Headline (call out problem)

Sub-heading (things they've already tried that aren't working)

Present your solution and how it will solve that problem.

• benefit bullet

• benefit bullet

• benefit bullet

photo or video that shows someone without (or overcoming) the problem

Call To Action

Social Proof

• testimonial(s) or logos that relate to offer

FAQ Section

• If more than 3, use accordian text

Repeat CTA

Call To Action