



# **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.

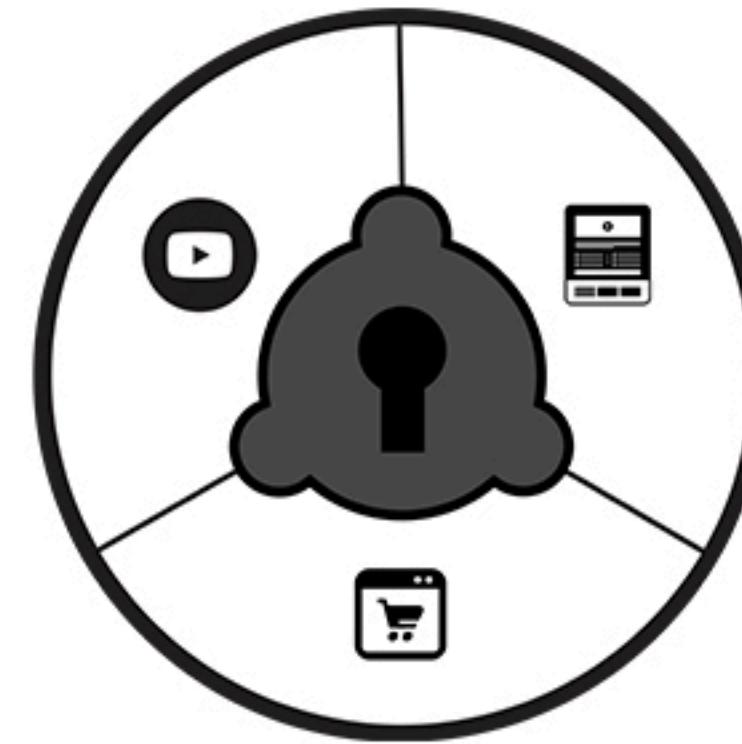
These have all been tested by me  
and proven to improve conversions.

# 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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