but it isn't being communicated in a way that allows it to be **fairly heard and understood.**



# Why did this lose?



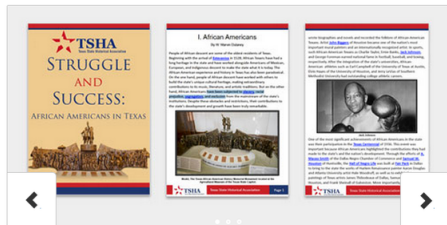
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Email Address

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In this webinar, we will show you how to **increase your odds of being heard** and review this page again in light of what we've learned.




*Is there an ideal page template to start from for email acquisition offers?*

**THUS FAR, YES!**






# The Research Process

- After examining our library of 700+ published experiments, we've discovered 80+ relevant experiments to help us create an ideal starter template:
- Used only experiments that focused on email acquisition pages
- Used only experiments that isolate elements either of **FORM** or of **SUBSTANCE**




Research | Resources | Events | About Us | Contact Us | Blog



### How removing the recommended donation amount increased the perceived value of an offer

276.5% lift



**Date Added:** April 24, 2017  
**Research Partner:** Every Home for Christ  
**Element tested:** Donation Page Copy, Donation Page Form

Every Home for Christ was offering their book *Look What God is Doing* as a free offer for donors and potential donors to develop a deeper understanding of the impact that their organization was having across the globe.

After someone requested the book, they were shown a Thank You page with a with a follow-up donation ask. In the control version of this page, Every Home for Christ was recommending a \$10 donation. In *exchange for this donation, they would send the donor a free copy of the book*.

They had the be keeping d two treatme The second t open field fo

[View the exper](#)

### How the addition of Apple conversion

SEARCH THE LIBRARY

Keywords

Targeted Conversion Factor

All Factors

Element Targeted

Donation Page Form

All Elements

Email Sender

Email Subject Line

Email Design

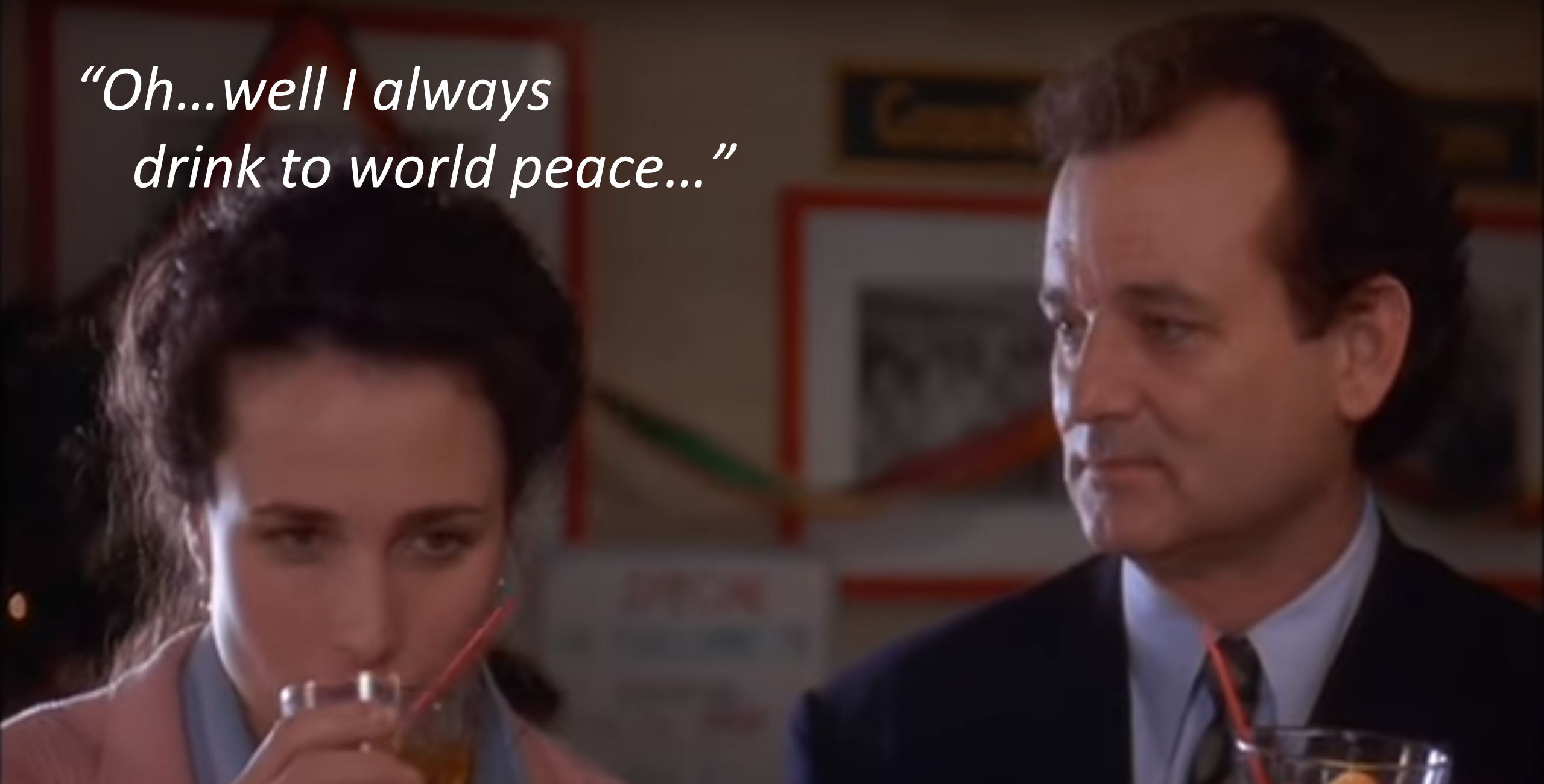
Email Copy

Email Call to Action

Link

ID	Type	Template Element	Sub-Category	Diff?	Link
6678	Email Aq	Add Video Placement	Support Column	Yes	<a href="https://www.nextafter.com/research/2017/05/how-video-placement-on-an-email-acquisition-page-affects-conversion/">https://www.nextafter.com/research/2017/05/how-video-placement-on-an-email-acquisition-page-affects-conversion/</a>
6670	Email Aq	Add CTA Head	CTA	Yes	<a href="https://www.nextafter.com/research/2017/05/how-clarity-in-the-call-to-action-increases-conversion-rate/">https://www.nextafter.com/research/2017/05/how-clarity-in-the-call-to-action-increases-conversion-rate/</a>
6393	Email Aq	Add Support Image	Body	Yes	<a href="https://www.nextafter.com/research/2017/03/how-a-contextual-image-affects-email-acquisition-rate/">https://www.nextafter.com/research/2017/03/how-a-contextual-image-affects-email-acquisition-rate/</a>
6242	Email Aq	Make two step	Multi-Step	Yes	<a href="https://www.nextafter.com/research/2017/03/how-reducing-friction-through-a-two-step-form-increases-email-acquisition-rate/">https://www.nextafter.com/research/2017/03/how-reducing-friction-through-a-two-step-form-increases-email-acquisition-rate/</a>
6331	Email Aq	Add Testimonial	Support Column	Yes	<a href="https://www.nextafter.com/research/2017/03/how-third-party-credibility-affects-email-acquisition-rate/">https://www.nextafter.com/research/2017/03/how-third-party-credibility-affects-email-acquisition-rate/</a>
5847	Email Aq	Eliminate Form Fields	Form Fields	Yes	<a href="https://www.nextafter.com/research/2017/01/how-reducing-form-field-friction-and-anxiety-affects-conversion-rate/">https://www.nextafter.com/research/2017/01/how-reducing-form-field-friction-and-anxiety-affects-conversion-rate/</a>
5763	Email Aq	Long copy (vs short)	Body	Yes	<a href="https://www.nextafter.com/research/2016/12/how-the-amount-of-value-proposition-on-a-page-affects-email-acquisition-rate/">https://www.nextafter.com/research/2016/12/how-the-amount-of-value-proposition-on-a-page-affects-email-acquisition-rate/</a>
4699	Email Aq	Eliminate Form Fields	Form Fields	Yes	<a href="https://www.nextafter.com/research/2016/08/how-form-field-friction-affects-email-acquisition/">https://www.nextafter.com/research/2016/08/how-form-field-friction-affects-email-acquisition/</a>
4405	Email Aq	Add Testimonial	Support Column	Yes	<a href="https://www.nextafter.com/research/2016/07/how-third-party-validation-affects-email-acquisition-for-a-free-digital-offer/">https://www.nextafter.com/research/2016/07/how-third-party-validation-affects-email-acquisition-for-a-free-digital-offer/</a>
4354	Email Aq	Remove Privacy Statemer	CTA	Yes	<a href="https://www.nextafter.com/research/2016/06/how-the-presence-of-a-privacy-statement-affects-email-acquisition/">https://www.nextafter.com/research/2016/06/how-the-presence-of-a-privacy-statement-affects-email-acquisition/</a>
4180	Email Aq	Add Body Copy, New Offe	CTA	Yes	<a href="https://www.nextafter.com/research/2016/06/how-instant-gratification-affects-name-acquisition/">https://www.nextafter.com/research/2016/06/how-instant-gratification-affects-name-acquisition/</a>
3290	Email Aq	Design Continuity	Header/Background	Yes	<a href="https://www.nextafter.com/research/2016/03/how-matching-the-visual-congruence-of-the-initial-ad-affects-email-acquisition-rate/">https://www.nextafter.com/research/2016/03/how-matching-the-visual-congruence-of-the-initial-ad-affects-email-acquisition-rate/</a>
3354	Email Aq	Eliminate Radio Buttons	Body	Yes	<a href="https://www.nextafter.com/research/2016/03/how-the-absence-of-radio-buttons-on-a-straw-poll-affects-name-acquisition-rate/">https://www.nextafter.com/research/2016/03/how-the-absence-of-radio-buttons-on-a-straw-poll-affects-name-acquisition-rate/</a>
3224	Email Aq	Add Inline Endorsement	Body	Yes	<a href="https://www.nextafter.com/research/2016/02/how-a-3rd-party-endorsement-affects-email-acquisition/">https://www.nextafter.com/research/2016/02/how-a-3rd-party-endorsement-affects-email-acquisition/</a>
2806	Email Aq	Multiple Elements	Multiple	Yes	<a href="https://www.nextafter.com/research/2016/02/how-removing-creative-elements-affects-conversion/">https://www.nextafter.com/research/2016/02/how-removing-creative-elements-affects-conversion/</a>
3159	Email Aq	Multiple Elements	Multiple	Yes	<a href="https://www.nextafter.com/research/2016/02/how-creating-a-distraction-affects-email-acquisition/">https://www.nextafter.com/research/2016/02/how-creating-a-distraction-affects-email-acquisition/</a>
2794	Email Aq	Eliminate Banner Graphic	Header/Background	Yes	<a href="https://www.nextafter.com/research/2016/01/how-removing-graphic-affects-conversion/">https://www.nextafter.com/research/2016/01/how-removing-graphic-affects-conversion/</a>
2985	Email Aq	Add Background Image	Header/Background	No	<a href="https://www.nextafter.com/research/2016/01/confessing-hebrew-scriptures-background-img-vs-no-background-img/">https://www.nextafter.com/research/2016/01/confessing-hebrew-scriptures-background-img-vs-no-background-img/</a>
2927	Email Aq	Add Background Image	Header/Background	No	<a href="https://www.nextafter.com/research/2016/01/anita-dittman-background-vs-no-background/">https://www.nextafter.com/research/2016/01/anita-dittman-background-vs-no-background/</a>
2918	Email Aq	Add more copy	Body	Yes	<a href="https://www.nextafter.com/research/2016/01/how-increasing-the-content-on-the-page-affects-email-acquisition/">https://www.nextafter.com/research/2016/01/how-increasing-the-content-on-the-page-affects-email-acquisition/</a>
2693	Email Aq	Eliminate Banner Graphic	Header/Background	Yes	<a href="https://www.nextafter.com/research/2015/11/how-clarifying-the-value-proposition-affects-donor-conversion-rate/">https://www.nextafter.com/research/2015/11/how-clarifying-the-value-proposition-affects-donor-conversion-rate/</a>
2684	Email Aq	Eliminate Banner Graphic	Header/Background	Yes	<a href="https://www.nextafter.com/research/2015/11/how-clarifying-the-value-proposition-affects-email-acquisition-rate/">https://www.nextafter.com/research/2015/11/how-clarifying-the-value-proposition-affects-email-acquisition-rate/</a>
2472	Email Aq	Change Page Layout	Layout	Yes	<a href="https://www.nextafter.com/research/2015/11/how-a-change-to-the-layout-of-a-landing-page-affects-emails-acquired/">https://www.nextafter.com/research/2015/11/how-a-change-to-the-layout-of-a-landing-page-affects-emails-acquired/</a>
2313	Email Aq	Short copy (vs long)	Body	Yes	<a href="https://www.nextafter.com/research/2015/10/how-reducing-friction-for-highly-motivated-traffic-affects-name-conversion/">https://www.nextafter.com/research/2015/10/how-reducing-friction-for-highly-motivated-traffic-affects-name-conversion/</a>
2193	Email Aq	Add Social Proof (header)	Header/Background	Yes	<a href="https://www.nextafter.com/research/2015/10/how-a-single-social-proof-indicator-affects-name-conversion/">https://www.nextafter.com/research/2015/10/how-a-single-social-proof-indicator-affects-name-conversion/</a>
2100	Email Aq	Change Page Layout	Layout	Yes	<a href="https://www.nextafter.com/research/2015/09/how-the-name-acquisition-design-and-layout-can-affect-email-acquisition-rate/">https://www.nextafter.com/research/2015/09/how-the-name-acquisition-design-and-layout-can-affect-email-acquisition-rate/</a>
2086	Email Aq	Add Qualify Q's	Form Fields	Yes	<a href="https://www.nextafter.com/research/2015/09/how-qualifying-questions-affects-conversion-rate/">https://www.nextafter.com/research/2015/09/how-qualifying-questions-affects-conversion-rate/</a>
2039	Email Aq	Make two step	Multi-Step	Yes	<a href="https://www.nextafter.com/research/2015/09/how-a-two-step-form-affects-cognitive-friction-and-conversion/">https://www.nextafter.com/research/2015/09/how-a-two-step-form-affects-cognitive-friction-and-conversion/</a>
1937	Email Aq	Multiple Elements	Multiple	Yes	<a href="https://www.nextafter.com/research/2015/08/how-a-redesign-and-stronger-value-proposition-affects-name-acquisition/">https://www.nextafter.com/research/2015/08/how-a-redesign-and-stronger-value-proposition-affects-name-acquisition/</a>
1819	Email Aq	Change Page Layout	Layout	Yes	<a href="https://www.nextafter.com/research/2015/08/how-page-layout-can-affect-visitor-motivation/">https://www.nextafter.com/research/2015/08/how-page-layout-can-affect-visitor-motivation/</a>
1692	Email Aq	Multiple Elements	Multiple	Yes	<a href="https://www.nextafter.com/research/2015/07/how-a-radical-landing-page-redesign-affects-name-acquisition-rate-2/">https://www.nextafter.com/research/2015/07/how-a-radical-landing-page-redesign-affects-name-acquisition-rate-2/</a>
1651	Email Aq	Make two step	Multi-Step	Yes	<a href="https://www.nextafter.com/research/2015/07/how-reducing-form-friction-on-email-acquisition-affects-donor-conversion/">https://www.nextafter.com/research/2015/07/how-reducing-form-friction-on-email-acquisition-affects-donor-conversion/</a>
1408	Email Aq	Short copy (vs long)	Body	Yes	<a href="https://www.nextafter.com/research/2015/06/how-reducing-friction-on-mobile-devices-affects-name-conversion-rate/">https://www.nextafter.com/research/2015/06/how-reducing-friction-on-mobile-devices-affects-name-conversion-rate/</a>
1263	Email Aq	Multiple Elements	Multiple	Yes	<a href="https://www.nextafter.com/research/2015/05/how-clarity-of-value-proposition-affects-conversion/">https://www.nextafter.com/research/2015/05/how-clarity-of-value-proposition-affects-conversion/</a>
981	Email Aq	Multiple Elements	Multiple	Yes	<a href="https://www.nextafter.com/research/2015/04/how-emphasizing-the-cost-free-over-the-value-of-an-offer-affects-conversion/">https://www.nextafter.com/research/2015/04/how-emphasizing-the-cost-free-over-the-value-of-an-offer-affects-conversion/</a>
967	Email Aq	Make two step	Multi-Step	Yes	<a href="https://www.nextafter.com/research/2015/02/how-reducing-friction-affects-full-name-capture/">https://www.nextafter.com/research/2015/02/how-reducing-friction-affects-full-name-capture/</a>
864	Email Aq	Multiple Elements	Multiple	Yes	<a href="https://www.nextafter.com/research/2015/02/how-a-radical-landing-page-redesign-affects-name-acquisition-rate/">https://www.nextafter.com/research/2015/02/how-a-radical-landing-page-redesign-affects-name-acquisition-rate/</a>
314	Email Aq	Multiple Elements	Multiple	Yes	<a href="https://www.nextafter.com/research/2014/12/increasing-landing-page-congruence-affects-cost-subscriber/">https://www.nextafter.com/research/2014/12/increasing-landing-page-congruence-affects-cost-subscriber/</a>
289	Email Aq	Make two step	Multi-Step	Yes	<a href="https://www.nextafter.com/research/2014/12/hillsdale-college-layering-sequential-ask-affects-name-conversion/">https://www.nextafter.com/research/2014/12/hillsdale-college-layering-sequential-ask-affects-name-conversion/</a>
213	Email Aq	Multiple Elements	Multiple	Yes	<a href="https://www.nextafter.com/research/2014/12/maximizing-imagery-language-follow-up-ask/">https://www.nextafter.com/research/2014/12/maximizing-imagery-language-follow-up-ask/</a>
142	Email Aq	Multiple Elements	Multiple	Yes	<a href="https://www.nextafter.com/research/2014/11/how-simplicity-affects-name-acquisition/">https://www.nextafter.com/research/2014/11/how-simplicity-affects-name-acquisition/</a>
153	Email Aq	Long copy (vs short)	Body	No	<a href="https://www.nextafter.com/research/2014/11/how-increasing-the-copy-on-the-page-affects-acquisition-rate/">https://www.nextafter.com/research/2014/11/how-increasing-the-copy-on-the-page-affects-acquisition-rate/</a>
4376	Email Aq	Form Field Arrangement	Form Fields	Yes	<a href="https://www.nextafter.com/research/2014/06/how-registration-form-length-affects-email-acquisition-rate/">https://www.nextafter.com/research/2014/06/how-registration-form-length-affects-email-acquisition-rate/</a>

*“Oh...well I always  
drink to world peace...”*



*Let's walk step-by-step through the template!*

**Note:** You won't start creating your own page until section 2, which will guide you on **how** to say what we need to say.



Guide 1: Linear layout (up to down, left aligned)

- 2472 – 7.7% increase in emails
- 2100 – 23.02% increase in emails
- 1692 – 10.8% increase emails (not iso.)
- Why 1819 then? – Other factor, like inline video, poor CTA text, outweighed gain

Guide 2: No designed banner w text

- 2684/2693 – 9.2% increase in emails, 59.8% increase in instant donation
- 2794 – 11.9% increase in donations

Guide 3: Background image

- Random – no difference (2985/2927)
- Matching your ad – Increase
  - 3290 – 3.9% increase in emails
  - 314 – 39.2% increase (not isolated)

Guide 8: Add a CTA header and copy

- 6670 / 100% increase emails
- 4180 / 96.7% increase emails

Guide 9: Minimum fields possible

- 5847 / 8.9% increase emails
- 4699 / 48.3% increase emails

Guide 10: Group fields to reduce page length

- 4376 / 4.1% increase emails

Guide 11: Consider qualifying questions to increase expectation of action

- On values
  - 2086 / 89.3% increase emails
- On what they want to do:
  - 2918 / 8.3% increase in emails

The wireframe shows a landing page layout with the following elements:

- Logo**: A blue box at the top left.
- Social proof**: A blue box at the top right.
- Main Offer Headline Goes Here**: A large heading in the center.
- Description text goes here. This is where you want to describe the offer that you're giving them**: Text below the headline.
- You can go into a little more detail here as well. Be sure to take advantage of bullets:**: Text below the description.
- Bullets**: A list of three items: "Like a bullet here", "Or a bullet there", and "A bullet everywhere!".
- Main offer image**: A large blue box on the right side.
- In fact, you may want to consider adding a little more color here. It can help really set the expectation for what they are about to get, such as:**: Text below the bullets.
- Bullets**: A list of three items: "Like a bullet here", "Or a bullet there", and "A bullet everywhere!".
- Call to action header goes here**: A heading below the second set of bullets.
- This is where you describe for them the concrete reason you want them to do the action below, such as filling out their information and email.**: Text below the CTA header.
- What [prospects] say**: A heading for a testimonial section.
- Testimonial 1**: "I love this offer so much. It's the bees knees! You better get it quick." -Happy Customer
- Testimonial 2**: "Holy monkey! What just happened? My life is not the same after this. Grab it now!" -Happy Customer 2
- Form fields**: Fields for "First name", "Last name", and "Email".
- Qualifying questions**: Two questions with "Yes" and "No" radio buttons: "Qualifying question 1" and "Qualifying question 2".
- Get [Offer] Now**: A blue button at the bottom.
- Privacy statement**: "We take privacy seriously and hate spam, so we'll carefully protect your email address."

Guide 4: Add social proof if avail

- 2193 – 8.4% increase in emails,

Guide 5: Copy Length

- Long (2 paras w ea bullets, or 4 short paras) = More
  - 5763 / 25.6% increase emails
  - 153 / 6% increase in emails (vs REALLY long)
  - 4652 / 80% increase in emails (vs REALLY long)
- Short (1 short para w bullets) = more only when highly targeted, highly motivated
  - 2313 / 26.2% increase emails
  - 1408 / 76.2% increase emails

Guide 6: Add main image when it adds clarity or brings continuity

- Video belongs in supporting
  - 6678 / 13.2 decrease emails

Guide 7: Avoid in-line supporting content

- Video belongs in supporting
  - 6678 / 13.2 decrease emails
- Testimonials/endorsements belong in supporting
  - 3224 / 28.0% decrease emails

Guide 12: Use testimonials for best supporting column content

- 6331 / 20.1% increase emails
- 4405 / 11.2% increase emails

Guide 13: Consider adding privacy statement

- 4354 – 49.7% increase in emails,



Logo

Social proof

## Main Offer Headline Goes Here

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

In fact, you may want to consider adding a little more color here. It can help really set the expectation for what they are about to get, such as:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

### Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out their information and email.

First name

Last name

Email

Yes

No

Qualifying question 1

Qualifying question 2

Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.

Logo

## Main Offer Headline Goes Here, Even if it Seems Long, Mobile Users are OK to Scroll

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

In fact, you may want to consider adding a little more color here. It can help really set the expectation for what they are about to get, such as:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

### Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out their information and email.

First name

Last name

Email

Yes

No

Qualifying question 1

Qualifying question 2

Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.

Main offer image

What [prospects] say

*"I love this offer so much. It's the bees knees! You better get it quick."*  
-Happy Customer

*"Holy monkey! What just happened? My life is not the same after this. Grab it now!"*  
-Happy Customer 2

Logo

Social proof

# Main Offer Headline Goes Here

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

Main offer image

In fact, you may want to consider adding a little more color here. It can help really set the expectation for what they are about to get, such as:

- Like a bullet here

Logo

Social proof

## Main Offer Headline Goes Here

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

In fact, you may want to consider adding a little more color here. It can help really set the expectation for what they are about to get, such as:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

**Call to action header goes here**

This is where you describe for them the concrete reason you want them to do the action below, such as filling out

**What [prospects] say**

"I love this offer so much. It's

get it quick!  
-Happy Customer

First name Last name

Email

Yes No

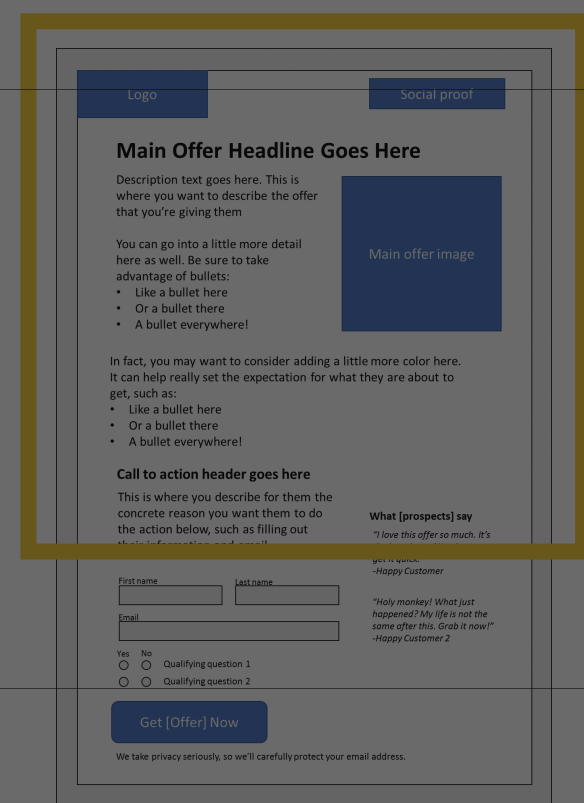
☐ Qualifying question 1

☐ Qualifying question 2

[Get \[Offer\] Now](#)

We take privacy seriously, so we'll carefully protect your email address.

"Holy monkey! What just happened? My life is not the same after this. Grab it now!"  
-Happy Customer 2

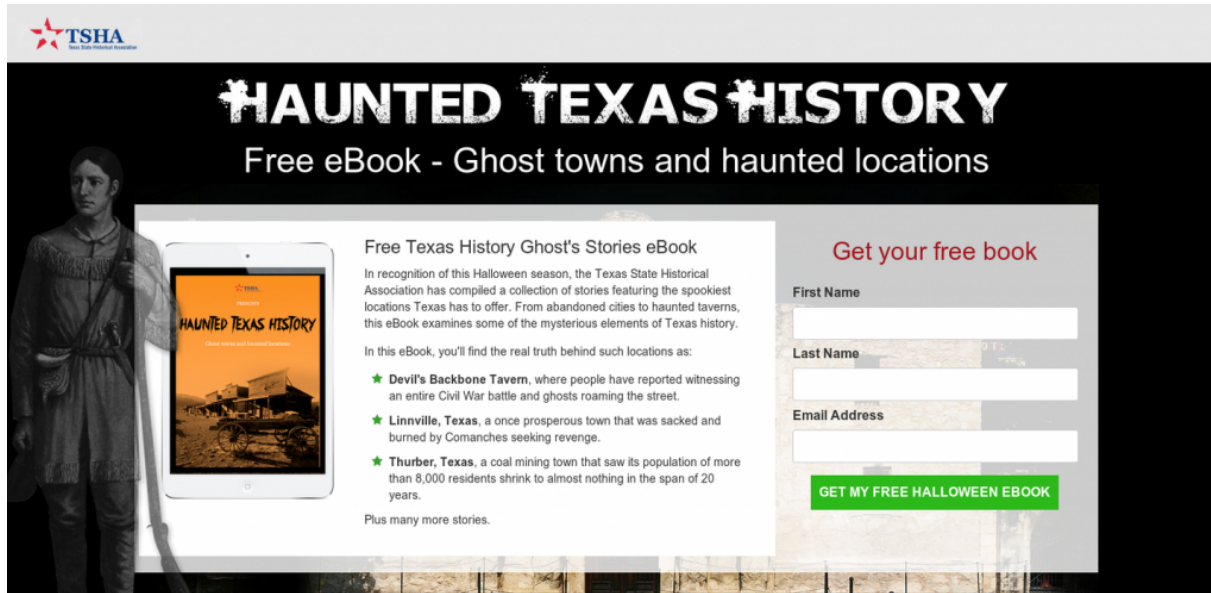


1

## Linear, Single Column Layout

Pages with this format consistently perform better than multi-column layouts (in this approach).

# From This



# To This



# 1

## Linear, Single Column Layout

Pages with this format consistently perform better than multi-column layouts (in this approach).

Logo

Social proof

# Main Offer Headline Goes Here

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail here as well. Be sure to take advantage of bullets:

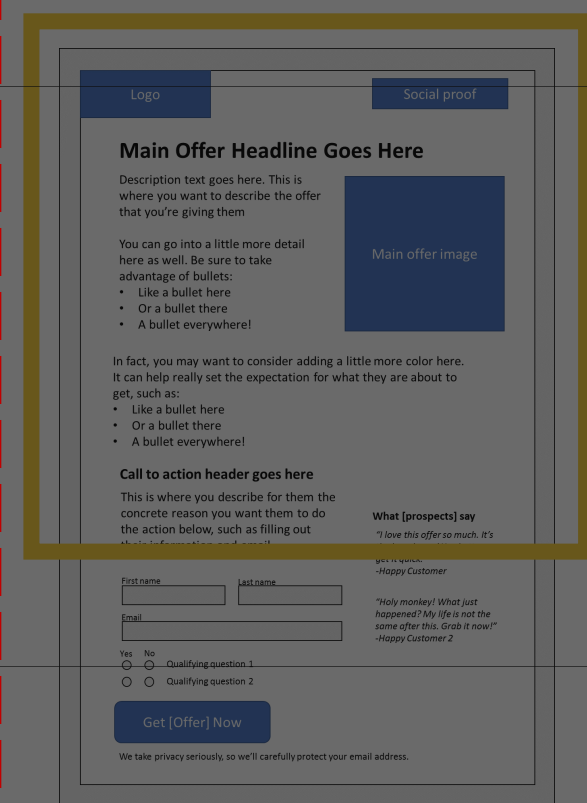
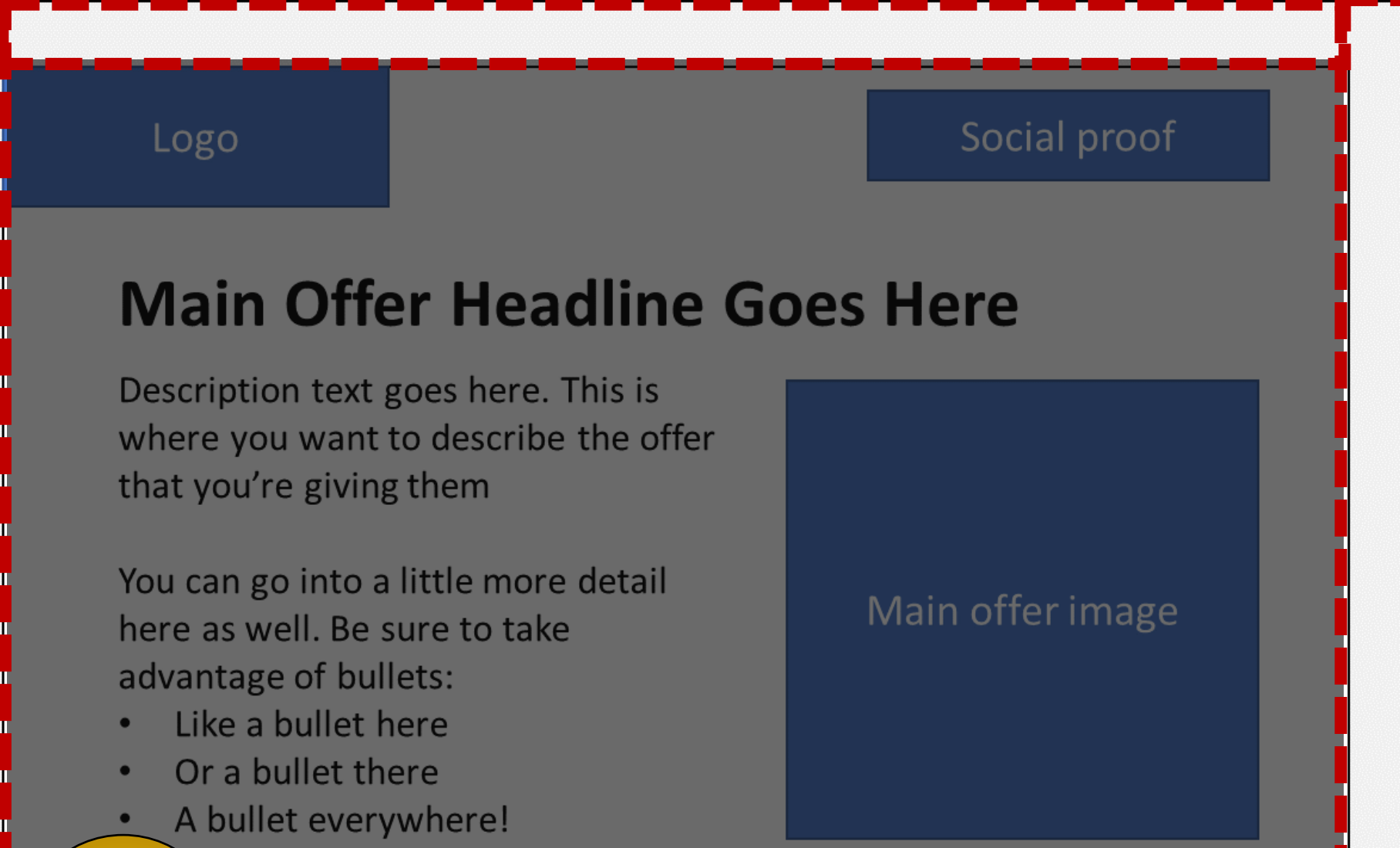
- Like a bullet here
- Or a bullet there
- A bullet everywhere!

Main offer image

1

## Linear, Single Column Layout

Pages with this format consistently perform better than multi-column layouts (in this approach).

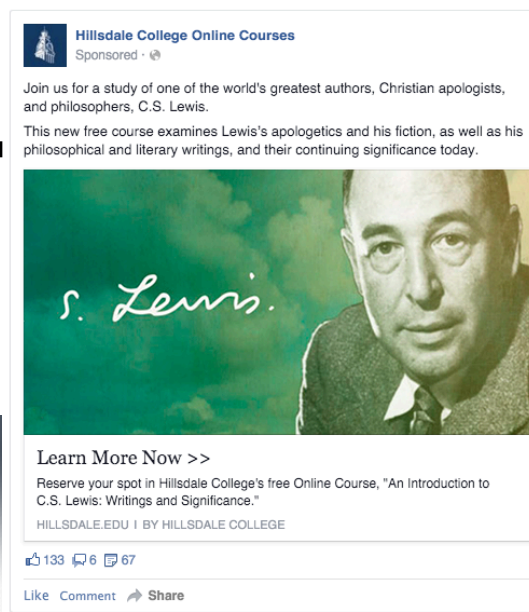


2

## Matching Background Image (if any)

Pages with a background image that MATCHES THE AD help to increase continuity.

From This



To This

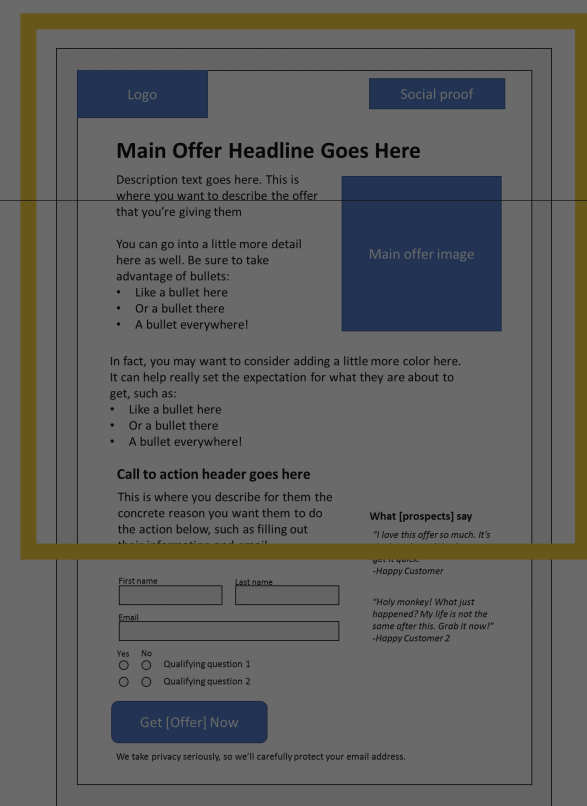
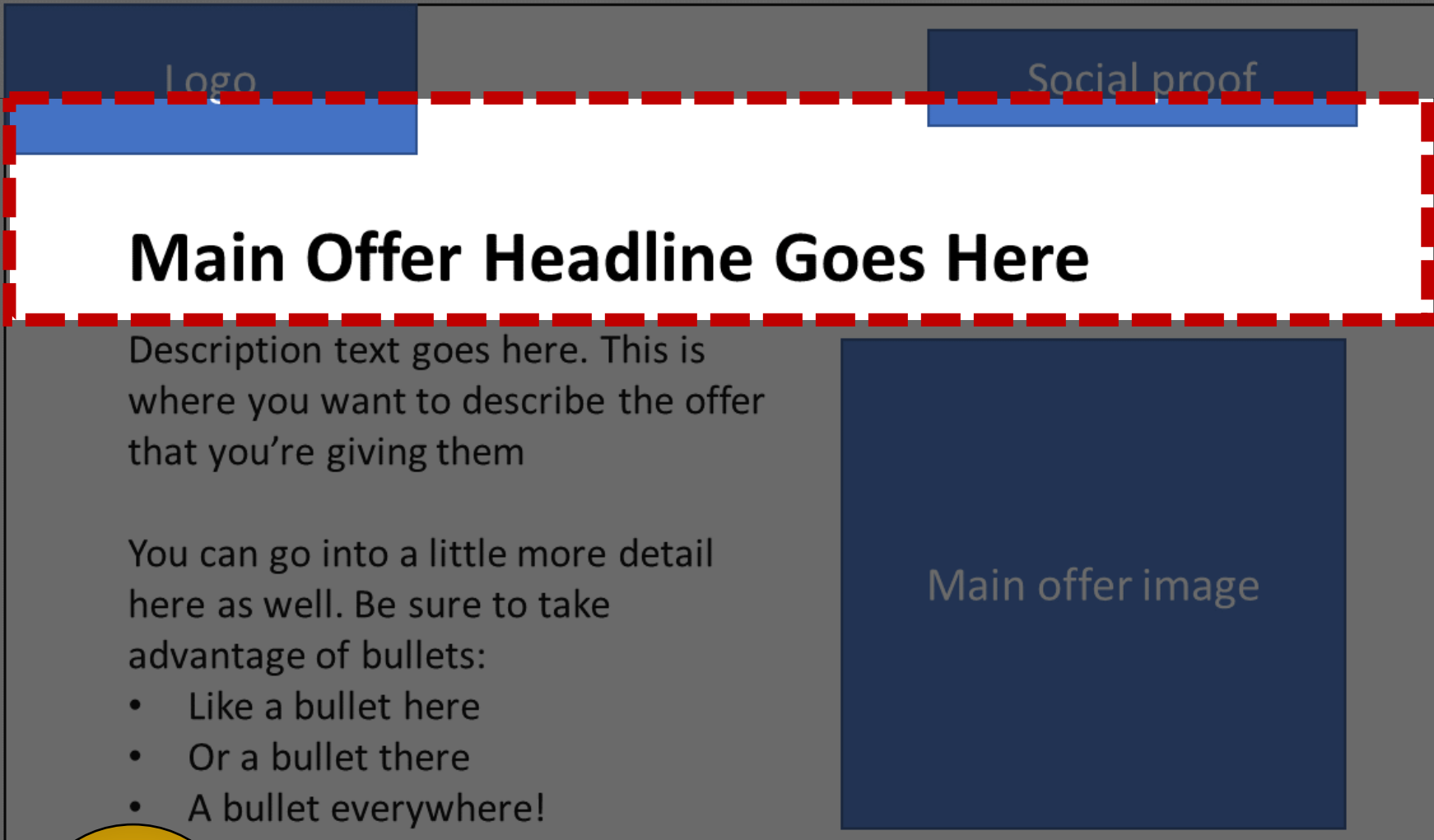


2

Matching Background Image (if any)

Pages with a background image that MATCHES THE AD help to increase continuity.



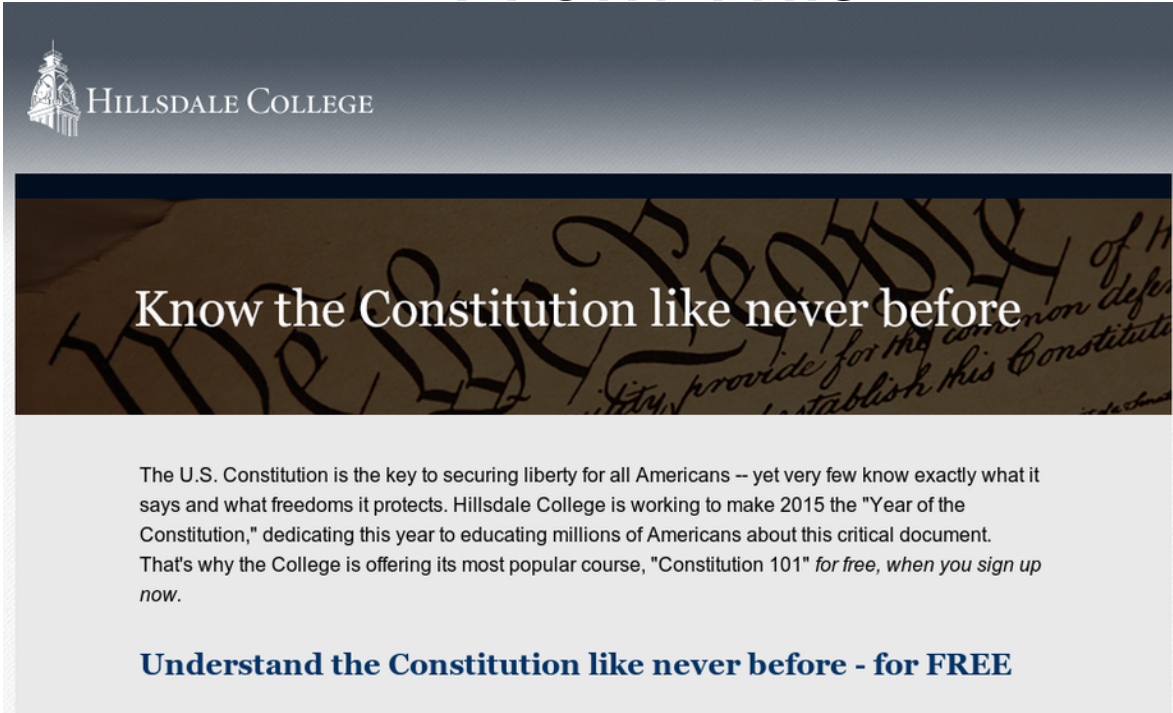


3

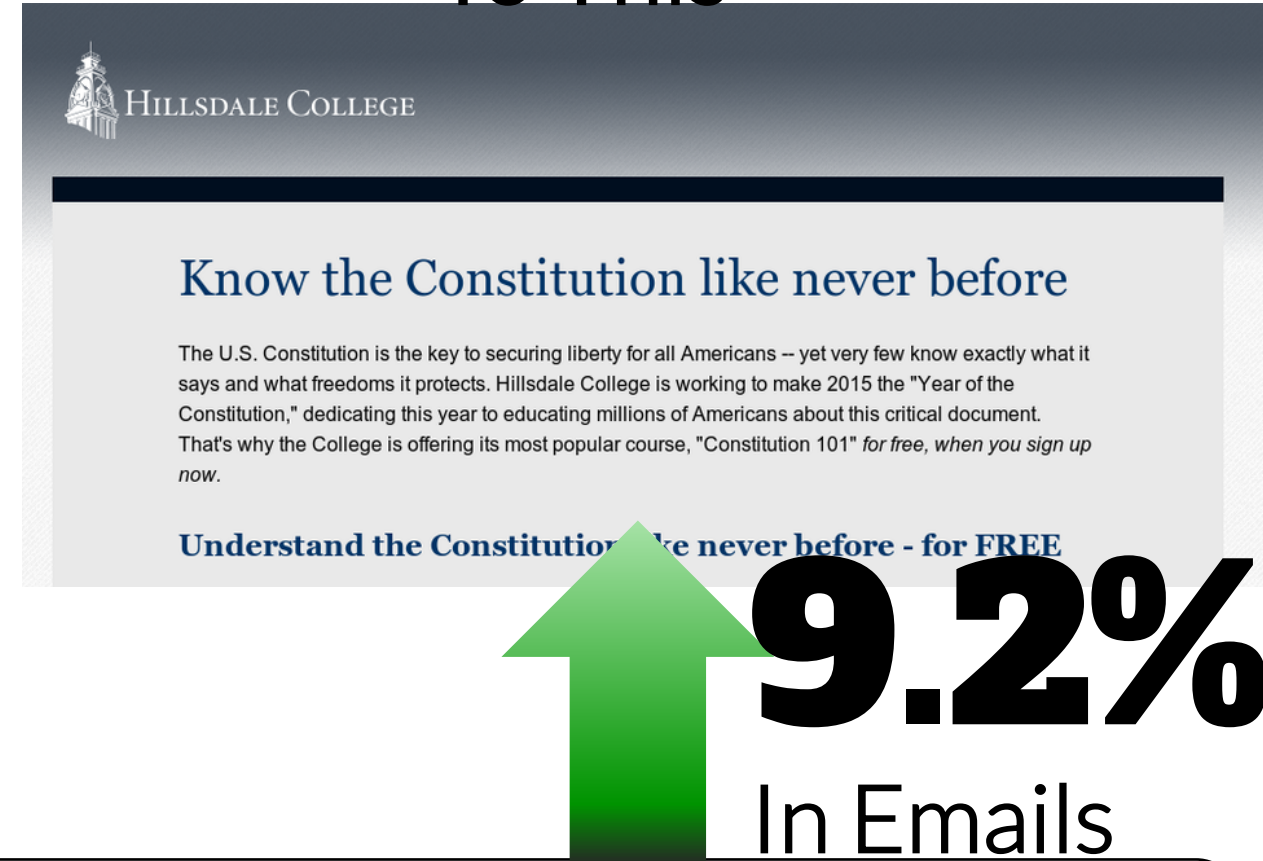
## Clear, non-designed/non-banner headline

Pages with a headline inside a designed banner consistently perform worse.

# From This



# To This



**9.2%**  
In Emails

**3**

## Clear, non-designed/non-banner headline

Pages with a headline inside a designed banner consistently perform worse.



Do we have any  
advice on how to  
write the headline?

# Writing a Headline

So what should I say?

Think about your offer and ask yourself this simple question:

- What will someone **get, achieve, or learn** as a result of consuming your offer?

Logo

Social proof

**Main Offer Headline Goes Here**

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

Main offer image

In fact, you may want to consider adding a little more color here. It can help really set the expectation for what they are about to get, such as:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

**Call to action header goes here**

This is where you describe for them the concrete reason you want them to do the action below, such as filling out their information and email.

First name

Last name

Email

Yes

No

Qualifying question 1

Qualifying question 2

Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.

**What [prospects] say**

"I love this offer so much. It's the bees knees! You better get it quick."  
-Happy Customer

"Holy monkey! What just happened? My life is not the same after this. Grab it now!"  
-Happy Customer 2


# Example: Headline (#3020)

Not This

**Driving innovation and ideas**

Everyone wants to be more creative and bring new ideas to the table. **But which innovative ideas are actually worth pursuing? And why do innovative companies often see creativity dwindle over time?** Our new ebook answers these questions and more.

We interviewed Stanford Graduate School of Business professors and alumni to share insights and advice you need



But This

**Generate breakthrough ideas and create a culture of innovation**

Everyone wants to be more creative and bring new ideas to the table. **But which innovative ideas are actually worth pursuing? And why do innovative companies often see creativity dwindle over time?** Our new ebook answers these questions and more.

We interviewed Stanford Graduate School of Business professors and alumni to share insights and advice you need to:



 **8.2%**  
Emails



# Writing a Headline

What else should I consider?

- Any words that make it feel like work.



# Example: Headline (#4218)

Not This

**Help Keep Women and  
Children Safe**

But This

**We Must Keep Women  
and Children Safe**



**15.6%**  
Emails Captured



# Writing a Headline

What else should I consider?

- Any words that make it feel like work.
- Unnecessary additions or explanations.



# Example: Headline (#2697)

Not This

**Get expert policy analysis  
from some of the nation's  
most trusted authorities**

But This

**Get expert analysis in your  
inbox each morning.**



**6.2%**

Emails Captured



# Writing a Headline

## What else should I consider?

- Eliminate any words that make it feel like work.
- Eliminate unnecessary additions or explanations.
- Add mystery.



# Examples of mystery trigger words

- Weird
- Unusual
- Bizarre
- Strange
- Effortless
- Painstaking
- Secret
- Amazing
- Absolute
- Essential
- Incredible
- (It's not what you think)



# Example: Headline (#919)

Not This

**Get the "most influential conservative publication" -- for FREE**

But This

**Get the "most influential conservative publication you've never heard of" -- for FREE**

The liberal magazine, Salon called Hillsdale

A PUBLICATION OF HILLSDALE COLLEGE

 **36%**  
Emails



Logo

Social proof

# Main Offer Headline Goes Here

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

Main offer image

Logo

Social proof

## Main Offer Headline Goes Here

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

In fact, you may want to consider adding a little more color here. It can help really set the expectation for what they are about to get, such as:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

### Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out

What [prospects] say

"I love this offer so much. It's

the best I've ever seen!"

get it quick!

-Happy Customer

"Holy monkey! What just

happened? My life is not the

same after this. Grab it now!"

-Happy Customer 2

First name

Last name

Email

Yes

No

☐

☐

Qualifying question 1

Qualifying question 2

Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.

3

## Clear, non-designed/non-banner headline

Pages with a headline inside a designed banner consistently perform worse.

, such as:

- Like a bullet here

Logo

Social proof

# Main Offer Headline Goes Here

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

Main offer image

4

## Consider adding a social proof indicator

Even with free offers, seeing the approval of many others can act as a tipping point for some.

Logo

Social proof

**Main Offer Headline Goes Here**

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

In fact, you may want to consider adding a little more color here. It can help really set the expectation for what they are about to get, such as:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

**Call to action header goes here**

This is where you describe for them the concrete reason you want them to do the action below, such as filling out

**What [prospects] say**

"I love this offer so much. It's

get in quick!  
-Happy Customer

"Holy monkey! What just happened? My life is not the same after this. Grab it now!"  
-Happy Customer 2

First name  Last name

Email

Yes ☐ No ☐

☐ Qualifying question 1

☐ Qualifying question 2

**Get [Offer] Now**

We take privacy seriously, so we'll carefully protect your email address.

## From This



## To This



**8.4%**  
In Emails

4

### Consider adding a social proof indicator

Even with free offers, seeing the approval of many others can act as a tipping point for some.

Logo

Social proof

# Main Offer Headline Goes Here

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

Main offer image

4

## Consider adding a social proof indicator

Even with free offers, seeing the approval of many others can act as a tipping point for some.

Logo

Social proof

**Main Offer Headline Goes Here**

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

**Main offer image**

**Call to action header goes here**

This is where you describe for them the concrete reason you want them to do the action below, such as filling out

**What [prospects] say**

"I love this offer so much. It's

get it quick!  
-Happy Customer

"Holy monkey! What just happened? My life is not the same after this. Grab it now!"  
-Happy Customer 2

First name Last name

Email

Yes No

☐ ☐ Qualifying question 1

☐ ☐ Qualifying question 2

**Get [Offer] Now**

We take privacy seriously, so we'll carefully protect your email address.

5

## Approximately 2-3 short paragraphs of copy

More copy may be too much and less copy may not be enough (unless they already know you).

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Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

In fact, you may want to consider adding a little more color here. It can help really set the expectation for what they are about to get, such as:

- Like a bullet here

Main offer image

Logo

Social proof

It can help really set the expectation for what they are about to get, such as:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

#### Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out

What [prospects] say  
"I love this offer so much, it's

First name

Last name

Email

Yes

No

☐

☐

Qualifying question 1

Qualifying question 2

Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.

get in touch

-Happy Customer

"Holy monkey! What just

happened? My life is not the

same after this. Grab it now!"

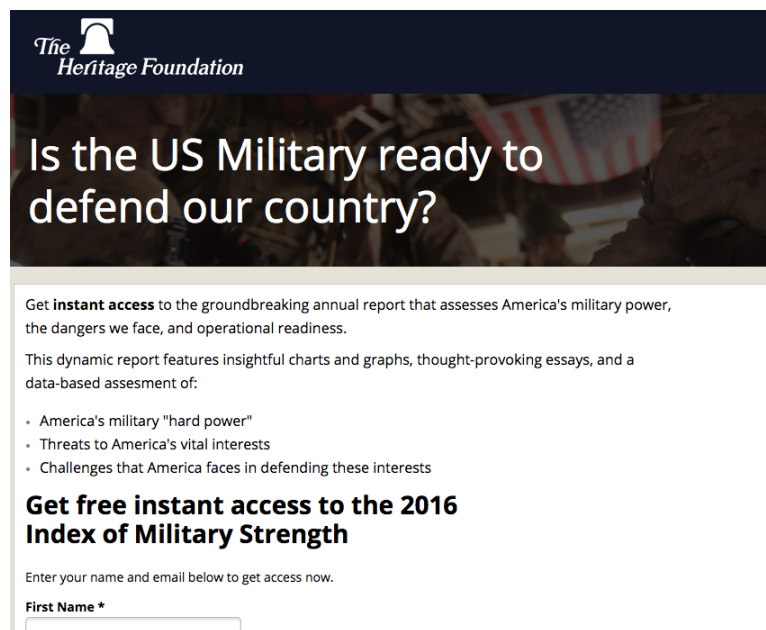
-Happy Customer 2

5

Approximately 2-3 short paragraphs of copy

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From This



The Heritage Foundation

## Is the US Military ready to defend our country?

Get **instant access** to the groundbreaking annual report that assesses America's military power, the dangers we face, and operational readiness.

This dynamic report features insightful charts and graphs, thought-provoking essays, and a data-based assessment of:

- America's military "hard power"
- Threats to America's vital interests
- Challenges that America faces in defending these interests

**Get free instant access to the 2016 Index of Military Strength**

Enter your name and email below to get access now.

First Name \*

To This



The Heritage Foundation

## Is the US Military ready to defend our country?

The **2016 Index of Military Strength** is a report unlike any other ever attempted in military history. This groundbreaking, in-depth analysis assesses:

- America's military power, including a sophisticated grading system of each branch of the military;
- The threats facing the United States from countries like Russia and Iran, and whether the military is deployed correctly to address those threats; and
- The operational readiness of the military, including its ability to fight multiple wars at the same time.

Packed with charts, graphs, maps, and data compiled by military-policy experts with decades of experience, the 335-page Index of Military Strength features:

- An assessment of key regions where U.S. Military forces may have to operate to defend America's vital interests
- An evaluation of the military's ability to do so
- An in-depth analysis of the military's ability to defend from multiple threats
- Easy-to-understand charts and graphs that highlight key findings and the relevance of each
- Special essays from leading experts on the state of the U.S. military and the challenges it faces
- Among others, a preface by the President of the United States
- A preface by the President of the United States

**Get free instant access now with the 2016 Index of Military Strength**

Enter your name and email below to get access now.

25.6%  
In Emails



Do we have any  
advice on how to  
write body copy?

# Writing Body Copy

So what should I say?

Think about your offer and ask yourself these questions:

- How exactly will this offer help your ideal donor (their desires or needs) in their life story?
- Will it enrich them?
- Will it unveil a particular set of truths?
- Will it give them a new skill?
- Will it help them solve a particular problem?
- Will it help them get their message out?
- Will it help them advance the right thing?



# Writing Body Copy

## Consider some revisions

- Make sure that you are focusing only on the offer, not on the benefits of your organization.



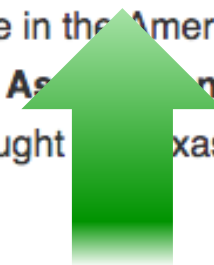
# Example: Body Copy (#2180)

Not This  
(this seems like it's selling TSHA, not the eBook)

Each month, Texas State Historical Association members receive exclusive content, just like this, delivered straight to their inbox. This is in addition to the on-demand access they have to the TSHA Digital Library containing hundreds of exclusive TSHA publications spanning over 115 years.

But This  
(100% focus on the eBook)

While not at the center of the conflict, Texas and its residents played a critical role in the American Civil War. In this eBook, **available exclusively from the Texas State Historical Association**, you will learn the stories of many prominent Texans in the war and how the battles fought in Texas impacted the nation.



**19%**

Emails Captured



# Example: Body Copy (#3757)

Not This  
(More about the organization  
than the petition)



The sudden death of Justice Antonin Scalia created a vacancy on the U.S. Supreme Court at a critical time in our fight for LIFE. Justice Scalia was a true pro-life advocate who understood the value of every human life and supported the constitutional protections necessary to protect the right to life for *all* humans.

Last month, President Obama nominated Merrick Garland to fill Justice Scalia's empty seat because he and his pro-abortion allies know that this **would move the Court to a dramatically pro-abortion position.**

**We, as pro-life Americans, can not allow that to happen. The stakes are too high. There are simply too many lives of innocent unborn babies on the line. We cannot sit idly by.**

We must continue to urge our pro-life Senators to stand firm and hold out against Obama's pro-abortion appointee, Planned Parenthood and the pro-abortion lobby – with their untold millions in funds – are already mobilizing to pressure the Senate majority to fold and allow the creation of a pro-abortion Supreme Court.

It's time for us in the Pro-Life Movement to take a strong stand alongside our Senators to let them know that we are holding them to their commitment to allowing the people to decide!

President Obama must not be allowed the chance to stack the court with another pro-abortion Justice.

Together, we can stop a pro-abortion Supreme Court.

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President Obama must not be allowed the chance to stack the court with another pro-abortion Justice.

Together, we can stop a pro-abortion Supreme Court.

But This  
(100% focus on the petition)

**Attention: Senate Majority Leader Mitch McConnell, Senator Chuck Grassley, and the Senate Pro-Life Majority,**

I urge you to **continue standing firm against President Obama's pro-abortion Supreme Court nominee.** The American people must be allowed to have a say by letting the next President fill this vacancy. Obama should not be allowed to stack the Court on his way out of office with another pro-abortion Justice.



Attention: Senate Majority Leader Mitch McConnell, Senator Chuck Grassley, and the Senate Pro-Life Majority.

I urge you to continue standing firm against President Obama's pro-abortion Supreme Court nominee. The American people must be allowed to have a say by letting the next President fill this vacancy. Obama should not be allowed to stack the Court on his way out of office with another pro-abortion Justice.

Sincerely,

FIRST NAME

LAST NAME

EMAIL ADDRESS

SIGN THE PETITION

 **100%**  
Emails Captured




# Writing Body Copy

## Consider some revisions

- Make sure that you are focusing only on the offer, not on the benefits of your organization.
- Try to focus LESS on the facts ABOUT the content and focus MORE on the content itself.



# Example: Body Copy (#2665)

 **8.6%**  
Emails Captured

## Not This

For the past 118 years, the Texas State Historical Association has been chronicling the stories behind some of the most well-known people and places in Texas music history. These stories became so popular, they eventually led to their own publication titled *Handbook of Texas Music*.

Since music should be enjoyed by all, we have created an eBook using the best stories that Texas music history has to offer. And, **for a limited time, we are making these stories available for free.**

In this exclusive eBook, you will find:

- ★ Over 150 pages packed with the stories of such legendary musicians as **Buddy Holly**, **Janis Joplin**, and **Stevie Ray Vaughan**
- ★ The history behind some of Texas's most legendary events like **South by Southwest**
- ★ The stories of Texas's influence on everything from rock-and-roll, jazz, and blues to modern day country.
- ★ Plus much more...



## But This

It is no stretch to say that Texans have played a pivotal role in shaping the distinctive sound of American music. Without Lubbock native Buddy Holly there could have been no Beatles. Texans such as Janis Joplin, Steve Miller, and ZZ Top irrevocably changed rock music. These Texas artists and many more are part of the rich history that makes American music what it is today.

For the past 118 years, the Texas State Historical Association has been chronicling the evolution of Texas music and its impact on American culture. Using this vast body of knowledge, the TSHA has created a new eBook featuring some of the **greatest true-life stories from Texas music history.**

**Today, the TSHA is offering this new eBook, *Texas: A Musical Journey*, for free.** In this exclusive eBook, you will discover:

- ★ How country music was shaped by such legendary performers as **Bob Wills**, **George Jones**, and **Willie Nelson**
- ★ How Texas artists such as **Buddy Holly**, **Janis Joplin**, and **Pantera** have changed the sound of rock-and-roll
- ★ And how shows and events like **Austin City Limits** and **South by Southwest** contributed to the rise of several of today's biggest performers.
- ★ Plus so much more!



5

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Main offer image

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Logo

Social proof

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What [prospects] say  
"I love this offer so much. It's

First name Last name  
Email

Yes No  
☐ ☐ Qualifying question 1  
☐ ☐ Qualifying question 2

Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.

get it now!  
-Happy Customer  
"Holy monkey! What just happened? My life is not the same after this. Grab it now!"  
-Happy Customer 2

6

## Add an image (avoid video) as long as it clarifies the offer

Email acquisition pages that lead with a video often underperform those that don't.

# From This

**Learn timeless principles from one of the world's greatest authors**

C.S. Lewis was the greatest Christian apologist of the twentieth century. He was also the author of works of fiction, including the Chronicles of Narnia, and of philosophy, including The Abolition of Man. This course will consider Lewis's apologetics and his fiction, as well as his philosophical and literary writings, and their continuing significance today.

**Activate your course for FREE**

Fill out the form below to start your course!

**Step 1 of 2**

Title \*

First Name \*

Last Name \*

Email \*

**What students say**

"Hillsdale College's online offerings have deepened my education and enriched my life."  
— Fred D.

"There aren't enough words to explain. I started with 'The Federalist Papers' with a vague interest; now it seems there aren't enough classes. . . . These classes have truly changed and matured my life."  
— Danny G.

"Extraordinary in their simplicity and so fulfilling in their content. Thank you for creating this avenue to knowledge."  
— John C.

[Activate my course!](#)

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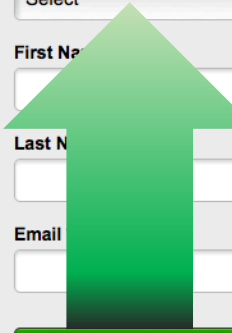
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[Activate my course!](#)



**10.2%**

In Emails



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# From This



## Discover the simple but profound truths of the Constitution in an entirely new way.

On May 15th, Hillsdale College launched "Introduction to the Constitution." This free online course is presented in a groundbreaking new style that immerses you in the Hillsdale classroom experience. Each lesson is less than 15 minutes long. Find yourself at the table with Dr. Larry Arnn, as he teaches his students the principles of liberty. Peer into the lively discussions that take place as students explore the implications and beauty of our Constitution.

The U.S. Constitution is the key to securing liberty for all Americans -- yet few know exactly what it says, and what freedom it protects. That is why every student of Hillsdale College is required to study this document before graduation.

Join us in this course as we revisit the words of our founding fathers and rediscover the principles of liberty. As always, Hillsdale offers this course for no charge—completely free—as part of our mission to help all Americans pursue truth and defend liberty.

# To This



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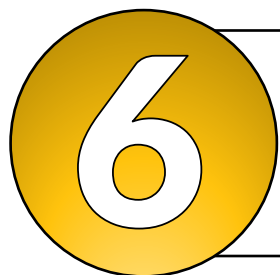
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# 13.2%

In Emails



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Logo

Social proof

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Main offer image

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Main offer image

## Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out their information and email.

### What [prospects] say

"I love this offer so much, it's the bees knees! You better get it quick!"  
-Happy Customer

First name Last name

Email

Yes No

☐ Qualifying question 1

☐ Qualifying question 2

Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.

"Holy monkey! What just happened? My life is not the same after this. Grab it now!"  
-Happy Customer 2

6

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, such as:

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Last name

Email

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☐☐

Qualifying question 1

☐☐

Qualifying question 2

### What [prospects] say

*"I love this offer so much. It's the bees knees! You better get it quick."*

*-Happy Customer*

*"Holy monkey! What just happened? My life is not the same after this. Grab it now!"*

*-Happy Customer 2*

Logo Social proof

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*-Happy Customer*

*"Holy monkey! What just happened? My life is not the same after this. Grab it now!"*

*-Happy Customer 2*



## Avoid in-line supporting content

Our testing thus far has shown that supporting content in the primary eye-path distracts.

# From This

In honor of Black History Month:

## Get the Latest eBook Celebrating African Americans in Texas History

There are many groups that were often overlooked in the chronicles of history. African Americans in Texas are one such group; they were subjected to slavery, segregation, and discrimination during this state's long history. Despite all of this adversity, they made significant contributions to the growth and development of Texas.

African Americans influenced Texas economically, politically, culturally, and socially. Living and working with other ethnic groups, they helped create the unique culture of Texas.

Historians have not always acknowledged the role that African Americans played in the Lone Star State. This is no longer the case. **That is why today, the TSHA is offering this new eBook, *Struggle and Success: African Americans in Texas*, for free.**

In this exclusive eBook, you will discover:

- ★ 174 pages of stories featuring significant African American figures in the realm of politics, civil rights, business, journalism,



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As Houston mayor, Sylvester Turner has said:



"The *Struggle and Success: African Americans in Texas* is a comprehensive and fascinating compilation of the contributions of African Americans to the economic and development of the state. It is a must-read for anyone interested in the history of Texas and the role of African Americans in shaping this great state. The Texas State Historical Association has done a fantastic job of putting these stories in the spotlight on these subjects that are often overlooked."

In this exclusive eBook, you will discover:

- ★ 174 pages of stories featuring significant African American figures in the realm of politics, civil rights, business, journalism, music and more.

**28%**  
In Emails

7

## Avoid in-line supporting content

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First name

Last name

Email

Yes No

☐
☐

Qualifying question 1

☐
☐

Qualifying question 2

## What [prospects] say

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-Happy Customer

*"Holy monkey! What just happened? My life is not the same after this. Grab it now!"*

-Happy Customer 2

Logo Social proof

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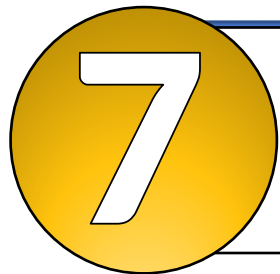
Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.

### What [prospects] say

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Email

Yes No

☐ ☐ Qualifying question 1

☐ ☐ Qualifying question 2

Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.

8

## Clear call to action header and description

Without this information, visitors may get confused as to what exactly you want them to do.

# From This

## *Early Detection*

### Detecting Breast Cancer Earlier

Breast cancer can't be prevented, but you can take three important steps to help detect it earlier. The free resource, *3 Steps to Early Detection*, can increase your chance of finding breast cancer before it spreads.



- Please complete this mandatory field.

[Send Me This Guide](#)

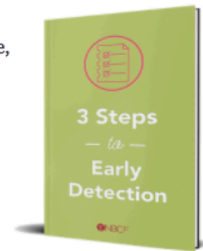
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Where can we send your guide?



**100%**  
In Emails

8

## Clear call to action header and description

Without this information, visitors may get confused as to what exactly you want them to do.



Do we have any advice on writing the CTA header and description?

# Writing a CTA Header

So what should I say?

Our best advice is to keep it simple:

For the Header

- Write down what they are physically getting / achieving by consuming your offer

For the Description

- Repeat the above and then say what they have to do (provide info) to get it.

Logo

Social proof

## Main Offer Headline Goes Here

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*"Holy monkey! What just happened? My life is not the same after this. Grab it now!"*  
-Happy Customer 2

First name

Last name

Email

Yes

No

☐ Qualifying question 1

☐ Qualifying question 2

Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.

# Writing a CTA Header

What else should I consider?

Ensure to emphasize the benefit BEFORE the action or instead of the action.



# Example: CTA Head (#2695)

 **20%**  
Emails Captured

From This

Enroll for FREE in "The  
Federalist Papers" now!

Complete the form below to receive your  
first lesson via email.

First Name \*

Last Name \*



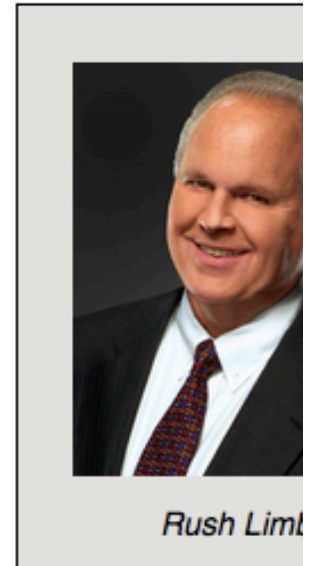
To This

**Activate your FREE "Federalist  
Papers" course now!**

Complete the form below to receive your first  
lesson via email.

First Name \*

Last Name \*

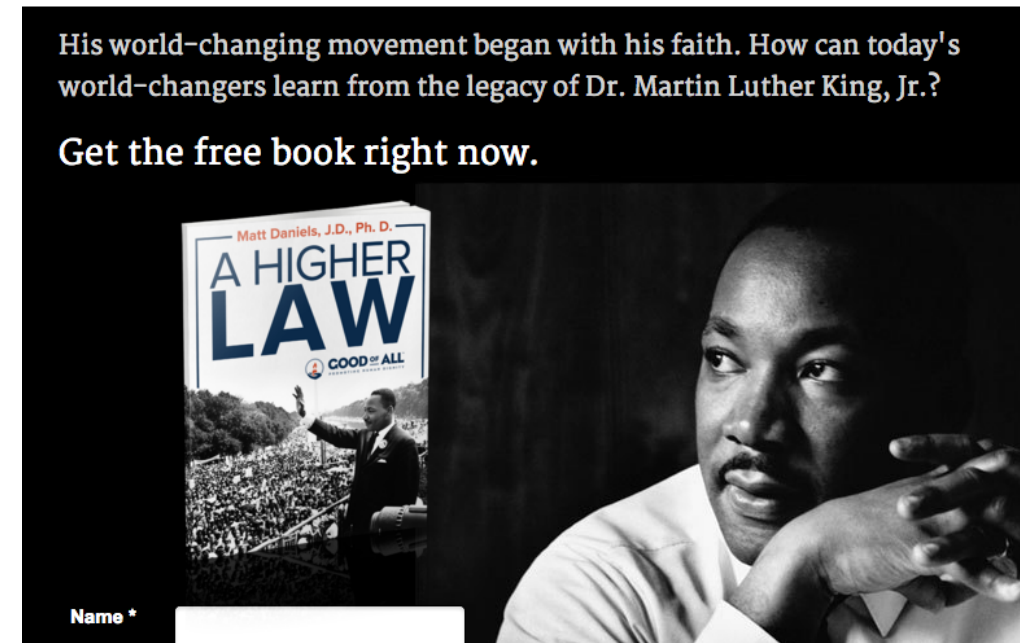
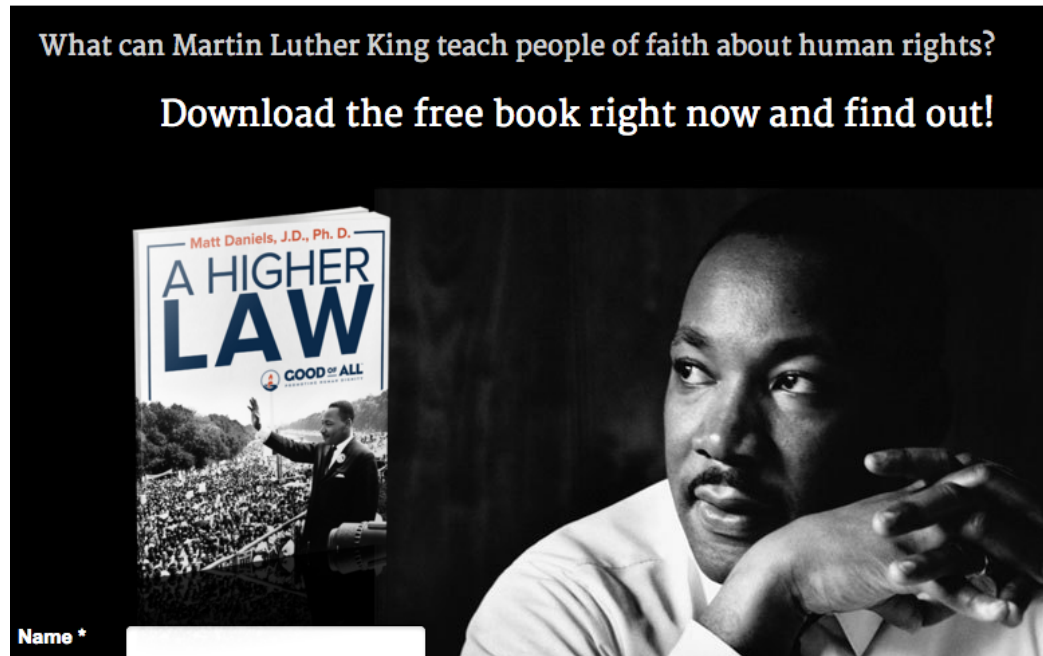


# Example: CTA Head (#833)

 **144%**  
Emails Captured

From This

To This



# Writing a CTA Header

What else should I consider?

Ensure to emphasize the benefit BEFORE the action or instead of the action.

Re-emphasize the free, instant nature of the offer delivery if applied.



# Example: CTA Head (#2695)

 **20%**  
Emails Captured

From This

**Get the facts now with the 2016  
Index of Military Strength**

Enter your name and email below to get the facts now.

First Name \*

Last Name \*

Email \*

**Get the facts now!**

To This

**Get free instant access now with the  
2016 Index of Military Strength**

Enter your name and email below to get access now.

First Name \*

Last Name \*

Email \*

**Get instant access now!**



- Or a bullet there
- A bullet everywhere!

## Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out their information and email.

First name

Last name

Email

Yes No

☐
☐

Qualifying question 1

☐
☐

Qualifying question 2

## What [prospects] say

*"I love this offer so much. It's the bees knees! You better get it quick."*

*-Happy Customer*

*"Holy monkey! What just happened? My life is not the same after this. Grab it now!"*

*-Happy Customer 2*

Logo Social proof

### Main Offer Headline Goes Here

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

Main offer image

In fact, you may want to consider adding a little more color here. It can help really set the expectation for what they are about to get, such as:

- Or a bullet there
- A bullet everywhere!

### Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out their information and email.

What [prospects] say

*"I love this offer so much. It's the bees knees! You better get it quick."*

*-Happy Customer*

First name Last name

Email

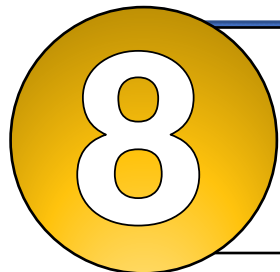
Yes No

☐ ☐ Qualifying question 1

☐ ☐ Qualifying question 2

Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.



## Clear call to action header and description

Without this information, visitors may get confused as to what exactly you want them to do.

- Or a bullet there
- A bullet everywhere!

## Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out their information and email.

First name

Last name

Email

- Yes    No
- ☐   ☐ Qualifying question 1
- ☐   ☐ Qualifying question 2

## What [prospects] say

*"I love this offer so much. It's the bees knees! You better get it quick."*

-Happy Customer

*"Holy monkey! What just happened? My life is not the same after this. Grab it now!"*

-Happy Customer 2

Logo
Social proof

### Main Offer Headline Goes Here

Description text goes here. This is where you want to describe the offer that you're giving them

Main offer image

You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

In fact, you may want to consider adding a little more color here. It can help really set the expectation for what they are about to get, such as:

- Or a bullet there
- A bullet everywhere!

### Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out their information and email.

#### What [prospects] say

*"I love this offer so much. It's the bees knees! You better get it quick."*

-Happy Customer

First name

Last name

Email

Yes    No

☐   ☐ Qualifying question 1

☐   ☐ Qualifying question 2

Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.



## Minimum required fields to reduce effort and resistance

Every extra field you require will cost you leads.

# From This

Sign up now and get your first lecture instantly!

First Name:\*

Last Name:\*

Address Line 1:\*

Address Line 2:

City:\*

Country:\*

State/Province:\*

Zip/Postal Code:\*

Email:\*

Password:\*

Password Confirmation:\*

[Are you already registered? Click here to login and continue your course.](#)

Start your Revelation course now

# To This

Sign up now and get your first lecture instantly!

Are you already registered? [Click here to login and continue your course.](#)

First Name:\*

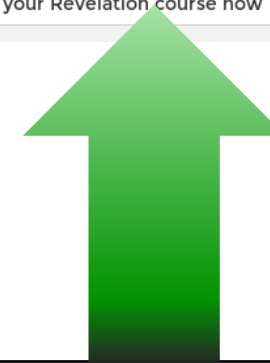
Last Name:\*

Email:\*

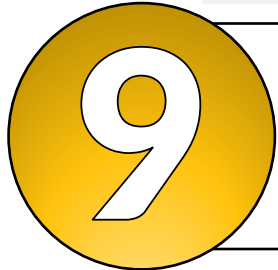
Password:\*

Password Confirmation:\*

Start your Revelation course now



**48%**  
In Emails



Minimum required fields to reduce effort and resistance  
Every extra field you require will cost you leads.

- Or a bullet there
- A bullet everywhere!

## Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out their information and email.

First name

Last name

Email

Yes No

☐
☐

Qualifying question 1

☐
☐

Qualifying question 2

## What [prospects] say

*"I love this offer so much. It's the bees knees! You better get it quick."*

-Happy Customer

*"Holy monkey! What just happened? My life is not the same after this. Grab it now!"*

-Happy Customer 2

Logo Social proof

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You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

Main offer image

In fact, you may want to consider adding a little more color here. It can help really set the expectation for what they are about to get, such as:

- Or a bullet there
- A bullet everywhere!

### Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out their information and email.

What [prospects] say

*"I love this offer so much. It's the bees knees! You better get it quick."*  
-Happy Customer

*"Holy monkey! What just happened? My life is not the same after this. Grab it now!"*  
-Happy Customer 2

First name Last name

Email

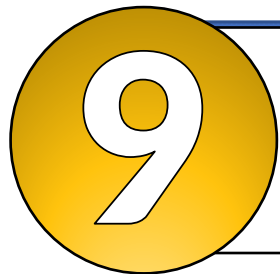
Yes No

☐ ☐ Qualifying question 1

☐ ☐ Qualifying question 2

Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.



## Minimum required fields to reduce effort and resistance

Every extra field you require will cost you leads.

- Or a bullet there
- A bullet everywhere!

## Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out their information and email.

First name

Last name

Email

- Yes No
- ☐ ☐ Qualifying question 1
- ☐ ☐ Qualifying question 2

### What [prospects] say

*"I love this offer so much. It's the bees knees! You better get it quick."*

*-Happy Customer*

*"Holy monkey! What just happened? My life is not the same after this. Grab it now!"*

*-Happy Customer 2*

Logo

Social proof

Main Offer Headline Goes Here

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- Or a bullet there
- A bullet everywhere!

Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out their information and email.

What [prospects] say

First name

Last name

Email

Yes No

☐ ☐ Qualifying question 1

☐ ☐ Qualifying question 2

Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.

"I love this offer so much. It's the bees knees! You better get it quick."

-Happy Customer

"Holy monkey! What just happened? My life is not the same after this. Grab it now!"

-Happy Customer 2

# 10

## Fields grouped together to reduce page length

In some cases on desktop experiences, stacked fields can make the effort seem more than it is.

# From This

Sign up now and get your first lecture instantly!

First Name:\*

Last Name:\*

Address Line 1:\*

Address Line 2:

City:\*

Country:\*

State/Province:\*

Zip/Postal Code:\*

Email:\*

Password:\*

Password Confirmation:\*

[Get Started!](#)

Are you already registered? [Click here to login and continue your course.](#)

# To This

First Name:\*

Last Name:\*

Address Line 1:\*

City:\*

Country:\*

State/Province:\*

Zip/Postal Code:\*

Email:\*

Password:\*

[Get Started!](#)

Are you already registered? [Click here to login and continue your course.](#)



**4.1%**  
In Emails

**10**

## Fields grouped together to reduce page length

In some cases on desktop experiences, stacked fields can make the effort seem more than it is.

- Or a bullet there
- A bullet everywhere!

## Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out their information and email.

First name

Last name

Email

Yes No

☐
☐

Qualifying question 1

☐
☐

Qualifying question 2

## What [prospects] say

*"I love this offer so much. It's the bees knees! You better get it quick."*

-Happy Customer

*"Holy monkey! What just happened? My life is not the same after this. Grab it now!"*

-Happy Customer 2

Logo Social proof

### Main Offer Headline Goes Here

Description text goes here. This is where you want to describe the offer that you're giving them

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- Like a bullet here
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In fact, you may want to consider adding a little more color here. It can help really set the expectation for what they are about to get, such as:

- Or a bullet there
- A bullet everywhere!

### Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out their information and email.

First name Last name

Email

### What [prospects] say

*"I love this offer so much. It's the bees knees! You better get it quick."*  
-Happy Customer

*"Holy monkey! What just happened? My life is not the same after this. Grab it now!"*  
-Happy Customer 2

Yes No

☐ ☐ Qualifying question 1

☐ ☐ Qualifying question 2

Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.

10

## Fields grouped together to reduce page length

In some cases on desktop experiences, stacked fields can make the effort seem more than it is.

- Or a bullet there
- A bullet everywhere!

11

## Consider qualifying questions (optional!)

Depending on the offer, qualifying questions can add a sense of credibility and exclusivity.

concrete reason you want them to do the action below, such as filling out their information and email.

First name

Last name

Email

Yes No

☐☐

Qualifying question 1

☐☐

Qualifying question 2

Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.

### What [prospects] say

*"I love this offer so much. It's the bees knees! You better get it quick."*

-Happy Customer

*"Holy monkey! What just happened? My life is not the same after this. Grab it now!"*

-Happy Customer 2

Logo

Social proof

In fact, you may want to consider adding a little more color here. It can help really set the expectation for what they are about to get, such as:

- Or a bullet there
- A bullet everywhere!

#### Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out their information and email.

First name

Last name

Email

Yes

☐

No

☐

Qualifying question 1

☐

Qualifying question 2

☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐

Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.

#### What [prospects] say

*"I love this offer so much. It's the bees knees! You better get it quick."*

-Happy Customer

*"Holy monkey! What just happened? My life is not the same after this. Grab it now!"*

-Happy Customer 2



## Consider qualifying questions (optional!)

Depending on the offer, qualifying questions can add a sense of credibility and exclusivity.

### From This



Subscribe Today!

### To This



Are you Jewish?

☐ Yes

☐ No

Believe in J

Subscribe Today!

**89.3%**  
In Emails

- Or a bullet there
- A bullet everywhere!

11

## Consider qualifying questions (optional!)

Depending on the offer, qualifying questions can add a sense of credibility and exclusivity.

concrete reason you want them to do the action below, such as filling out their information and email.

First name

Last name

Email

Yes No

☐☐

Qualifying question 1

☐☐

Qualifying question 2

Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.

### What [prospects] say

*"I love this offer so much. It's the bees knees! You better get it quick."*

*-Happy Customer*

*"Holy monkey! What just happened? My life is not the same after this. Grab it now!"*

*-Happy Customer 2*

Logo

Social proof

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- Or a bullet there
- A bullet everywhere!

#### Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out their information and email.

First name

Last name

Email

Yes No

☐☐

Qualifying question 1

Qualifying question 2

Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.

#### What [prospects] say

*"I love this offer so much. It's the bees knees! You better get it quick."*

*-Happy Customer*

*"Holy monkey! What just happened? My life is not the same after this. Grab it now!"*

*-Happy Customer 2*

- Or a bullet there
- A bullet everywhere!

## Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out their information and email.

First name

Last name

Email

Yes No

☐
☐

Qualifying question 1

☐
☐

Qualifying question 2

### What [prospects] say

*"I love this offer so much. It's the bees knees! You better get it quick."*

-Happy Customer

*"Holy monkey! What just happened? My life is not the same after this. Grab it now!"*

-Happy Customer 2

Logo Social proof

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- Or a bullet there
- A bullet everywhere!

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What [prospects] say

*"I love this offer so much. It's the bees knees! You better get it quick."*  
-Happy Customer

*"Holy monkey! What just happened? My life is not the same after this. Grab it now!"*  
-Happy Customer 2

First name Last name

Email

Yes No

☐ ☐ Qualifying question 1

☐ ☐ Qualifying question 2

Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.

12

## Testimonials for supporting content

As people experience your new offer, feature their feedback here to increase future response.

# From This

**Activate your free Supreme Court course now!**

Fill out the form below and we'll *immediately* send your first lesson by email.

**Step 1 of 2**

Title \*

First Name \*

Last Name \*

Email \*

**Activate my course!**

**Course Schedule**

1. *Marbury v. Madison*: Judicial Review  
Larry P. Arnn
2. *Lochner v. New York*: Property Rights  
Paul Moreno
3. *NFIB v. Sebelius*: Federalism  
Kevin Porteus
4. *Roe v. Wade*: Privacy and Liberty  
Adam Carrington
5. *Texas v. Johnson*: Freedom of Speech  
Stephen J. Markman
6. *Burwell v. Hobby Lobby*: Religious Liberty  
Adam Carrington
7. *D.C. v. Heller*: Second Amendment  
Stephen J. Markman
8. *Brown v. Board of Education*: Civil Rights  
Paul Moreno
9. *Chevron v. NRDC*: Administrative Law  
Ronald J. Pestritto
10. *The Supreme Court Today*  
Larry P. Arnn

# To This

**Activate your free Supreme Court course now!**

Fill out the form below and we'll *immediately* send your first lesson by email.

**Step 1 of 2**

Title \*

First Name \*

Last Name \*

Email \*

**Activate my course!**

**What students say**

"Hillsdale College's online offerings have deepened my education and enriched my life."  
– Fred D.

"There aren't enough words to explain. I started with "The Federalist Papers" with a vague interest; now it seems there aren't enough classes. . . . These classes have truly changed and matured my life."  
– Danny G.

"Extraordinary in their simplicity and so fulfilling in their content. Thank you for creating this avenue to knowledge."  
– John C.



# 20%

In Emails

# 12

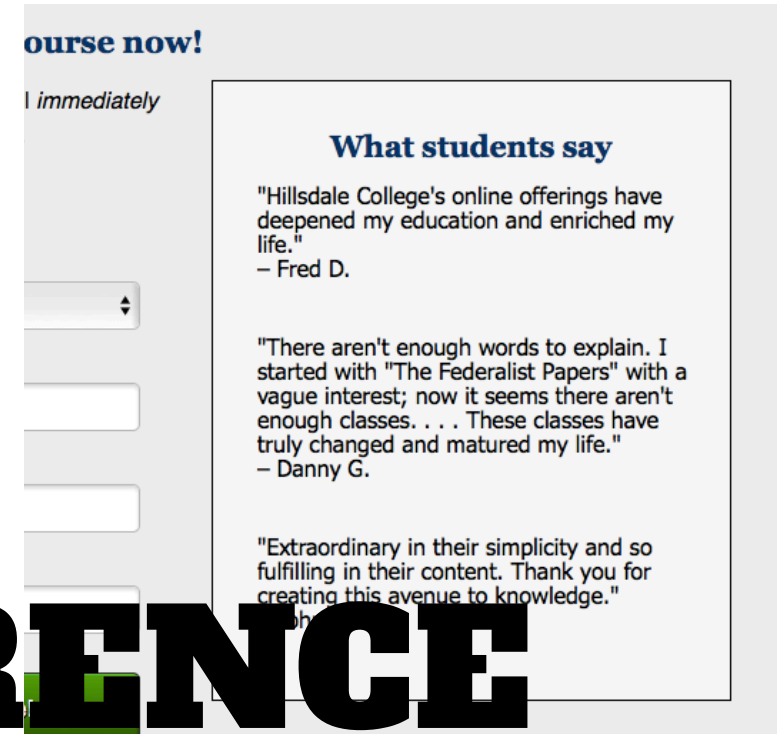
## Testimonials for supporting content

As people experience your new offer, feature their feedback here to increase future response.

# From This



# To This



# NO DIFFERENCE

# Emails Captured



## Testimonials for supporting content

As people experience your new offer, feature their feedback here to increase future response.

- Or a bullet there
- A bullet everywhere!

## Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out their information and email.

First name

Last name

Email

Yes No

☐
☐

Qualifying question 1

☐
☐

Qualifying question 2

## What [prospects] say

*"I love this offer so much. It's the bees knees! You better get it quick."*

-Happy Customer

*"Holy monkey! What just happened? My life is not the same after this. Grab it now!"*

-Happy Customer 2

Logo Social proof

### Main Offer Headline Goes Here

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

Main offer image

In fact, you may want to consider adding a little more color here. It can help really set the expectation for what they are about to get, such as:

- Or a bullet there
- A bullet everywhere!

### Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out their information and email.

What [prospects] say

*"I love this offer so much. It's the bees knees! You better get it quick."*  
-Happy Customer

*"Holy monkey! What just happened? My life is not the same after this. Grab it now!"*  
-Happy Customer 2

First name Last name

Email

Yes No

☐ ☐ Qualifying question 1

☐ ☐ Qualifying question 2

Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.



## Testimonials for supporting content

As people experience your new offer, feature their feedback here to increase future response.

- Or a bullet there
- A bullet everywhere!

13

## Clear call to action button with privacy reinforcement

Nothing should be more clear than this button and the implications of pushing it.

concrete reason you want them to do the action below, such as filling out their information and email.

First name

Last name

Email

Yes No

☐☐

Qualifying question 1

☐☐

Qualifying question 2

Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.

### What [prospects] say

*"I love this offer so much. It's the bees knees! You better get it quick."*

*-Happy Customer*

*"Holy monkey! What just happened? My life is not the same after this. Grab it now!"*

*-Happy Customer 2*

Logo

Social proof

In fact, you may want to consider adding a little more color here. It can help really set the expectation for what they are about to get, such as:

- Or a bullet there
- A bullet everywhere!

#### Call to action header goes here

This is where you describe for them the concrete reason you want them to do the action below, such as filling out their information and email.

First name

Last name

Email

Yes

☐

No

☐

Qualifying question 1

☐

Qualifying question 2

☐☐

Get [Offer] Now

We take privacy seriously, so we'll carefully protect your email address.

#### What [prospects] say

*"I love this offer so much. It's the bees knees! You better get it quick."*

*-Happy Customer*

*"Holy monkey! What just happened? My life is not the same after this. Grab it now!"*

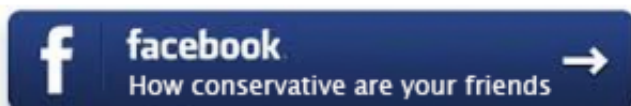
*-Happy Customer 2*

13

## Clear call to action button with privacy reinforcement

Nothing should be more clear than this button and the implications of pushing it.

From This



To This



 **214%**  
In Clicks

13

## Clear call to action button with privacy reinforcement

Nothing should be more clear than this button and the implications of pushing it.

From This

SEND ME THE DAILY DEVOTIONAL

To This

SEND ME THE DAILY DEVOTIONAL

We take privacy seriously and hate spam, so we'll carefully protect your e-mail address.

 **49.7%**  
In Emails

*What's the difference with  
mobile/handheld devices?*



Logo

# Main Offer Headline Goes Here, Even if it Seems Long, Mobile Users are OK to Scroll

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail

Logo

**Main Offer Headline Goes Here, Even if it Seems Long, Mobile Users are OK to Scroll**

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail here as well. Be sure to take advantage of bullets:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

In fact, you may want to consider adding a little more color here. It can help really set the expectation for what they are about to get, such as:

- Like a bullet here
- Or a bullet there
- A bullet everywhere!

**Call to action header goes here**

This is where you describe for them the concrete reason you want them to do the action below, such as filling out their information and email.

First name

Last name

Email

☐ Yes ☐ No Qualifying question 1  
☐ Yes ☐ No Qualifying question 2

[Get \[Offer\] Now](#)

We take privacy seriously, so we'll carefully protect your email address.



Logo

# Main Offer Headline Goes Here, Even if it Seems Long, Mobile Users are OK to Scroll

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail

## What's Different

- ✓ All **supporting** content is generally hidden from the main eye-path, as there is only room enough for main content.
  - ✓ This includes images and testimonials
- ✓ Form fields are stacked vertically instead of grouped.



Logo

# **Main Offer Headline Goes Here, Even if it Seems Long, Mobile Users are OK to Scroll**

Description text goes here. This is where you want to describe the offer that you're giving them

You can go into a little more detail

## What's Not Different

- ✓ The AMOUNT of content stays the same, even if it seems strange initially.
- ✓ Why? Experiments across the board (for profit and non-profit) reveal that mobile users are OK scrolling up and down, it's just pinch and zoom that has a negative effect on performance.



*But what about design? How  
does that affect response  
rates?*



# About this Test

## The Testing Partner

A non-profit association serving Texas communities through teaching Texas history.

## The Testing Objective

Determine if page design has an effect on email acquisition.

## The Testing Approach

Which page design (if any) results in the greatest number of emails?



# How Do We Get More Names?

## Version A



Texas State Historical Association

Exclusively for Texas History Enthusiasts:

Get your **FREE** copy of *Civil War In The Lone Star State* eBook today!

While not at the center of the conflict, Texas and its residents played a critical role in the American Civil War. In this eBook, **available exclusively from the Texas State Historical Association**, you will learn the stories of many prominent Texans in the war and how the battles fought on Texas soil impacted the nation.

Texas escaped much of the physical destruction that took place in other states of the Confederacy. This occurred for one simple reason—the Union never managed to invade and occupy the state's interior. Nevertheless, Texans paid a huge price for the war in terms of lives lost and the impact on the families left at home.

Discover these rarely told stories with TSHA's latest eBook. In the 181 page, *Civil War In The Lone Star State* eBook you will find:

- ★ The stories of many prominent figures of the Civil War such as John Bell Hood, Benjamin McCulloch, and Susann Shubrick Hayne Pinckney
- ★ Links to over 800 additional articles with information on every Confederate unit from Texas and every Texan who held the rank of major or higher.
- ★ One-of-a-kind photos of the battles and prominent individuals
- ★ Plus much more...

Get **YOUR** copy of the TSHA's *Civil War In The Lone Star State*!

First Name

Last Name

Email Address

**SEND ME MY FREE CIVIL WAR EBOOK**



LIMITED TIME OFFER!




# How Do We Get More Names?

## Version B



The Trusted Source For Texas History



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War in the Lone Star State

XXX Great Hanging at Gainesville  
written by Richard B. McCulloch

While not at the center of the conflict, Texas and its residents played a critical role in the American Civil War. In this eBook, available exclusively from the Texas State Historical Association, you will learn the stories of prominent Texans in the war and how the battles fought on Texas soil impacted the nation.

Texas escaped much of the physical destruction that took place in other states of the Confederacy. This occurred for one simple reason—the Union never managed to invade and occupy the state's interior. Nevertheless, Texans paid a huge price for the war in terms of lives lost and the impact on the families left at home.

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- ★ A vivid account of the Civil War in Texas
- ★ Exclusive insights into the prominent figures of the battle such as Thomas Green, John Bell Hood, Benjamin McCulloch, and more
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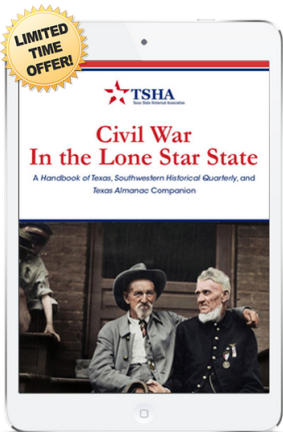
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*If the design is too beautiful, it can be a*  
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*If it is too ugly, it is a*  
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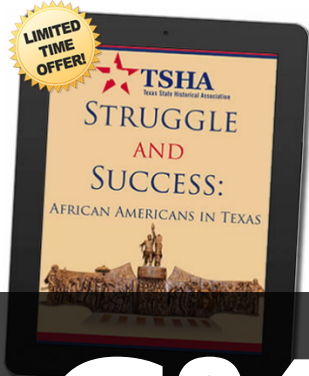
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### Exclusive Texas History News:

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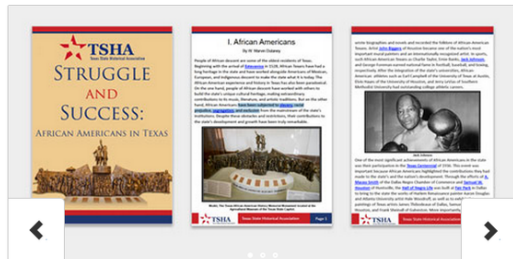
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## Headline

The headline doesn't state the desired effect, or even explicitly state that visitors will get an eBook.

Plus, the size of the headline is a little small.



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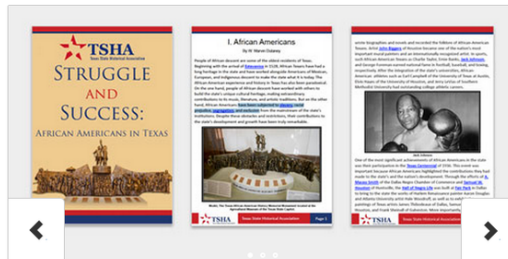
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## Main Image

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Plus, it is so big that it has become a major distraction.



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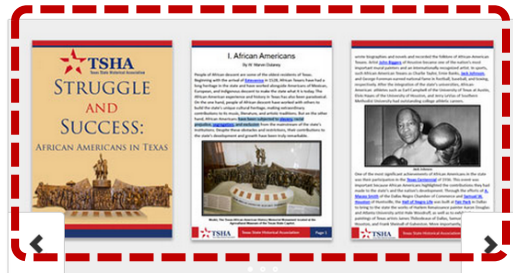
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## Body Copy

While the body copy length seems OK, it talks only about the facts ABOUT the book, not about WHAT'S INSIDE (the what instead of the why).

In addition it uses a complicated widget like browsing tool to try and help people see what's inside



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CTA header

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It would perform better if reversed.



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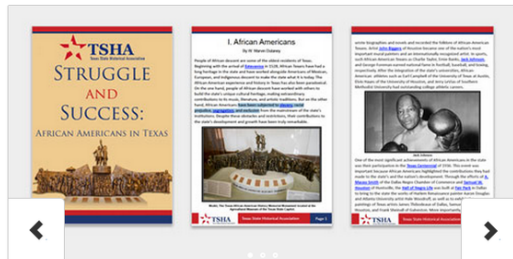
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## CTA button text

While the button text isn't bad, the problem is that we don't know what "Struggle and Success" is, **UNLESS** we decided to use that complicated widget tool.

Ultimately, it underperformed because it did not reemphasize, it instead introduced something new.



# Now look at Version A again...

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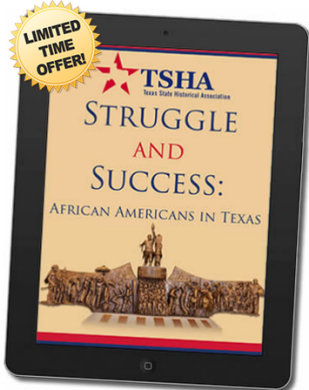
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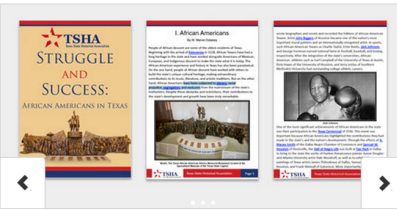
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