

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.

[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]