

from
Vivien

LANDING PAGE FRAMEWORK THAT CONVERTS



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Your Landing Page determines how well it attracts or repels your customers

It should flow parallel to your customer's journey as a funnel

Each step of your funnel should build trust and nurture your leads towards your call to action.

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A good example of a sales funnel is
Gumroads Landing Page

Here's how you can build your sales
funnel

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Know what drives your audience
What do they need help with

GUMROAD

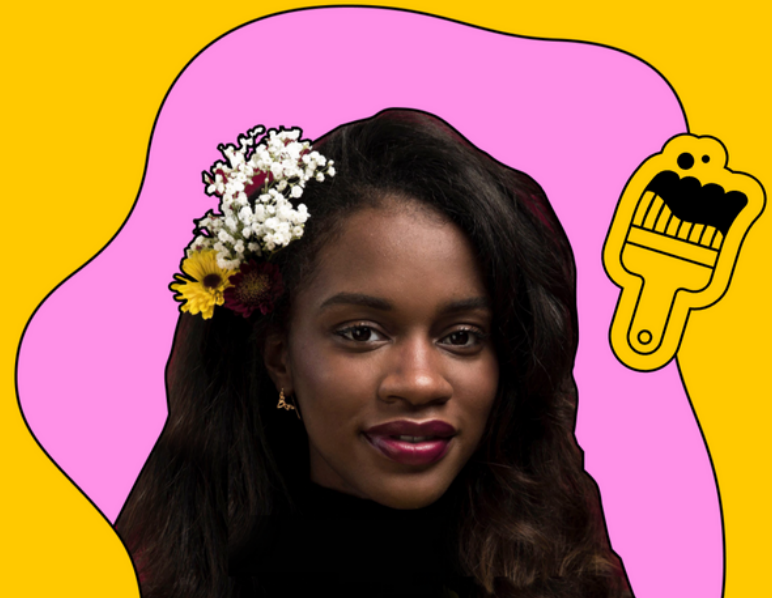
[Features](#) [Pricing](#) [University](#) [Blog](#) [Discover](#)

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[Start Selling](#)

Go from
zero to \$1

With Gumroad, anyone can earn their first dollar online. Just start with what you know, see what sticks, and get paid. It's that easy.



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Make your customer the hero and position yourself as the guide

GUMROAD

Features

Pricing

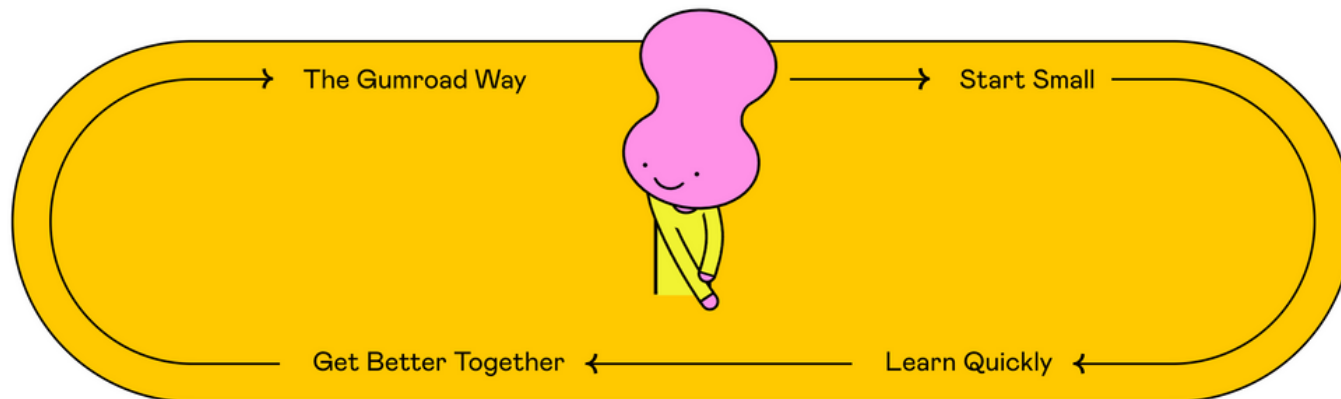
University

Blog

Discover

Dashboard

You know all those great ideas you have? We want you to try them, lots of them, and find out what works.



Take away any risk



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Handle any objections

Make your own road

Whether you need more balance, flexibility, or just a different gig, we make it easier to chart a new path. You don't have to be a tech expert or even understand how to start a business. You just gotta take what you know and sell it.

[Explore Features →](#)

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Add your social proof

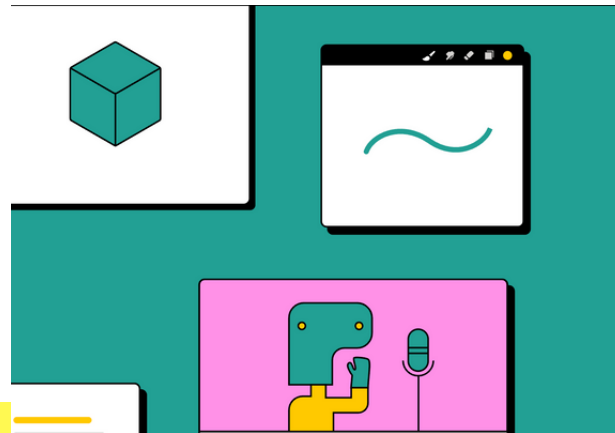
“I launched MaxPacks as an experimental side gig; but within 2 years those Procreate brushes were earning more than my 6-figure salary in CG. Leaving in favor of Gumroad enabled me to explore other aspects of my art, develop new hobbies, and finally prioritize my personal life.”

Max Ulichney sells Procreate Brush Packs



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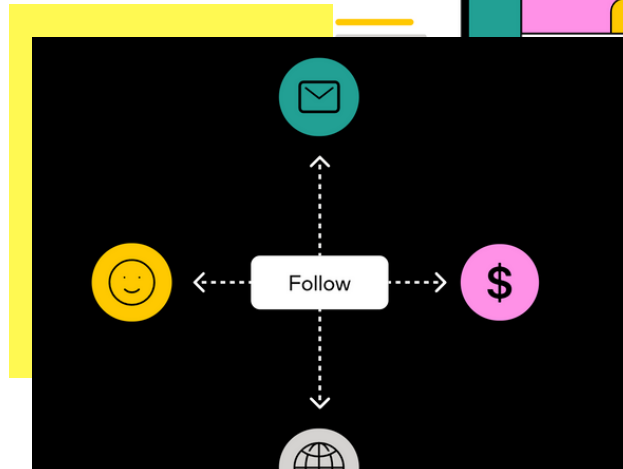
Show An Easy And Clear Path



Sell anything

Video lessons. Monthly subscriptions. Physical products. Whatever! Gumroad was created to help you experiment with all kinds of ideas and formats.

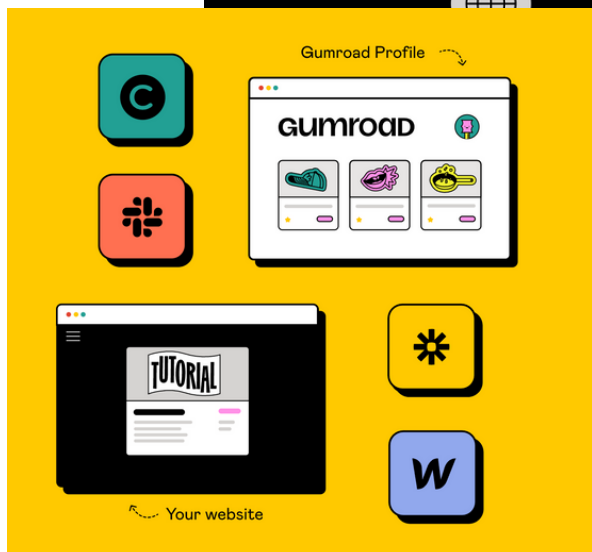
- Sell your Top 10 lists
- Sell your crypto tips
- Sell your fractal pack
- Sell your keto cookbook
- Sell your C&D scenes



Sell to anyone

Build a loyal following with simple posts, email newsletters, and automated workflows. Plus let your customers pay what they want or choose between one-time, recurring, or fixed-length payments in your currency of choice. (We'll handle the fine print, like VAT).

ig!



Sell anywhere

Create and customize your storefront with our all-in-one platform or choose to use your personal site instead. With Zapier, you can seamlessly connect your Gumroad account to thousands of apps in your current stack.

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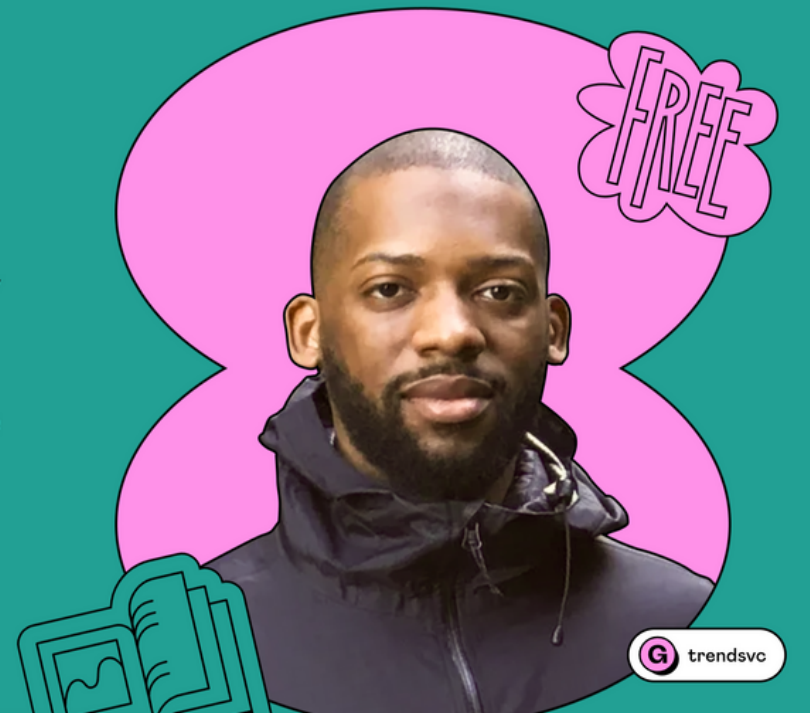
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Show them what failure to take action looks like

“Originally, I took pre-orders for my Trend Reports on Gumroad. But I received... exactly \$0. So I changed tactics: I made half of my report free, and the other half paid. Today, 99% of Trends.VC revenue is recurring in the form of annual and quarterly subscriptions.”

Dru Riley sells business insights and expertise



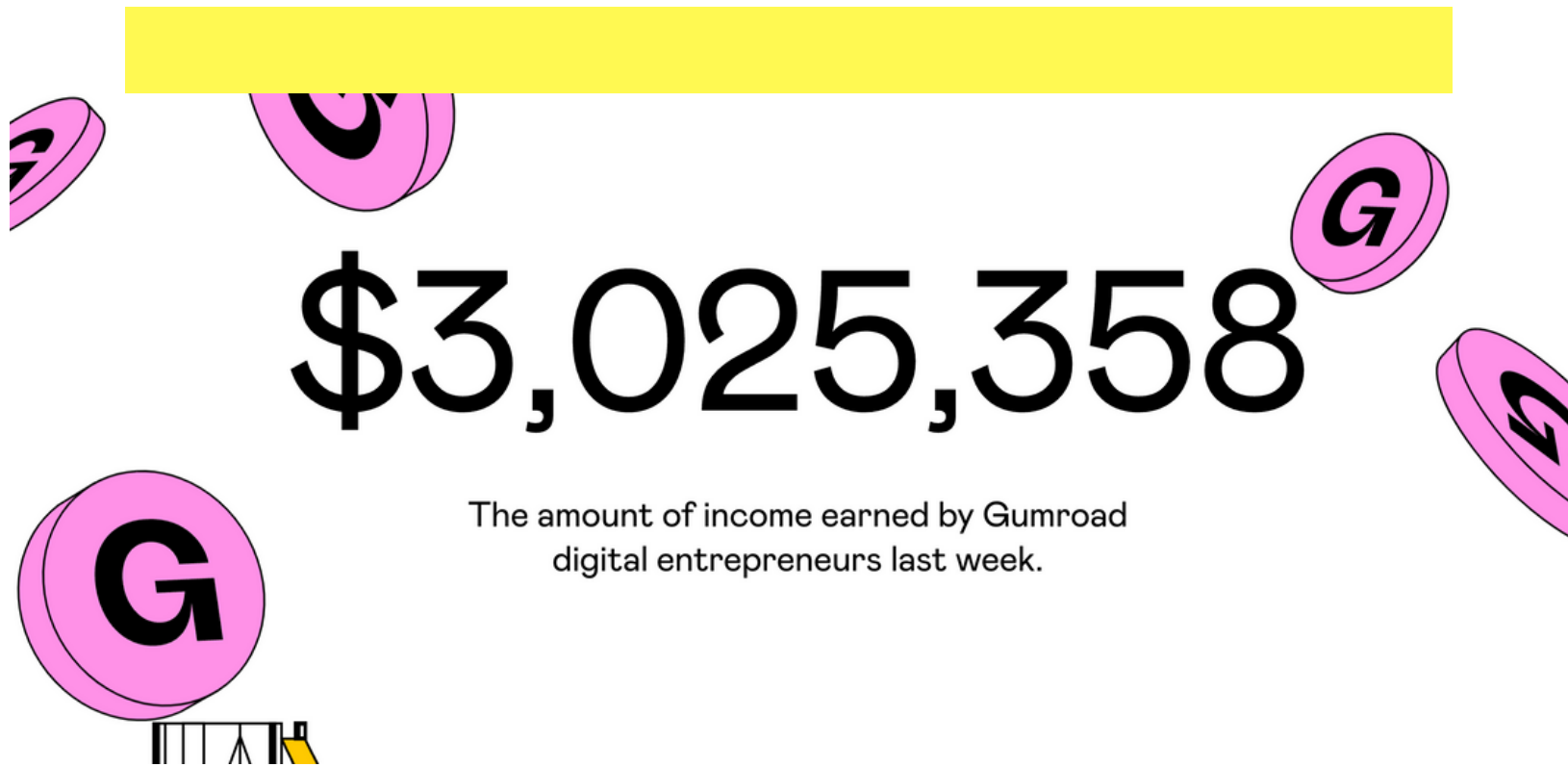
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Show them what success looks
like

Use of "last week" - creates
urgency



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Call to Action

Share your work.
Someone out there needs it.

Start Selling

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- Know who you are talking to
- Know what drives your audience
- Position the Customer as the Hero and you as the Guide
- Take away their risk
- Handle any objections
- Add Social Proof
- Show An Easy And Clear Path
- Show them what failure to take action looks like
- Shows them what success looks like and create urgency
- Call to Action

95% of marketing is about clear, compelling communication.

Strategic writing creates the perfect communication storm that pulls your clients in with your written content and keeps you top of your customers' mind, so when your clients are ready to buy -- they'll buy from you.

If you like this quick read you'll love my Sunday Strategic Writing Newsletter

Come and Join over 800+ subscribers getting 1 refreshing, actionable copywriting tip fuelled by human psychology and ditch the boring, blah writing that no one reads.

[Sign up here](#)

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9.S : Check out my FULL Swipe Files in my premium shop

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