

**W.E.R.K.**

**YOUR LANDING PAGE**





# WERKWEEK #3 – SMACK-THAT-BUY-BUTTON SALES PAGES

WERKWEEK #2 RECAP

SMACK-THAT-BUY-BUTTON SALES PAGES

SHORT-FORM VS. LONG-FORM

THE 60-MINUTE SALES PAGE FORMULA

A DEEP-DIVE INTO THE SEVEN FORMULA ELEMENTS

SALES PAGE MAP

WERKWEEK #3 WRAP UP

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# WERKWEEK #2

## 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



# SMACK-THAT-BUY-BUTTON SALES PAGES

TWO CORE OFFER TYPES

A LOOK AT SHORT-FORM VS. LONG FORM PAGES



# THE 60-MINUTE SALES PAGE FORMULA

HEADLINE

PAIN

PAIN RELIEVER

CTA

TESTIMONIALS

STREET CRED

CTA



# WERKWEEK #3

## WRAP UP

Q&A

WIN TASKS RECAP



# QUESTION TIME ...