

W.E.R.K.

YOUR LANDING PAGE





WERKWEEK #2 – FREAKIN’ INCREDIBLE FREEBIE (OPT-IN) PAGES

WERKWEEK #1 RECAP

FREAKIN’ INCREDIBLE FREEBIE (OPT-IN) PAGES

MAPPING OUT THE OPT-IN PAGE

INCREDIBLE OPT-IN PAGE SAMPLES

WERKWEEK #2 WRAP UP



WERKWEEK #1 RECAP

WEEKLY SUPPORT + FEEDBACK

WERKBOOKS + LOGIN DETAILS

LIVE CLASSES (THURSDAYS @ 7:30 P.M. EDT)

OFFICE HOURS (9 A.M. – 3 P.M. EDT)

REPLAYS AND COURSE CONTENT



FREAKIN' INCREDIBLE FREEBIE (OPT-IN) PAGES

3 CORE CHARACTERISTICS OF AN INCREDIBLE
FREEBIE (OPT-IN) PAGE

WIN TASK #4



MAPPING OUT THE FREEBIE PAGE

HEADLINE

INTRO STORY

BULLET FRENZY

MAKE THE OFFER

TELL THE READER WHAT TO DO

COLD SELL INTRO

TESTIMONIALS

WIN TASK #5



INCREDIBLE OPT-IN PAGE SAMPLES

APPLYING THE KNOWLEDGE
CREATING YOUR FREEBIE (OPT-IN) PAGE



WERKWEEK #2

WRAP UP

Q&A

WIN TASKS RECAP



QUESTION TIME ...