



How to Build an Online Audience Exercise: Freemium Landing Page Layout

Freemium Cover Image:

Do you have an attractive image that serves as a cover for your freemium? Yes / No
If you need help, visit: <http://www.MyECoverMaker.com>

Landing Page Headline:

Promotional Paragraph:

Write 3 – 5 sentences that describe your freemium and why someone needs to read it:

Value Statements:

Write three value statements that answer the reader's primary question: "What's in it for me?"

Value statement 1: _____

Value statement 2: _____

Value statement 3: _____

Choose a "Call-to-Action" Statement: _____

Examples: Sign-Up Now / Subscribe / Download Now

Display Your Privacy Policy:

We agree to not to share, sell, or rent your email address with anyone else. If you do not want to receive emails in the future, you may unsubscribe at any time.

Whom do I know who could help promote my freemium and landing page? (List 9 people)

_____	_____	_____
_____	_____	_____
_____	_____	_____