# ULTIMATE

## LIST-BUILDING LANDING PAGE BLUEPRINT

ASK METHOD
BY RYAN LEVESQUE

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## LIST-BUILDING LANDING PAGE BLUEPRINT

## Hi!

This is Ryan Levesque, author of the #1 National Bestselling book, "Ask", and creator of the Ask Method.

Congratulations on downloading your "Ultimate List-Building" Landing Page Blueprint!

In this document, you're going to get access to a template & 17-point break-down of one of my best-performing landing pages.

Over the course of just 6 months, this page alone was responsible for:

- **$1,971,435.36 in revenue**
- **1,928,566 leads (at $0.71 per lead)**
- **And $611,111.57 in profit**

I've broken down the page into all key elements and provided a description so you can apply this same template & format in your own business, so you can start getting more leads for less ad spend, starting today.

I look forward to hearing about your success!

All my best,

*Ryan :-)*

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(1) **YOUR LOGO**

(2) **f Like** 207K

(3) **100 EXAMPLE ST. | CITY, ST 0000**

(4) **1-800-555-5555**

(5) # YOUR HEADLINE

(6) ## Subheadline

(7) **CALL TO ACTION**

(8)

(9) **AUTHORITY'S NAME** (credentials)

(10) ✿ Affiliated Organization

(11)

(11)

(12)

(13) **4 GREAT REASONS TO...**

(14) **PROVOKING HEADLINE**

(15) **WHO IS {AUTHORITY}?**

1. Under this header, provide 4 bulleted reasons for a prospect to take your quiz.

2. Hint at what they don't know now that your quiz/pdf will help them learn

3. How it will benefit them once they learn.

4. Reason...

Text here hinting at what your free offer/quiz will help them discover...

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Text here hinting at what your free offer/quiz will help them discover...

Tell your/your authority's story here. Talk about your background/training/back-story and how it supports that you have the skills and knowledge that can help your prospect achieve their goals.

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(13) (14) (15)

(16) **CALL TO ACTION**    (16) **CALL TO ACTION**    (16) **CALL TO ACTION**

(17) ABOUT | CONTACT US | TERMS OF SERVICE | PRIVACY POLICY | EARNINGS DISCLAIMER

(18) Disclaimer goes here (if necessary). This is often necessary for offers in the health or financial markets. Disclaimer goes here (if necessary). This is often necessary for offers in the health or financial markets.

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**YOUR LOGO** — ①

## YOUR HEADLINE — ⑤
### Subheadline — ⑥

**CALL TO ACTION** — ⑦

⑧

**AUTHORITY'S NAME** (credentials) — ⑨  ⊛ Affiliated Organization — ⑩

⑪

**4 GREAT REASONS TO...** — ⑬

1. Under this header, provide 4 bulleted reasons for a prospect to take your quiz.

2. Hint at what they don't know now that your quiz/pdf will help them learn — ⑬

3. How it will benefit them once they learn.

4. Reason...

**CALL TO ACTION** — ⑯

⑪

**PROVOKING HEADLINE** — ⑭

Text here hinting at what your free offer/quiz will help them discover...

Text here hinting at what your free offer/quiz will help them discover... — ⑭

Text here hinting at what your free offer/quiz will help them discover...

**CALL TO ACTION** — ⑯

⑫

**WHO IS [AUTHORITY]?** — ⑮

Tell your/your authority's story here. Talk about your background/ training/back-story and how it supports that you have the skills and knowledge that can help your prospect achieve their goals.

Tell your/your authority's story here. Talk about your background/training/back-story and how it supports that you have the skills and knowledge that can help your prospect achieve their goals. — ⑮

**CALL TO ACTION** — ⑯

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# POINT-BY-POINT BREAKDOWN

① **Trust Builder #1 |** Your company logo goes here.

② **Trust Builder #2 |** Your Facebook "like" button showing how many "likes" your page has. Provides social proof "above the fold" on the landing page.

③ **Trust Builder #3 |** Your company's address (provides more credibility "above the fold")

④ **Trust Builder #4 |** Your company's phone number

⑤ **Your headline.** This page is focused on a self-discovery quiz where the prospect discovers his/her "type". But if you're not using a quiz here, you can provide a standard benefit headline here. One example of a long-running headline in this "standard" style: "You're About To Learn Secrets That Most Men Will Never Know About Women…"

⑥ **Subheadline** goes here. The subheadline adds further description to the headline - showing how fast & easy they can get the benefit promised in the headline, for example.

⑦ **Call-to-action.** For downloadable "lead magnets", try button text: "Download Now"

⑧ **Trust Builder #5 |** Picture of your authority / "guru" for the product. This gives a human face to your business, giving prospects confidence that you're a real person with a real business.

⑨ **Trust Builder #6 |** Your authority's name (and any credentials they may have: JD, MD, MBA, etc.)

⑩ **Trust Builder #7 |** Authority's affiliated organization. Here's where you can put a respected organization your authority is affiliated with.

⑪ **Context images** - add nice stock images here that relate to your offer here, to break up the text on the page.

⑫ **Second picture of your authority**, at work. Show a teacher actually teaching on stage, a healer actually at work healing a patient, etc.

⑬ **"4 Great Reasons to [take quiz, download this checklist, etc.]" |** Under this header, provide 4 bulleted reasons for a prospect to take your quiz. Hint at what they don't know now that your quiz/pdf will help them learn, and how it will benefit them once they learn.

⑭ **Further curiosity provoking headline**, hinting at what your free offer/quiz will help them discover.

⑮ **"Who is [authority]?" |** Tell your/your authority's story here. Talk about your background/training/ back-story and how it supports that you have the skills and knowledge that can help your prospect achieve their goals.

⑯ **Call to action** buttons go here. Use the same text as you did for #7

⑰ **Footer links go here |** You'll need the following links to be Facebook and Google compliant.
  • "About" page
  • "Contact Us" page
  • "Terms of Service" page
  • "Privacy Policy" page
  • "Earnings Disclaimer" page

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