



# XLeration Master Class

## *Landing Page Checklist*

Follow the M.A.G.I.C. Marketing formula to create a landing page that will convert clicks into customers.

### **M.MESSAGE**

- Decide what product or service you want to focus on (be specific)
- Compose a brief paragraph of 2-5 sentences to explain what Problem you Solve with this product/service
- Add 3-5 bullet points to emphasize your points!
- Compose a compelling headline. Use verbs, engaging adjectives, 5-7 words
- Subheadings are optional and can be longer

### **A.AUDIENCE**

- Identify which of your target markets that you are focusing on and ensure you are addressing them in the message above
- NOTE: You can create a different landing page for each market
- Use images that reflect that target market

### **G.RAB THEIR ATTENTION**

- Be sure your headline and subheading do this well
- A video is another good way to engage someone
- Popups and chat-bots do a great job too

### **I.NVOLVE THEIR EMOTIONS**

- Be sure your headline and subheading do this as well
- Add some testimonials
- Include an urgency to your offer (limited time)

### **C.ALL TO ACTION**

- Make it easy: submit and email, schedule call, make a purchase
- Make it prominent: make it obvious... make it bigger than a button
- Make it urgent: a limited time offer or a bonus if accepted now