

Quick-Test Landing Page Copy Guide

Create a simple validation page in under an hour.

Why This Matters

A landing page isn't about building the full product—it's about testing if your audience cares enough to click, sign up, or even pay early. Instead of spending months creating, you can validate demand in a single afternoon.

This guide gives you a **plug-and-play formula** for writing copy that gets results without design overwhelm.

Step 1: Craft Your Headline

Your headline should name the problem directly and hint at the solution.

Prompts:

- What frustration is your audience facing?
- What outcome do they want most?
- Can you say it in one simple line?

Headline Formula:

“Struggling with [pain point]? Here's how to finally [desired outcome].”

Examples:

- “Overwhelmed by tech? Get your first funnel up in 7 days.”
- “Your product is ready—but your sales aren't. Fix that today.”

Workspace:

- Draft Headline: _____
 - Refined Headline: _____
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Step 2: Make a Simple Promise

State what they'll get if they join your waitlist, beta, or pre-sale. Keep it benefit-driven, not feature-heavy.

Prompts:

- What result can you promise quickly?
- How can you phrase it so it feels clear and doable?

Examples:

- “One simple framework to validate your idea in 2 days.”
- “A step-by-step kit to launch without tech headaches.”

Workspace:

- My Promise Statement: _____
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Step 3: Add 3 Benefit Bullets

Highlight outcomes, not features. Each bullet should answer the question: *Why should I care?*

Examples:

- Shortcut to [main result] without [pain point]
- Step-by-step clarity, not fluff
- A way to avoid [common mistake]

Workspace:

- Bullet 1: _____
 - Bullet 2: _____
 - Bullet 3: _____
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Step 4: Write Your Call-to-Action (CTA)

Your CTA is the most important part of the page. Keep it clear and action-oriented.

Prompts:

- What action do you want people to take? (Join waitlist, pre-order, early access)
- Can you phrase it with energy?

Examples:

- “Join the Waitlist”
- “Save Your Spot Today”
- “Get Early Access Now”

Workspace:

- My CTA Button Text: _____
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Step 5: Add Light Social Proof (Optional)

If possible, show that others are interested. Even one line can build trust.

Ideas:

- A short testimonial
- “X people already joined”
- A screenshot of positive feedback

Workspace:

- My Proof Element: _____
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Step 6: Review Before Publishing

Use this checklist to make sure your page is focused and effective.

- Headline names the problem clearly
 - Promise is simple and outcome-driven
 - Bullets highlight results, not features
 - CTA is easy to spot and action-focused
 - No distractions or extra links
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✓ By completing this worksheet, you’ll have a ready-to-launch landing page draft you can test immediately. Publish it, share it, and let your audience’s response guide your next step.