

W.E.R.K.

YOUR LANDING PAGE



WERKWEEK #1 – W.E.R.K. ETHICS



COURSE WELCOME

THE W.E.R.K. ETHICS FORMULA

THE (WRITING) RULES OF ENGAGEMENT

THE LOWDOWN ON LANDING PAGES

LANDING PAGE LINGO

THE SKINNY ON CONVERSION RATES

WERKWEEK #1 WRAP UP



COURSE WELCOME

WEEKLY SUPPORT + FEEDBACK
LIVE CLASSES (THURSDAYS @ 7:30 P.M. EDT)
OFFICE HOURS (9 A.M. – 3 P.M. EDT)
REPLAYS AND COURSE CONTENT



W.E.R.K. ETHICS FORMULA

WRITE WITH EMOTION

EDUTAIN THE MESS OUTTA FOLKS

RELATE TO THE RIGHT PEOPLE

KILL IT IN SALES (AND SERVICE)

WAKE-UP TIP – PAGE 8

YOUR WIN TASKS



THE WRITING RULES OF ENGAGEMENT

SHOW INTEREST

PIERCE THEIR HEARTS

BRING ON THE RATIONALE



THE LOWDOWN ON LANDING PAGES

APPLICATION OF THE W.E.R.K. ETHICS FORMULA
PERMISSION TO PERSONALIZE YOUR MESSAGING



LANDING PAGE LINGO

A REVIEW OF NEED-TO-KNOW LINGO



THE SKINNY ON CONVERSION RATES

WHAT IS A GOOD CONVERSION RATE?

TRAFFIC TALK



WERKWEEK #1

WRAP UP

Q&A

WIN TASKS RECAP



QUESTION TIME ...