

# 1 Page Blueprint



Headline	6%
Lead	13%
Story	20%
Pitch	20%
Evidence	13%
Offer	13%
Close	20%

## 1 Page Blueprint

One page is all you need to convince people to buy whatever you're selling. Your page should include each of the seven items below in the order listed.



### The Headline

Create curiosity by using one of these tactics in your headline.

- make a bold promise
- make an outrageous claim
- ask a question



### The Lead



Set the stage for your potential buyer with ideas like this.

- present a scenario
- start a story
- ask a few questions



### The Story

Pinpoint the problem by telling a story they will love.

- tell your story
- tell their story
- tell a customer's story

### The Pitch



Share the solution to their problem to win them over.

- introduce your product
- then explain all the benefits



### The Evidence

Present proof that your product will solve their problem.

- back up your claims
- provide customer testimonials
- build your credibility

### The Offer



Outline the "offer" in three simple steps.

- explain each piece
- build the value
- reveal the price



### The Close

Seal the deal and give them every reason to act right now.

- remove their risk
- sweeten the deal
- create urgency
- strong call-to-action
- a stern warning