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CONNECT + CONVERT

All the Goods for a High-Converting Landing Page

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Creating a landing page that actually makes you money?

Well, that's just common sense.

Landing pages are essential when it comes to your business. And creating a strategic one that makes you money?? Well, that's just common sense. So why should you build a high-converting landing page when it comes to your high ticket program?

A landing page that's strategically built:

- Serves as a place where you can direct traffic to showcase your offer
- Allows potential customers to learn more about you and the outcomes and benefits of your offer
- Converts visitors into paying clients so you can make more money in your business!

Now to the good stuff...

Here's a list of the must-haves when it comes to creating a landing page that **connects with potential customers** and **converts them into paying clients!**

p.s. We've included one concise checklist towards the end of this PDF for those who love to check things off.



**CREATE AN
“OOH LAH LAH”
CAPTIVATING
HEADLINE**

01






Your headline should be clear
on the problem you solve
and keeps the visitor interested
in wanting to learn more.

Your headline is one of the first things people should read once they visit your landing page so it needs to be big, attention-grabbing, and keeps the visitor interested in wanting to learn more.

A great headline speaks directly to your specific target audience. It needs to be clear on what you offer, but you want it to be simple and interesting. Don't overcomplicate things with industry language. We want people to understand exactly what you offer and how it can help them.



**INCLUDE A
SUBHEADLINE
THAT GIVES
MORE CLARITY**

02





The purpose of the subheadline
is to support your headline
and give your readers a little
more clarity on your offer.

Your subheadline should be short and sweet as well, but it goes into a little more detail. Think of it as a wingman — its full purpose is to support your captivating headline and give your readers a little more clarity on what you offer.

Maybe your subheadline could state one of the benefits from your offer. Maybe it explains how you help solve your customer's problem. It could be how your offer frees them from a specific pain point. It could also give them an expected timeframe to show them how quickly they can achieve results. (i.e. Build a money-making machine in just 2 days.)



**LIST ALL
THE AWESOME
OUTCOMES
& BENEFITS**

03



List out the benefits and outcomes that speak a little more to the emotional side of your potential customer.

When people are looking for solutions to their problems, they're asking the question, "How will this change my life?" or "What outcomes can I expect to receive from this?".

To make your program or offer a little more enticing, talk about those game-changing benefits! These benefits should speak a little more to the emotional side of your potential customer. You want to talk through how their life will be easier or better after making a purchase with you. It's not really about the end result, but more about the transformation that happens when they reach that end result. How does your client's life change after working with you or going through your program?



**SHOWCASE
ALL THE
FABULOUS
FEATURES**

04





Let people know how
your program will be structured
and all the other cool resources
that will be included.

People want to know what will be included in your offer before they decide to invest. List out all the features of your program and what they'll get when they decide to make a purchase!

Is the structure of your program set up so that the content is easily consumable? Are you including any cool resources or other products to help your clients overcome any areas they might get stuck? Your features could also be different ways your clients can connect with you.

We want to make sure your potential customers will feel supported before, during, and after they invest in you or enroll in your program.



**DON'T BE
A STRANGER.
INTRODUCE
YOURSELF**

05






People do business with people they like and trust! Introduce yourself so your potential customers can get to know you.

People love knowing who they'll be working with. They want to know who you are and how you can help them before they make a purchase. Build that trust by writing something about yourself! People do business with people they trust! Introducing yourself will help establish trust and give your potential customers an opportunity to get a glimpse of your personality.

Pro tip: When you introduce yourself, be sure that you're really focusing more on your potential customer rather than yourself. They want to know about you, but what they *really* want to know is how you can help them and if you're qualified to do so.



**INCLUDE
A SECTION FOR
FREQUENTLY
ASKED Q'S**

06





Create a section to address
any frequently asked questions
or objections your potential
customers might have.

There are a lot of questions that come up before someone decides to make an investment with you...especially if it's a high ticket program. If you're noticing that you get the same type of questions over and over again, go ahead and place them on your landing page so that you can help potential customers before they need to ask the question. This also addresses any objections they might have and gives you the opportunity to get ahead by having those questions (and answers) easily accessible on your landing page.




**MAKE
COMMUNICATION
EASY AND
CONVENIENT**

07



Give your customers a great experience by having easy way to ask a question. Don't forget to include your contact info.

Have you ever tried to find contact information buried on a page? Nothing's worse than when you're having issues making payments or if your question isn't found in the FAQs. People could potentially spend hours scouring a website, and you could be losing sales because of it. Give your customers a great experience by having an easy way to ask a question. When you make it easy for people to get a hold of you, it establishes trust, it shows that you care about delivering great service, and it adds a level of professionalism. If they know they can reach out before making a purchase with you, they'll know how easy it will be when they become a client.



**BE STRATEGIC
WITH THE
USE OF YOUR
VISUALS**

08





Grab someone's attention and
"stop the scroll" by utilizing
visuals that focus on supporting
your content.

We live in a visual world. And according to studies, the human brain processes visuals 60,000 times faster than text. And did you know that people who browse your website typically only read 20% of the information on there??

That means that most of us are skimmers! To grab someone's attention and "stop the scroll," we should utilize visuals that focus on supporting your content. Remember, it's not just about making something pretty, great visuals are intentional and help guide your visitors into reading what's most important.



**MAKE
THE LAYOUT
EASY ON
THE EYES**

09



Leave plenty of white space
to avoid overwhelming your
potential customers with too
much information.



A strategic, high-converting landing page has plenty of white space! Don't distract people with too many photos or graphics or slow down the load time with irrelevant animations. Too many images, colors, and text can overwhelm your potential customers with too many options, too much information...It's like when you walk into a store and all of the employees swarm around you trying to tell you about their sales and promotions — it just makes people run towards the exit faster.



**BREAK UP
YOUR CONTENT
SO IT'S EASIER
TO READ**

10





Break up your content by emphasizing the most important information your readers should take away from your page.

Creating sections on your landing page is a great way to break up the content. This gives the eyes of your reader a “break” from reading all the information on your page.

You can easily break up your text by using a variety of bullet points, bold text, and color. You can definitely go overboard with these, so make sure to only emphasize the most important information. This makes it so much easier for readers to read through your landing page and consume the most important information.



GUIDE PEOPLE TO TAKE ACTION WITH CTAs

11



Use Call to Action buttons throughout your landing page to make it convenient people to do business with you.

A clear Call to Action (CTA) is critical for an effective landing page. The whole purpose of a high-converting landing page is to get people to take action on what it is you're offering. Whether you're trying to get someone to sign up for your email list or buy a product, we want visitors to take action after arriving to your landing page.

Your Call to Action needs to:

- **Stand out visually.** Utilizing color can be a great way to help a Call to Action stand out against the rest of the page.
- **Promote one offer.** If your goal is to get them to sign up for your email list, don't try and pitch a multitude of other products or services.
- **Place your Call to Action strategically.** We encourage our clients to place them in almost every section of your landing page to make it easier for people to take action wherever they are.



**SHOW THAT
YOU'VE HELPED
CLIENTS GET
RESULTS**

12





Share client testimonials on your landing page so that potential customers can read the transformation others have had.

If you've had people enroll in your program and have gotten amazing results, share their glowing testimonials on your landing page. You don't need to share every single detail, but the most transformational parts that have helped them get results will show how your program can help others too.

If you're uploading screenshots, make sure they're readable! It doesn't matter how many testimonials you have, there's no point in adding them to your landing page if no one can read them.



**SPICE THINGS UP
BY INCLUDING
AN INTRO VIDEO
THAT CONVERTS**

13





Videos are fun to watch
and easy to consume. They help
tell a story, create excitement,
and grab your viewer's attention.

Although it's not absolutely necessary to include a video on your landing page, research shows that landing pages with videos placed at the top convert a lot higher than ones that don't.

If you want to spice things up a little bit, then we encourage you to consider using a video on your landing page.

Data shows that viewers are 95% more likely to remember a Call to Action after watching a video, compared to just 10% when reading it in text format. **And landing page videos can increase conversions by 86%.**

Videos in general are also fun to watch and easy to consume. They help tell a story, create a sense of excitement, and really grab your viewer's attention.



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(All the Goods in a Checklist Form)





A good ol' fashion checklist of a high-converting landing page.

Create an "Ooh Lah Lah" Captivating Headline

Include a Subheadline That Gives More Clarity

List All the Awesome Outcomes and Benefits

Showcase All the Fabulous Features

Don't be a Stranger and Introduce Yourself

Include a Section For Frequently Asked Questions

Make Communication Easy and Convenient

Be Strategic With the Use of Your Visuals

Make the Layout Easy on the Eyes

Break Up Your Content So It's Easier to Read

Guide People to Take Action With CTAs

Show That You've Helped Clients Get Results

Spice Things Up With an Intro Video That Converts



Thanks for downloading the

CONNECT + CONVERT

Guide and Checklist for a
High-Converting Landing Page!

You now know the essential elements to include
in a landing page that **connects with potential customers**
and **converts them into paying clients!**

As an added value, we have a brand new Facebook group
for Coaches and Consultants who want to create engaging
VIP brand experiences for their high ticket programs.

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