

Build the buying decision before you buy more traffic.

Use this as a decision aid. Evidence beats aesthetics; clarity beats completeness.

01 STARTING POINT

02 PRIMARY BUYER / SITUATION

03 HERO PROMISE

04 PRODUCT UNDERSTANDING GAP

05 MECHANISM / OUTCOME

06 MOST IMPORTANT CLAIM

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07 PROOF FOR THAT CLAIM

08 PURCHASE TERMS

09 MOBILE ISSUE

10 TRAFFIC MESSAGE

11 SUCCESS EVIDENCE

12 ONE NEXT FIX