Landing Page Template

CONTENT TYPE: ☐ "How To" ☐ Story ☐ Interview ☐ Case Study

CONTENT FORMAT: ☐ Text ☐ Audio ☐ Video ☐ Infographic

1. **HEADLINE**:

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2. **OPENING:** ☐ Question ☐ Story/Anecdote ☐ Shocking Statistic ☐ "Mind's Eye"

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3. **PAYOFF:** ☐ List (or Bullets): ☐ Inverted Pyramid

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4. **CALL TO ACTION:**

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5. **REQUEST FOR PARTICIPATION:**

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