



Training Landing Page Copy

How to create truthful and enticing messaging for your educational content landing pages

(Thought Leader Content)

Step 1: What is your direct offer? We want you to be selling NOW!

**Note - “selling” here can mean different things: selling a service, selling who you are as a person, selling people a new idea/way of being or thinking, suite of freebies (WS, Optin, Strategy Call)

Step 2: Every training landing page needs to have these elements:

- **Pull Statement:** A question or statement that pulls the person into their biggest problem/obstacle at the moment.
- **Title of Training:** Include a specific title and subtitle that gives at least ONE RESULT
- **3-5 RESULTS/BENEFITS of the training:** Specificity here is key. Get granular as to WHY this training is worth their time.
- **Optin Box:** At a minimum, three fields: First Name, Last Name and Email
- **Call To Action:** (see Step 4, below)

Step 3: Why do the right people care about this training. Let's brainstorm their biggest problem/obstacle and the 3-5 benefits your training will provide?

- Basically, what's in it for them? (This is all about positioning!)

Step 4: CTA (What do they do now, as a next step?)

Resources:

Joyful Email Workshop Landing Page: [https://
mshannonhernandez.com/joyfulemailworkshop/](https://mshannonhernandez.com/joyfulemailworkshop/)

Grow Your Business for GOOD Landing Page: [https://
confidentexpertprogram.com/confident-expert/](https://confidentexpertprogram.com/confident-expert/)