

Headline (value proposition or unique selling proposition of your offer)

Clearly state the offer / dates etc.

CTA (jump link to bottom)

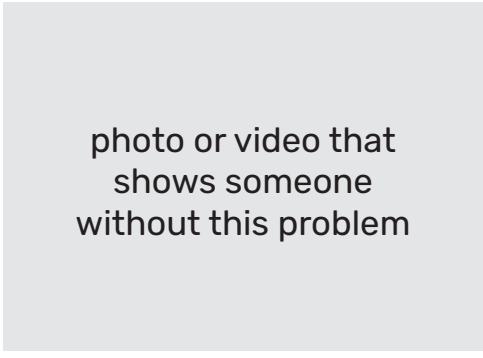
Present the problem

What have they already tried that hasn't worked? Or describe more about the pain point. This section let's the viewer know they're in the right place and are understood.

Present your solution

Short description of the solution and how it solves the problem better.

- benefit bullet
- benefit bullet
- benefit bullet



Call To Action

Social Proof

- testimonial(s), logos that relate to offer

More details about solution

This is where you'd add more info about curriculum, dates, instructors, location, investment etc.

Repeat sections as needed, alternating with a visual break of some sort.

You can also mix in photos with these sections to break up text.

More details about solution

- bullet
- bullet
- bullet
- bullet

Call To Action

Social Proof

- testimonial(s) or other image visual break

More details about solution

This is where you'd add more info about curriculum, dates, instructors, location, investment etc.

Repeat sections as needed, alternating with a visual break of some sort.

You can also mix in photos with these sections to break up text.

More details about solution

- bullet
- bullet
- bullet
- bullet

Call To Action

Social Proof

- testimonial(s) or other image visual break

FAQ Section

- If more than 3, use accordian text

Social Proof

- testimonial(s) or other image visual break

Repeat CTA with key pricing, deadline, date details

Call To Action

small print