



How to Plan and Write Seductive Copy

Worksheet for High-Converting Landing Pages

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Use this worksheet as a guide to writing landing page copy that converts.

Part I: Gather information

Gathering information from and about your target audience ensures you have all the arguments to persuade them to click your download, sign-up, or buy button.

Moreover, planning your page helps overcome writer's block as you don't need to wait for inspiration to hit you—you have all the “building blocks” in front of you when you start writing.

Buyer persona

Who are you selling to? Writing for one ideal reader makes your copy more vivid, more engaging, and more persuasive.

Name of your buyer persona:

Age:

Education:

Profession:

Income:

Car:

Family circumstances:



To make your copy persuasive, sneak into your buyer persona's mind to understand his or her wishes, dreams, fears, and struggles. This helps you connect with your web visitors' emotions to get them to buy.

Desires, dreams, wishes:

Fears, frustrations, challenges, struggles:

**You may want to grab an extra sheet of paper to write a comprehensive list*

Your call to action

Write your call to action by stepping into your reader's shoes and finishing this sentence:

I want to

Examples:

- Download my free report
- Start my free course
- Start my trial
- Add to cart
- Get a quote



A list of features and benefits

Features are aspects of your product or service, and benefits explain why buyers should care about them. Benefits can be placed across the whole Maslow pyramid, such as a sense of belonging, feeling confident or creative, keeping up with the Joneses, or feeling financially secure.

To translate features into benefits, use the So what? question. For instance:

- Our doors have strong hinges. So what? They won't bend when the door is slammed shut a thousand times.
- We monitor your servers. So what? Your servers won't go down, so you and your staff can continue working.
- I teach you how to write high converting copy. So what? You get more clicks and more business.

Features:

Benefits:

**You may want to grab an extra sheet of paper to write a comprehensive list*

Note: check your list of benefits against the dreams, desires, fears and frustrations in the profile of your buyer persona. Have you covered them all?



Objections

Why might visitors hesitate to buy? Have you left any questions unanswered?

Objection:

How to take away the objection:



Trust elements

Why should your visitor believe you?

Demonstrate your credibility with facts such as measurable results and independent research; and use testimonials to back up your claims.

Testimonials are most persuasive if they:

- Highlight the benefits of your product or service
- Overcome objections
- Provide endorsements from well-known people or brands

Trust elements:

Part II: Plan and write your landing page copy

Use the information you've gathered in Part I to draft your landing page copy, step by step.

Step 1 Write your value proposition

Quickly confirm to visitors what your page is about. Make sure your value proposition matches your upstream message.

An easy formula for writing your value proposition is answering the three questions: What? For whom? And Why? For instance:

What	Intensive ecourse about blogging
For whom?	Small business owners
Why?	Engage readers and grow business

Value proposition:

- Business Blogging e-Course and Coaching Program
- Learn How to Enchant Your Readers (and Win More Clients!)

What you offer:

To whom:

Why they should care:

Your value proposition:

Step 2 Add your call to action

Your call to action helps you vet the information on your landing page. Does a paragraph or list of bullet points help persuade your buyer persona to click the button?

Step 3 Arrange your features and benefits

Once you've translated your features into benefits, rank your benefits in order of importance.

Use bullet points to communicate key information at a glance.

Step 4 Take away objections

Read your copy through the eyes of your buyer persona. When is he or she raising the objections you've listed? That's where you add the text to take away objections.

Does your buyer persona raise any questions at certain points? Again, try to answer the questions when they come up in their mind.

Step 5 Add your trust elements

Reread your copy and consider where test results or testimonials can back up your claims.

Part III: Edit your copy to boost persuasiveness

An editing checklist:

1. Check the information you gather in Part I. Have you used all important information in your landing page copy?
2. Review your value proposition. Is it immediately clear what the page is about? Does it match your upstream message?
3. Replace generic phrases with specific statements.

For example:

- **Generic and wishy-washy:** Excellent service
- **Specific and persuasive:** 24/7 customer service

4. Review “we” statements—can you rephrase them as “you” statements or are they okay as they are?

For example:

- **“We” statement:** We’ll send you a free report.
- **“You” statement:** You’ll receive a free report.
Receive a free report.

5. Check whether you’ve included irrelevant information.
6. Review each sentence to see whether you can tighten it.
7. Review your word choice—Have you used any jargon your buyer doesn’t understand? Do your words express your voice?
8. Check for grammar and spelling mistakes.