



The 3 Key Components

You Must Get Right To Sell Online

The Landing Page: Buttons

My Landing Page Outline

Headline (kicker/subhead)

VSL

Button

Testimonials/U.M. Copy

Bullets

Emotional Questions

Offer

Button

Risk Empathy

Risk Reversal/Personal Pledge

Button

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Button Placement And Wording Can Have A **HUGE** Impact On Conversions

What I Like vs What Converts

What I'm sharing here is NOT
anecdotal or preference.

These have all been tested by me
and proven to improve conversions.

Button Placement

- Above the fold
- At the end of each section
- A sticky button if possible (Especially on mobile)
- At the bottom of the page

Button Details

- **Orange, Green, Red, Gold** (Contrasting color)
- **Font size:** 34-38 Desktop, 30-34 Tablet, 24-28 Mobile.
- **Automatic button** sizing based on text size for Desk and Tab. 90% size for Mobile. (Make sure there is space around the text)
- **Icons** on the button are optional if there's room
- **White text**
- **Two Lines of text** (Top-Bold, All Caps; Secondary-Regular, Start Case)
- **Use benefit copy**
- **Use psychology** (scarcity, urgency, risk reversal, overcoming objections) when possible
- **Add hover changes** (color change to slightly brighter & grow animation)



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