

# WRITING BETTER COPY FOR YOUR STARTUP

## Landing Page Template

### Step 1

- Watch the videos and I'll show you how to fill in the template below.

### Step 2

- Fill in anything **red**. Remember, it's only a draft, so just jot down the first thing that comes to mind. Don't try to perfect it!

### Step 3

- Share with the class in the project gallery for feedback.

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[Company Name]  
[Optional Tagline]

### About

Meet (Company Name).

We're a new way of (approach/problem it fixes/what your product does).

We do this by (feature, feature, feature).

It's better than (competitor/current way of doing things/status quo) because (how it's different).

We know you'll enjoy it because (why anyone needs it).

[CTA]

### How It Works

[Step 1]

[Step 2]

[Step 3]

[CTA]