Exercise: Let’s build something.
let’s build a landing page
a landing page has two jobs
The Basic Landing Page Reaction
New Kind of Hat
Worn 10 Minutes a Day
Grows Hair in 30 Days
—or No Cost

No matter how thin your hair may be, this remarkable new scientific invention is absolutely guaranteed to give you a brand new growth of hair in 30 days—or it costs you nothing. Don't send a cent. Just mail coupon below.

By ALOIS MERKE
Founder of Famous Merke Institute, Fifth Ave., N. Y.

I HAVE perfected a new invention that I absolutely guarantee will give you a new head of hair in only 30 days—or the trial costs you nothing.

This new invention—the result of an experience gained in treating thousands of cases of baldness—is in the form of a new kind of hat. It is worn on the head just 10 minutes a day. No unnecessary fuss of any kind—but put the hat on your head. Wear it as you would a hat.

No Risk of Any Kind

At the Merke Institute, Fifth Avenue, N. Y., which I founded, stage and social celebrities have been treated. This new invention is not confidential. Just mail the coupon and we will send you all the information you want. There is no such invention as this and no one has ever heard of it.

study: what should we offer?
<table>
<thead>
<tr>
<th>Ad</th>
<th>Campaign</th>
<th>Ad group</th>
<th>Status</th>
<th>+ Impr.</th>
<th>+ Interactions</th>
<th>+ Interaction rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total - all account</td>
<td></td>
<td></td>
<td></td>
<td>101,477</td>
<td>341</td>
<td>0.34%</td>
</tr>
<tr>
<td>Conversion Agency</td>
<td>Conversion Sciences 1</td>
<td>Agency</td>
<td>Approved</td>
<td>376</td>
<td>4</td>
<td>1.08%</td>
</tr>
<tr>
<td>We run over 1500 tests per year put our experience to work for you conversionsciences.com/Agency (mobile)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Conversion Agency</td>
<td>Conversion Sciences 1</td>
<td>Agency</td>
<td>Approved</td>
<td>43</td>
<td>0</td>
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<tr>
<td>We run over 1500 tests per year put our experience to work for you conversionsciences.com/Agency (mobile)</td>
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</tr>
<tr>
<td>CRO Consulting</td>
<td>Conversion Sciences 1</td>
<td>CRO</td>
<td>Approved</td>
<td>5,036</td>
<td>41</td>
<td>0.81%</td>
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<tr>
<td>Increase conversion rate 25%+ in 180 days or less conversionsciences.com/CRO</td>
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<td></td>
<td></td>
<td></td>
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<tr>
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<td>CRO</td>
<td></td>
<td>1,182</td>
<td>11</td>
<td>0.95%</td>
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### Social Media Ad Performance

<table>
<thead>
<tr>
<th>Ad Name</th>
<th>Impressions</th>
<th>Cost per Result</th>
<th>Amount Spent</th>
<th>Relevance Score</th>
<th>People Taking Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Masterclass with Question Video</td>
<td>3,798</td>
<td>$65.09</td>
<td></td>
<td>4</td>
<td>26</td>
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<tr>
<td>Masterclass with Trailer Video</td>
<td>1,316</td>
<td>$27.84</td>
<td></td>
<td>3</td>
<td>8</td>
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<tr>
<td>Post: /ConversionSciences/posts/1015784483179...</td>
<td>4,678</td>
<td>$0.03</td>
<td>$35.00</td>
<td>—</td>
<td>1,363</td>
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<tr>
<td>Post: /ConversionScientist/posts/10154470648470...</td>
<td>8,784</td>
<td>$1.05</td>
<td>$32.59</td>
<td>—</td>
<td>30</td>
</tr>
<tr>
<td>conversionscientist.com/freeseoreport - Website C...</td>
<td>127,549</td>
<td>$1.36</td>
<td>$24.40</td>
<td>—</td>
<td>19</td>
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<tr>
<td>Post: /ConversionScientist/posts/10154625123195...</td>
<td>3,121</td>
<td>$1.98</td>
<td>$15.85</td>
<td>—</td>
<td>7</td>
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<tr>
<td>Post: /ConversionScientist/posts/10154470648470...</td>
<td>697</td>
<td>$0.23</td>
<td>$7.41</td>
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</table>

Results from 33 ads

Total Impressions: 189,602
Total Spent: $450.37
1,601 People Taking Action
<table>
<thead>
<tr>
<th>Ad Copy</th>
<th>Keywords</th>
</tr>
</thead>
<tbody>
<tr>
<td>Renting Out Your House? - A Property Manager Can Help</td>
<td>924</td>
</tr>
<tr>
<td>Property Management Companies - Rent Your Property Stress-Free</td>
<td>224</td>
</tr>
<tr>
<td>Find Rental Property Managers - Compare and Get The Best Price</td>
<td>115</td>
</tr>
<tr>
<td>Local Property Management - Rent Your Property Stress-Free</td>
<td>176</td>
</tr>
<tr>
<td>Local Rental Agencies - Compare and Get The Best Price</td>
<td>69</td>
</tr>
<tr>
<td>Need to Rent Your House Out? - A Property Manager Can Help</td>
<td>794</td>
</tr>
<tr>
<td>Property Management Directory - Rent Your Property Stress-Free</td>
<td>169</td>
</tr>
<tr>
<td>Rent Your Property Stress-Free - Property Management Directory</td>
<td>67</td>
</tr>
<tr>
<td>Property Manager Directory - Compare and Get Up To 5 Free Quotes</td>
<td>67</td>
</tr>
<tr>
<td>Property Management Directory - Compare and Get The Best Price</td>
<td>126</td>
</tr>
<tr>
<td>Property Management Companies - Compare and Get The Best Price</td>
<td>228</td>
</tr>
<tr>
<td>Association Manager Directory - Compare</td>
<td>67</td>
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</tbody>
</table>
competitors' ads
## Email Performance

<table>
<thead>
<tr>
<th>Subject</th>
<th>Open Rate</th>
<th>Click Rate</th>
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</thead>
<tbody>
<tr>
<td>14 Persuasive Writing Techniques That Trigger A Response</td>
<td>20.61%</td>
<td>4.95%</td>
</tr>
<tr>
<td>11 Copywriting Tips You Think You Know (But You're So Very Wrong)</td>
<td>18.45%</td>
<td>4.87%</td>
</tr>
<tr>
<td>20 Landing Page Best Practices to Kickstart Your Conversion Lift</td>
<td>20.08%</td>
<td>4.71%</td>
</tr>
<tr>
<td>21 Fascinating Persuasion Techniques for Conversion Optimization</td>
<td>20.00%</td>
<td>4.38%</td>
</tr>
<tr>
<td>10 Value Proposition Upgrades That Increased Conversions By At Least 100%</td>
<td>18.55%</td>
<td>4.25%</td>
</tr>
<tr>
<td>4 Automated Email Responses With Insanely High Conversion Rates</td>
<td>18.53%</td>
<td>3.84%</td>
</tr>
<tr>
<td>The Most Recommended AB Testing Tools By Leading CRO Experts</td>
<td>21.32%</td>
<td>3.53%</td>
</tr>
<tr>
<td>4 Business Tagline Examples That Drove Multi-Million Dollar Growth</td>
<td>18.08%</td>
<td>3.20%</td>
</tr>
<tr>
<td>5 Proven Methods For Increasing Your Email Open Rate</td>
<td>18.18%</td>
<td>3.04%</td>
</tr>
<tr>
<td>Why The Visual Cues On Your Site Are All Wrong (And How To Fix Them)</td>
<td>18.55%</td>
<td>2.98%</td>
</tr>
<tr>
<td>How To Persuade People Without Trying: 8 Ways To Be Naturally Influential</td>
<td>14.19%</td>
<td>2.95%</td>
</tr>
<tr>
<td>New Posts-The Conversion Scientist-10 Ecommerce Conversion Optimization Lessons from</td>
<td>14.31%</td>
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</tr>
<tr>
<td>Anatomy Of An Optimized Checkout Experience</td>
<td>19.28%</td>
<td>2.94%</td>
</tr>
<tr>
<td>4 Types of Useful AB Testing Tools You May Not Realize You Have</td>
<td>15.50%</td>
<td>2.79%</td>
</tr>
<tr>
<td>9 Lessons On Home Page Optimization From A Multiple Choice Test</td>
<td>15.81%</td>
<td>2.65%</td>
</tr>
</tbody>
</table>
Unbelievable Savings and FREE Installation
Take the stress out of shopping for large window fashions

Unbelievable Savings
Save 20% or more on select products.* Plus save up to an additional $100 off of our most popular automation products during our Fashion in Motion Savings Event. See your designer for details.

Control Your Blinds from Anywhere
Enjoy the ultimate in control and convenience with the smart technology of the Hunter Douglas Platinum App. Raise and lower your shades automatically or with a quick slide of a finger from your phone or tablet.

Perfect Fit, Without The Hassle
No need to stress about measuring - our professional installers will make sure your window coverings fit perfectly - guaranteed.

100% Satisfaction, Guaranteed
Your purchase is covered by our 100% Satisfaction Guarantee and the Hunter Douglas® Lifetime Warranty.

Start Saving
20% Off Window Treatments
We Bring the Showroom to You. Free Local Design & Measure!
www.decorview.com

$100 off Power Shades
Sale on Automated Fashions. Free Local Design & Measure!
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$100 off Power Shades
Sale on Automated Fashions.
Free Local Design & Measure!
www.decorview.com

In Home Manufacturer Discounts
Our Certified Designers can offer you $100 off each unit you purchase.

Combine Discounts
You already qualify for 20% or more off select products. Now, our certified designers are authorized to offer you up to an additional $100 off our most popular automation products.

Limited time only
These discounts are only authorized during our Fashion In Motion Savings Event. Request your FREE consultation before the event ends.

Get your in-home quote.
Our designers will help you select the perfect window treatments and give you a quote based on your exact measurements.

100% Satisfaction, Guaranteed
Your purchase is covered by our 100% Satisfaction Guarantee and our Hunter Douglas® Lifetime Warranty.

Our Certified Designers will give you a quote on the perfect window treatments for your home.

Lock In Your Savings
You must request a consultation before the event ends.
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Sale on Automated Fashions.
Free Local Design & Measure!
www.decorview.com

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Our Certified Designers can offer you $100 off each unit you purchase.

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Get your in-home quote.
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100% Satisfaction, Guaranteed
Your purchase is covered by our 100% Satisfaction Guarantee and the Hunter Douglas® Lifetime Warranty.

40% Increase in Leads
Our Certified Designers will give you a quote on the perfect window treatments for your home.

You must request a consultation before the event ends

Lock In Your Savings
Discounted Dollar Bills
50% off of new US dollars from the leading reseller.
www.mint.gov

Get US Dollars 50% Off
Click Here
Get US Dollars 50% Off

Enter Your Email Address *

Click Here
Get US Dollars 50% Off
Enter Your Email Address *

☐ Let us email stuff to you.

Click Here
Get US Dollars 50% Off

Enter Your Credit Card Number

Click Here
Get US Dollars 50% Off

Enter a “Friend’s” Credit Card Number

Click Here
Get US Dollars 50% Off

Quantity

Enter Your Credit Card Number

First Name

Last Name

Address

City

State *
Select a State

Security Code

Expiration Date

Click Here
Get US Dollars 50% Off

Quantity

Enter Your Credit Card Number

First Name

Last Name

Address

City

State *

Select a State

Security Code

Expiration Date

Click Here

Ar
Abandon
Get US Dollars 50% Off

Quantity
Enter Your Credit Card Number
First Name
Last Name
Address
City
State *
Select a State
Security Code
Expiration Date

Click Here
customer research
How to turn research into actionable ideas.
What hypotheses come to mind given this data?
What Hypotheses Come From Your Personas

SMB Lead Generation Influencer
Jordan

Marketing Director
Farrah

Enterprise Marketing Manager
Ewen

Ecommerce Business Owner
Blair
Get US Dollars 50% Off

From the Leader in US Dollar Bill Sales.
You can trust us.

- Genuine US dollar bills.
- New, still in circulation.
- Another 900 billion available soon.

Quantity
Enter Your Credit Card Number
First Name
Last Name
Address
City
State *
Select a State
Security Code
Expiration Date

Click Here
Geek Cred: Star Trek or Star Wars?
Research Mode

Logical

Emotional

Competitive

Methodical

Spontaneous

Humanist

Quick Decisions

Slow Decisions

Brian and Jeffrey Eisenberg, Waiting for Your Cat to Bark?

Source: Waiting for Your Cat to Bark
Research Mode

Logical

NT
Intuiting/Thinking
Competitive

SJ
Sensing/Judging
Methodical

Emotional

SP
Sensing/Perceiving
Spontaneous

NF
Intuiting/Feeling
Humanist

Quick Decisions

Deliberate Decisions

Photos courtesy Wikipedia
Audio: Dr. Nick Grant,
Research Mode

<table>
<thead>
<tr>
<th>Logical Decisions</th>
<th>Emotional Decisions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Competitive</td>
<td>Spontaneous</td>
</tr>
<tr>
<td>Quick Decisions</td>
<td>Humanist</td>
</tr>
<tr>
<td>Methodical</td>
<td>Deliberate Decisions</td>
</tr>
</tbody>
</table>

Brian and Jeffrey Eisenberg, *Waiting for Your Cat to Bark*
Choosing Headlines that Convert

Double Your Money Instantly

Save on Half-price Dollars

50% off US Dollars for a Limited Time

Trade in Your Tens for Twenties

Get US Dollars 50% Off

From the Leader in US Dollar Bill Sales.
You can trust us.

- Real, legal, new bills.
- New, still in circulation.
- Another 900 billion available soon.

Get 50% Off Direct from the Mint

Time is Running Out. Half-priced Dollars

The IRS Says, “Sorry.” Sells Half-priced Dollar Bills
## Modes of Persuasion

<table>
<thead>
<tr>
<th>Competitive</th>
<th>Methodical</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logical Decisions</td>
<td>Help us Increase Dollars in Circulation with 50% Off</td>
</tr>
<tr>
<td>Save on Half-price Dollars</td>
<td>Get 50% Off Direct from the Mint</td>
</tr>
<tr>
<td>Trade in Your Tens for Twenties</td>
<td></td>
</tr>
<tr>
<td>Emotional Decisions</td>
<td>Get US Dollars 50% Off</td>
</tr>
<tr>
<td>Time is Running Out. Half-priced Dollars</td>
<td></td>
</tr>
<tr>
<td>50% off US Dollars for a Limited Time</td>
<td></td>
</tr>
<tr>
<td>The IRS Says, “Sorry.” Sells Half-priced Dollar Bills</td>
<td></td>
</tr>
<tr>
<td>Double Your Money Instantly</td>
<td>Give us Fifty Cents, We’ll give you a Dollar</td>
</tr>
</tbody>
</table>

- **Spontaneous**: Quick Decisions
- **Humanist**: Deliberate Decisions

---

Brian and Jeffrey Eisenberg, *Waiting for Your Cat to Bark?*
Modes of Persuasion

**Competitive**
- Help us Increase Dollars in Circulation with 50% Off
- Save on Half-price Dollars
- Trade in Your Tens for Twenties

**Methodical**
- Get 50% Off Direct from the Mint
- Get US Dollars 50% Off
- Time is Running Out. Half-priced Dollars
- 50% off US Dollars for a Limited Time

**Spontaneous**
- Double Your Money Instantly

**Humanist**
- The IRS Says, “Sorry.” Sells Half-priced Dollar Bills
- Give us Fifty Cents, We’ll give you a Dollar

**Quick Decisions**
- Quick Decisions

**Deliberate Decisions**
- Deliberate Decisions

Brian and Jeffrey Eisenberg, *Waiting for Your Cat to Bark?*
Exercise: Write Four Headlines
Modes of Persuasion

- Logical Decisions
  - Competitive
  - Methodical

- Emotional Decisions
  - Spontaneous
  - Humanist

Quick Decisions

Deliberate Decisions

Brian and Jeffrey Eisenberg,
Waiting for Your Cat to Bark?
It works with images, too.
Avoid Stock Images

http://www.sxc.hu/profile/acerin

Call us today!

http://www.sxc.hu/profile/guitargoa

Business Porn

http://www.sxc.hu/profile/acerin

http://www.sxc.hu/profile/guitargoa
Avoid Stock Images

http://www.sxc.hu/profile/acerin

Business Porn

http://www.sxc.hu/profile/guitargoa
Get US Dollars 50% Off

From the Leader in US Dollar Bill Sales.
You can trust us.

- Genuine US dollar bills.
- New, still in circulation.
- Another 900 billion available soon.

Quantity
Enter Your Credit Card Number
First Name
Last Name
Address
City
Select a State
Security Code
Expiration Date

Click Here
trust and proof
Get US Dollars 50% Off

From the Leader in US Dollar Bill Sales.
You can trust us.

- Genuine US dollar bills
- New, still in circulation.
- Another 900 billion available soon.

Quantity
Enter Your Credit Card Number
First Name
Last Name
Address
City
State *
Select a State
Security Code
Expiration Date

Click Here
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Click Here
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- Genuine US dollar bills
- New, still in circulation.
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Click Here

© 2018 Conversion Sciences
Get US Dollars 50% Off

From the Leader in US Dollar Bill Sales.
You can trust us.

- Genuine US dollar bills.
- New, still in circulation.
- Another 900 billion available soon.

12,982,346,122,004 Sold!

Click Here
Build out your Messaging
Points of Resolution

Quick Decisions

Logical
- Newness
- Appeal to Others
- Process
- Specifications
- Color
- Delivery
- Competing Solutions
- Ease-of-use
- Deliberate Decisions
- Guarantee
- Rating
- Case Studies
- Endorsements
- Price
- Discounts
- Standards
- Return Policy

Emotional
- Brand
- Newness
- Appeal to Others
- Process
- Case Studies
- Rating
- Specifications
- Color
- Delivery
- Competing Solutions
- Ease-of-use
- Deliberate Decisions
- Guarantee
- Endorsements
- Price
- Discounts
- Return Policy

© 2018 Conversion Sciences
Points of Resolution

Logical
- Newness
- Appeal to Others
- Process
- Specifications
- Case Studies
- Standards

Emotional
- Brand
- Rating
- Endorsements
- Competitive
- Methodical
- Color
- Delivery
- Competing Solutions
- Samples

Quick Decisions
- Guarantee
- Size
- Discount
- Price
- Reviews
- Testimonials
- Credibility

Deliberate Decisions
- Endorsements
- Price
- Return Policy
- Humanist
- Feeling of Ownership
- company
invite the designer in
Mapping Messages onto the Page

Spontaneous: Quick/Emotional decision makers. How do I take action?

Competitive: Quick/Logical decisions makers. What’s in it for me/my business?

Methodicals: Deliberate/Logical decision makers. How does it work?

Humanists: Deliberate/Emotional decision makers. How will I feel?

Quick Decision Makers: “Spontaneous” have decided to buy and just need to know where to go.

“Competitive” are looking for WIIFM, and what makes them better.

Deliberate Decision Makers: “Methodical” need to know how it works.

“Humanist” want to know how they will FEEL if they buy RingCentral.
Get US Dollars 50% Off

From the Leader in US Dollar Bill Sales.
You can trust us.

- Genuine US dollar bills
- New, still in circulation.
- Another 900 billion available soon.

12,982,346,122,004 Sold!

Click Here
Get US Dollars 50% Off

From the Leader in US Dollar Bill Sales. You can trust us.

- Genuine US dollar bills.
- New, still in circulation.
- Another 900 billion available soon.

12,982,345,122,004 Sold!
Get US Dollars 50% Off

From the Leader in US Dollar Bill Sales.
You can trust us.

- Genuine US dollar bills.
- New, still in circulation.
- Another 900 billion available soon.

12,982,345,122,004 Sold!

Get Your Discount Dollar Bills
Get US Dollars 50% Off

From the Leader in US Dollar Bill Sales.
You can trust us.

- Genuine US dollar bills.
- New, still in circulation.
- Another 900 billion available soon.

12,982,345,122,004 Sold!

Get Your Discount Dollar Bills

© 2018 Conversion Sciences
Get 50% Off Genuine US Dollars

Direct from the US Mint.

You can trust the US Mint.

Genuine US Dollar Bills
New, Still in Circulation
Another 900 Billion Available Soon

12,982,345,122,004 Already Sold!

Get Your Discounted Dollar Bills
Get 50% Off Genuine US Dollars
From the Leader in US Dollar Bill Sales.

You can trust us.

1. Genuine US Dollar Bills
3. Another 900 billion available soon.

12,982,345,122,004 Sold!

Purchase Your Discounted Dollar Bills

- Quantity
- Name on Credit Card
- Credit Card
- Postal Code
- CVV
- Expiration Date

Get Your Discount Dollar Bills
Custom Mobile Experience

- Remove Filler Images
- Different Calls to Action
- Maps Matter
- Offers for the Bounce
Layout Your Landing Page
Layout Example