

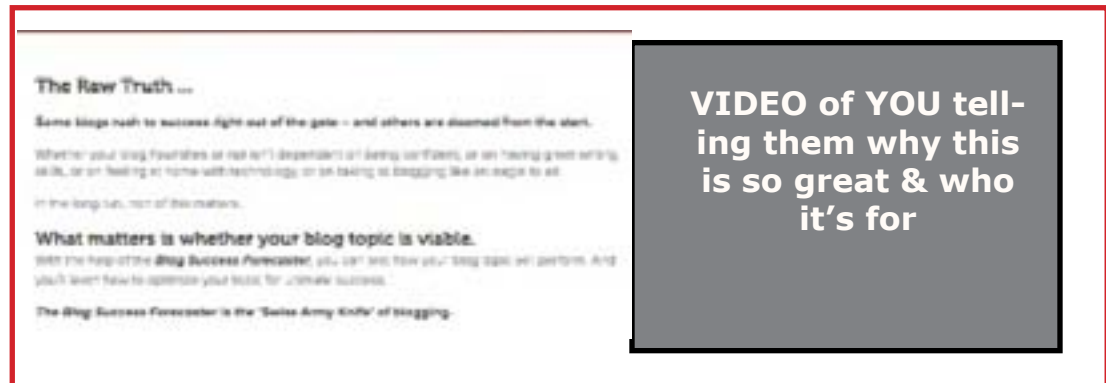
My Personal Landing Page Cheat-Sheet (aka Anatomy of a Landing page) (DHC)

Based on a random landing page I liked & that seemed to include most of the elements in a short space, plus features and style elements I personally like

Headline (Title)
Subtitle (Very Short Description)
& Course or Leader Logo



Basic Overview & Talking-Head Video

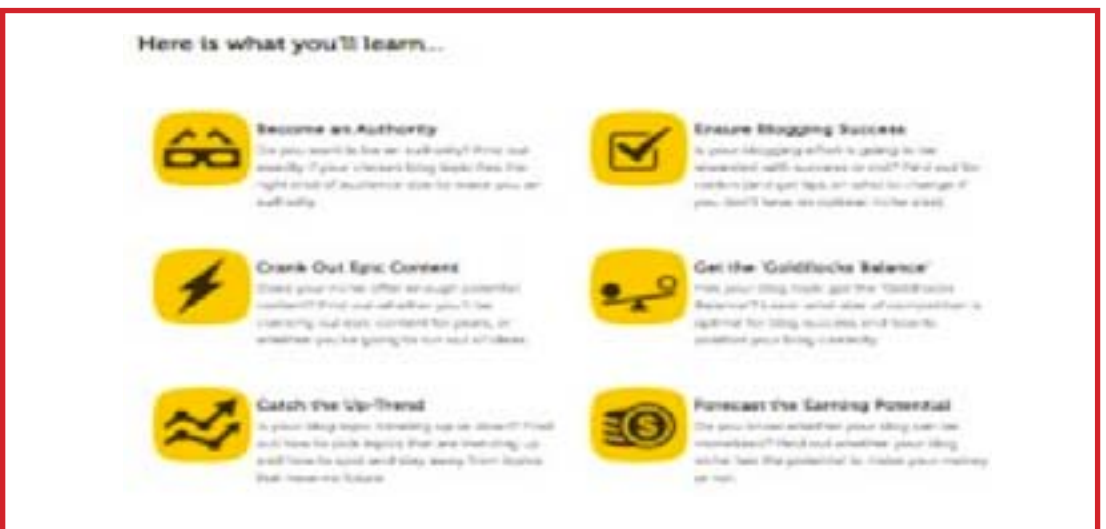


Testimonials
- In 'boxes' (clearly sectioned off, but no lines around the boxes - just shaded background)
- Courier text if possible
- With photo, name, location (& profession if relevant)



& Images
- Of people doing this thing

Bullet Lists
(Think Who, What, When, Where, How, Why) including:



What you'll get
- features & benefits

Who this is for
- bullet list of WHO will benefit from this (and why)

Call to action
- Use the word "Investment"



Repeat testimonials, bullets & Investment/Call-to-Action as desired