



DOCUMENT TEMPLATE

# Sales & Landing- Page Copy

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01

## What this guide helps you create — and who it's for

The copy for your main landing page: the headline a stranger reads in two seconds, the subhead, the “how it works” in three steps, the proof that backs it, the answers to the two or three real reasons they hesitate, and the one call to action — all written for one reader, with one job.

**Use this if** your landing page is a feature list, or a clever headline that doesn't say what you do, or a page trying to talk to everyone. **Skip it** if you have a page that converts and you're just running tests on it — that's optimisation; this guide is for getting the words right in the first place.

### HOW TO USE THIS GUIDE

- 1 **Read sections 02–04** so you know what a landing page is for — and the five ways they usually fail.
- 2 **Open your AI chatbot** — the one you set up in guide 01. Have your messaging brief from guide 03 to hand; the headline comes from there.
- 3 **Make the decisions in section 03** — one reader / one job, the headline test, the proof you actually have, the real objections. Do this *before* you touch the prompt.
- 4 **Copy the prompt in section 05** into the chatbot. Paste your Founder Context Block where it says to, and fill in the `{curly braces}`.
- 5 **Send it**, then sharpen what comes back using the four moves in section 06 — one at a time.
- 6 **Put it live and watch real people use it**. The page isn't done because it reads well; it's done when strangers get it.

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02

## Why this document matters

A landing page has about two seconds to answer the visitor's only question: “*what is this, and is it for me?*” If the headline doesn't answer it, they

leave — and the analytics just say “high bounce rate,” not why.

Most founder landing pages fail in the same handful of ways: a headline that’s clever but empty (“Reimagine your workflow”); a wall of features with no benefit and no order; a page written for everyone, so it persuades no one; thin or missing proof; and no answer to the obvious objection, so the visitor supplies the worst-case answer themselves. A landing-page copy doc fixes each of those — on purpose, for one reader, before you ship it.

## Your headline has two seconds. If a stranger can’t tell what you are and whether it’s for them, the rest of the page doesn’t get read.

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It comes from four decisions. Section 03.

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### 03

## The thinking framework — what to settle before you prompt

The prompt writes the copy. These calls are yours.

### — One reader, one job

Same discipline as the one-pager (guide 02): this page is for *one* reader doing *one* thing. If you need to talk to a different reader — an investor, a partner, a different segment — that’s a different page, not a paragraph crammed onto this one. Decide the reader and the job before anything else; everything on the page serves them.

### — The two-second headline test

Can a stranger who has never heard of you, glancing for two seconds, tell what this is and whether it’s for them? If not, the headline isn’t done. Your positioning statement from guide 03 is the raw material — the headline is that, sharpened until it survives the two-second test. “Clever” is allowed only *after* “clear.”

## — The proof you actually have

Numbers (“412 sole traders, £0 paid to bookkeepers”), named customers, testimonials with a real name and face, a live demo, a guarantee. Pick the two or three *strongest* and lead with them. Don’t pad with weak proof — five logos of companies nobody’s heard of is worse than one number that’s genuinely good.

## — The real objections

The two or three actual reasons this reader hesitates: “*is my data safe?*” “*will it work for my situation?*” “*is it worth the price?*” The page has to answer them — in their words, plainly — or the visitor answers them for you, badly, and leaves. Pick the real ones, not the polite ones.

DECIDE	WEAK DEFAULT	WHAT GOOD LOOKS LIKE
Reader & job	“anyone who visits”	“a UK sole trader, here to decide whether to try us”
The headline	“Reimagine your bookkeeping”	“Your receipts, filed. Automatically. — for businesses too small for a bookkeeper”
The proof	“trusted by businesses everywhere”	“412 sole traders. £0 paid to bookkeepers since signup.”
The objections	“(none addressed)”	“is my data safe? · will it work for my trade? · is it worth £X?”

04

## Common failure modes — what generic output looks like

Ask an AI for “landing page copy” cold, and you get a SaaS-template impression of a page. Reject these:

× WHAT TO REJECT ON SIGHT

- **The empty clever headline.** “Reimagine.” “Unleash.” “The future of.” Sounds like a headline; says nothing. If a stranger can’t tell what you do from it, it fails.
- **Feature soup.** A grid of “features” — no benefit, no priority, no reader. Which two matter to *this* visitor? Lead with those; cut the rest.
- **A page for everyone.** No reader, no edge. Trying to land with founders and enterprises and freelancers all at once means landing with none.
- **Weak or missing proof.** “Loved by teams worldwide” with no number, or six logos of unknowns. One strong, specific proof point beats a wall of vague ones.
- **No objection handling.** The page never says “yes, it’s secure” or “yes, it works for your case” — so the visitor assumes the worst and leaves. And then: three competing CTAs (“Sign up” / “Book a demo” / “Talk to sales”) so the visitor picks none.

If the copy looks like this, the page hasn’t decided its reader or its headline. Section 03.

05

## The prompt template

This is the bit that does the work. You don’t need to understand prompting — you just need to do these five things, in order:

**RUNNING THIS PROMPT – STEP BY STEP**

- 1 **Copy the entire grey box below** (all of it, top to bottom).
- 2 **Open your AI chatbot** and paste it into the message box. Don’t press send yet.
- 3 **Paste your Founder Context Block** where the prompt says `{paste your Founder Context Block here}` — delete that line and put your block in its place. (No Context Block yet? Build one in guide 01.)
- 4 **Replace every `{curly-brace}` bit** with your own answer — your four decisions from section 03, and the positioning statement from guide 03, go straight in. If you’re unsure of one, leave it; the prompt will ask.
- 5 **Send it.** Then go to section 06 to sharpen what comes back.

## PROMPT TEMPLATE

→ Copy the whole box. Paste your **Founder Context Block** where it says to, then swap everything in {curly braces} for your own answers before you send it.

You are helping me write the copy for our main landing page – for one reader, with one job, that a stranger gets in two seconds.

Here is everything you need to know about my company:

{paste your Founder Context Block here}

Inputs I've decided (use these – don't override them):

- The one reader and the one job of this page: {e.g. "a UK sole trader, here to decide whether to try us"}
- Our positioning statement (from the messaging brief): {paste it – the headline should be derived from this}
- The proof we actually have (pick the strongest 2-3): {e.g. "412 sole traders, £0 paid to bookkeepers since signup"}
- The real objections this reader has (2-3): {e.g. "is my data safe? · will it work for my trade? · is it worth £X?"}
- The one action we want them to take: {e.g. "start free – photograph 5 receipts, no card"}

Produce the copy with exactly these six parts:

1. Headline – derived from the positioning statement, sharpened until a stranger who's never heard of us can tell in two seconds what this is and whether it's for them. Plain over clever. Give the headline plus two alternatives.
2. Subhead – one sentence: who it's for and what they get.
3. How it works – exactly three steps, each phrased as what the user does or gets (not what the system does).
4. Proof block – the 2-3 proof points, lead with the strongest, each stated specifically (real numbers / names, not "trusted by businesses everywhere").
5. Objections, answered – for each objection I gave you, a one-or-two-sentence answer in the reader's own words, plainly. Format as a short FAQ.
6. Call to action – one primary CTA (specific, low-friction, the exact button text), and at most one secondary CTA marked clearly as secondary. No others.

Then add a short "what to cut" note: anything currently on our page (if I described it) – or anything you were tempted to add – that dilutes the one reader / one job.

Rules:

- No buzzwords, no feature soup, no "reimagine / unleash /

the future of" headlines.

- Anything in `{curly braces}` is a slot for me to fill. If I left one blank, ask me for it – don't invent it.

When you're done, tell me which line on the page is weakest and why, so I can rewrite it.

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06

## How to iterate when the output is weak

First drafts come back too clever and too crowded. These four moves fix that — one at a time:

1. **Strip the headline.** *"Rewrite the headline so a stranger who's never heard of us can tell, in two seconds, what this is and whether it's for them. Plain over clever. Then give me two alternatives."*
2. **Benefits, not features, in 'how it works.'** *"Each of the three steps must say what the user gets or does, not what the system does. If a step starts with a feature, rewrite it."*
3. **Cut weak proof.** *"Keep only the two or three strongest proof points — real numbers, real names, a guarantee. Delete anything vague. Two strong beats six weak."*
4. **Answer the real objection, kill the spare CTAs.** *"For each of my three objections, give a one-or-two-sentence answer in the visitor's words. Then: one primary CTA only. If there's a second, make it visually secondary; delete any others."*

If two passes don't fix it, the page hasn't decided its one reader — back to section 03.

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07

## A worked example

Sam from guide 01, Ledgerwise — the landing-page copy, built from his positioning statement (guide 03).

> WORKED EXAMPLE — SAM'S LANDING PAGE

**The positioning statement** (from guide 03): “For UK sole traders and micro-businesses too small for an accountant, Ledgerwise is the bookkeeper-in-an-app that turns a photographed receipt into a filed return.”

**Headline:** “Your receipts, filed. Automatically.” — and a subhead: “Book-keeping for sole traders too busy (or too small) for a bookkeeper. Photograph a receipt; we file it; you stay ahead of HMRC.” Passes the two-second test: a sole trader knows instantly what it is and that it’s for them.

**How it works, three steps:** 1) Photograph your receipts as they come in. 2) We sort, categorise and file them — no data entry, ever. 3) When the deadline comes, your return’s already done.

**Proof:** “412 sole traders. £0 paid to bookkeepers since signup.” — one number, specific, and exactly the thing the reader cares about.

**Objections, answered:** *Is my data safe?* — Bank-grade encryption, UK-hosted, your data never sold. *Will it work for my trade?* — Built for sole traders; no accounting setup; works the same whether you’re an electrician or a dog-walker. *Is it worth it?* — Less than one hour of an accountant’s time a month — and free for 30 days, no card.

**The one CTA:** “Start free — photograph 5 receipts, see it work.” No card, no call. One button. (A small “see how it works” link sits below it, visually secondary.)

08

## Edge cases — and when to go deeper

A few situations need more than the template:

- **You’re B2B with a long sales cycle.** The page’s job isn’t “buy now” — it’s “book a call.” Different proof (case studies, named logos that are recognisable in your space), a CTA that’s a calendar link, and copy that sells the conversation, not the product.
- **This is a page for a specific ad campaign.** It has to match the ad’s promise word for word — if the ad said “X,” the headline says “X.” Message-match beats a “better” headline that doesn’t connect to what they clicked.
- **It’s a pricing page.** Different beast — anchoring, tiers, the “most popular” nudge, an annual-vs-monthly toggle, a clear “what you get at each level.” Use this guide for the framing, but a pricing page has its own moves.

- **The copy reads clear but doesn't sound like you** — too neutral, too templated:

→ WHEN YOU NEED TO GO DEEPER

**Founder Voice Extraction** — Turn the way you actually talk into a reusable voice spec your LLM can write in — so output stops sounding like a press release.

[n-access.co.uk/playbook/founder-voice-extraction](https://n-access.co.uk/playbook/founder-voice-extraction)

- **The page needs a look as sharp as the words** — hero, layout, the visual proof:

→ WHEN YOU NEED TO GO DEEPER

**Claude Visual System** — A repeatable prompt chain for generating an on-brand visual identity — colour, type, layout rules — without a designer.

[n-access.co.uk/playbook/claude-visual-system](https://n-access.co.uk/playbook/claude-visual-system)

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09

## What to read next

- **03 · Brand Positioning & Messaging** — the headline is your positioning statement, sharpened; if the page won't land, the positioning might be the problem.
- **09 · Email Sequences** — the page captures; the emails are how you don't lose the people who weren't ready yet.
- **11 · Pitch Deck Outline & Narrative** — the page makes the argument in one screen; the deck makes it in ten slides.

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## The Founder's Playbook

A library of short operator guides for founders building with AI — not prompt-pack content, an actual method. Each guide is free, each routes you to deeper blueprints when you need them, and each assumes one thing: that you've built your **Founder Context Block** (that's guide 01).

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