ULTIMATE LIST-BUILDING LANDING PAGE BLUEPRINT



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ULTIMATE LIST-BUILDING LANDING PAGE BLUEPRINT

Hi!

This is Ryan Levesque, author of the #1 National Bestselling book, "Ask", and creator of the Ask Method.

Congratulations on downloading your "Ultimate List-Building" Landing Page Blueprint!

In this document, you're going to get access to a template & 17-point breakdown of one of my best-performing landing pages.

Over the course of just 6 months, this page alone was responsible for:

- \$1,971,435.36 in revenue
- 1,928,566 leads (at \$0.71 per lead)
- And \$611,111.57 in profit

I've broken down the page into all key elements and provided a description so you can apply this same template & format in your own business, so you can start getting more leads for less ad spend, starting today.

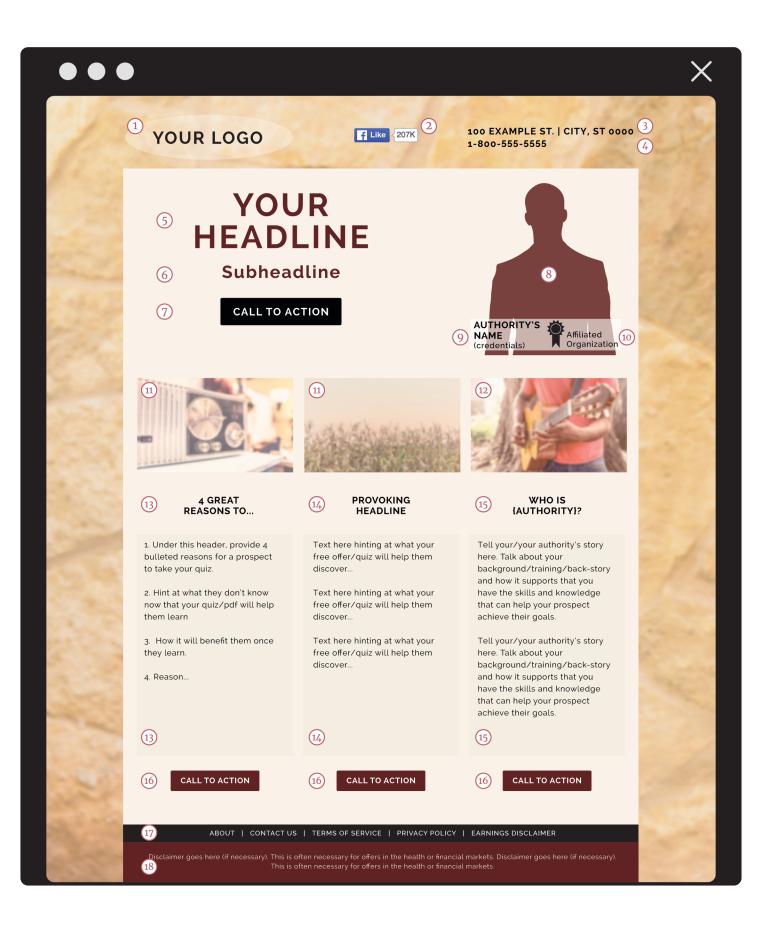
I look forward to hearing about your success!

All my best,

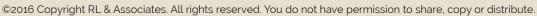
Ryan :-)



DESKTOP LAYOUT



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MOBILE LAYOUT



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POINT-BY-POINT BREAKDOWN

- (1) Trust Builder #1 | Your company logo goes here.
- 2 Trust Builder #2 | Your Facebook "like" button showing how many "likes" your page has. Provides social proof "above the fold" on the landing page.
- (3) Trust Builder #3 | Your company's address (provides more credibility "above the fold")
- (4) Trust Builder #4 | Your company's phone number
- (5) Your headline. This page is focused on a self-discovery quiz where the prospect discovers his/her "type". But if you're not using a quiz here, you can provide a standard benefit headline here. One example of a long-running headline in this "standard" style: "You're About To Learn Secrets That Most Men Will Never Know About Women..."
- 6 **Subheadline** goes here. The subheadline adds further description to the headline showing how fast & easy they can get the benefit promised in the headline, for example.
- (7) Call-to-action. For downloadable "lead magnets", try button text: "Download Now"
- (8) **Trust Builder #5** | Picture of your authority / "guru" for the product. This gives a human face to your business, giving prospects confidence that you're a real person with a real business.
- (9) Trust Builder #6 | Your authority's name (and any credentials they may have: JD, MD, MBA, etc.)
- 10 **Trust Builder #7** | Authority's affiliated organization. Here's where you can put a respected organization your authority is affiliated with.
- (11) **Context images** add nice stock images here that relate to your offer here, to break up the text on the page.
- (12) Second picture of your authority, at work. Show a teacher actually teaching on stage, a healer actually at work healing a patient, etc.
- (13) "4 Great Reasons to [take quiz, download this checklist, etc.]" | Under this header, provide 4 bulleted reasons for a prospect to take your quiz. Hint at what they don't know now that your quiz/pdf will help them learn, and how it will benefit them once they learn.
- (14) Further curiosity provoking headline, hinting at what your free offer/quiz will help them discover.
- (15) **"Who is [authority]?"** | Tell your/your authority's story here. Talk about your background/training/ back-story and how it supports that you have the skills and knowledge that can help your prospect achieve their goals.
- (16) Call to action buttons go here. Use the same text as you did for #7
- 7) Footer links go here | You'll need the following links to be Facebook and Google compliant.
 - "About" page

- "Privacy Policy" page
- "Contact Us" page
 "Earnings Disclaimer" page
- "Terms of Service" page
- B) Disclaimer goes here (if necessary). This is often necessary for offers in the health or financial markets.

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