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2026 EDITION

EXECUTION MANUAL

The landing page that actually sells

The 9-block method to write, design and measure a page that turns visits into sales or inquiries.

WRITTEN BY

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The Landing Page That Actually Sells

The 9-block method to write, design and measure a page that turns visits into sales or inquiries.

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This material is educational: it teaches work processes and the judgment to apply them. It does not guarantee sales, clients or financial results: those depend on execution, the market and each person's effort. It is not a substitute for professional legal, accounting or tax advice.

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INTRODUCTION

Before you start

Who this book is for, what you'll have when you finish it, and the one rule I ask you to follow while you read it.

A landing page isn't a pretty page. It's a salesperson who works 24 hours a day, never gets tired, never gets nervous and tells every person who walks in exactly the same thing. If that salesperson says the wrong things, it says them a thousand times a day.

Almost every landing page you'll ever see has the same problem, and it isn't the design. It's that they don't say anything. A headline that could belong to any company, three icons with words like “quality,” “commitment” and “experience,” a photo of people smiling in front of a computer and a button that says “Submit.” They're well put together and they don't sell.

This book is about the missing part: **what to say, in what order and how to check whether it works.** Design matters, and it has its own chapter, but it comes later. An ugly page with the right message sells more than a beautiful page with the wrong message. The other way around, almost never.

Who it's for

If you've read the two previous books, you already know how to produce a website and how to find people to build them for. This is the step that multiplies both: when you know how to write a page that sells, every website you deliver is worth more, and your own works for you while you sleep.

But you don't need to have read them. This book works just as well if:

- You build pages for clients and want them to stop being “business cards” and start bringing in inquiries.

- You have your own product, service or course and need a page that sells it.
- You invest in Instagram or TikTok ads and feel the money is leaking through a hole between the ad and the sale.
- You already have a landing page that “doesn't convert” and you don't know where to start fixing it.

What you'll have when you finish

- **A 9-block method** for organizing any sales, service or lead-capture page.
- **Your own reader map**: what the person arriving at your page knows and fears, written in their words and not yours.
- **A written offer** that can be understood in one sentence and justifies its price.
- **Formulas for headlines, calls to action and FAQs** ready to adapt.
- **A system for getting testimonials**, even if you don't have any today.
- **A complete landing page template**, block by block, to fill in.
- **Twelve prompts** so AI can help you research, write and review without the page ending up sounding like a robot.
- **A 50-point checklist** to review before publishing and before spending a cent on advertising.
- **A measurement method** to know what to change first, even with little traffic.

How it's organized

Part I is what happens before writing a single word: understanding what job the page has, who will read it and what you're offering. They're three short chapters and the most important in the book. Most landing pages fail here, not in the design.

Part II covers the 9 blocks, in the order they appear on the page: the first screen, the problem, the promise, how it works, the proof, the offer, the

guarantee, the FAQ and the close. One chapter per group of blocks.

Part III is designing, publishing and improving: design that helps instead of getting in the way, the mistakes that cost the most sales and how to measure so you know what to touch.

At the end there are four reference annexes: the template, the prompts, the checklist and the sources.

> **A NOTE ON SCOPE**
>
> This book teaches you to build a page that has a much better chance of converting. It doesn't guarantee sales. A landing page can't fix a product nobody wants, a price out of line with the market or advertising that talks to the wrong people. What it does is make sure that, when everything else is right, the page stops being the bottleneck.

The one rule

I ask you for just one thing while you read: **work on a real page.**

It can be a client's, your own, or that of a business you know and choose as an exercise. But it has to be just one and it has to be concrete. Every chapter ends with an exercise, and the exercise applied to “some landing page” teaches you nothing. Applied to “the page for Lucy's dental clinic, which sells teeth whitening,” it leaves you, by the end of the book, with a finished landing page.

01

A landing page has one job

What a landing page really is, how it differs from a website and why the best decision you'll make is to take things out.

A corporate website is a house: it has many rooms and each visitor walks through the ones that interest them. A landing page is a hallway: it has an entrance, an exit and nothing in between to distract you.

The word “landing” comes from *to land*. It's the page where someone lands after coming from somewhere else: an ad, a TikTok video, a link in a bio, an email. That person arrived with a specific expectation, created by what they saw before, and the page has a few seconds to confirm they're in the right place.

The difference from a regular website isn't the design or the number of sections. It's the **goal**. A corporate website has many: getting to know you, seeing the services, reading the blog, finding the address, writing to you. A landing page has only one. Everything on the page exists so the person does that one thing, or to clear up a doubt that's stopping them from doing it.

The single action

Before writing anything, define what the action is. Not “getting to know the product,” which can't be measured, but a concrete behavior that either happens or doesn't:

TYPE OF LANDING PAGE	THE ACTION	EXAMPLE
Direct sale	Buy	An ebook, a course, a template
Inquiry	Message on WhatsApp or request a quote	A dentist, an accounting firm, an agency
Booking	Schedule an appointment or a call	An aesthetics clinic, a coach, a consultancy
Lead capture	Leave an email in exchange for something	A free guide, a waiting list, a discount
Registration	Sign up	An event, a workshop, a webinar

If your page has two actions of equal importance, for example “Buy the course” and “Follow us on Instagram,” you don't have a landing page: you have two landing pages fighting over the same spot. And when you give someone two similar options, the most common reaction isn't choosing one: it's choosing neither.

> **THE MOST EXPENSIVE MISTAKE**
>
> Putting the website's full menu at the top of the landing page. Every menu link is an exit door. If someone arrives from an ad you paid for and goes off to read “About us,” you paid for them to get distracted. On a landing page, the menu is removed or reduced to anchors that scroll within the same page.

Conversion, in one sentence

The **conversion rate** is the percentage of visits that complete the action. If 1,000 people came in and 20 bought, the conversion rate is 2%. It's the number you'll watch throughout the book, and it's worth understanding now what moves it.

Conversion depends on three things, and the page controls only one:

1. **Who arrives.** If the advertising talks to the wrong people, no page will convince them. That's the job of the ad and the targeting.
2. **What's offered.** If the product is useless to everyone or the price makes no sense, the page can only hide it for a while. That's the job of the offer, which is why it has its own chapter before the writing.
3. **How it's presented.** How clear the message is, how believable it is, how easy it is to act. **This is the page's part.**

You'll read conversion averages here and there: "a good landing page converts 3%," "10%," "20%." Be wary. Conversion varies enormously by industry, price, type of action and where the traffic comes from. A page asking for an email in exchange for a free guide can convert ten times more than one selling a hundred-dollar course, and both can be very well made. **The only benchmark that matters is your own from last week.**

> WHY IT PAYS TO THINK IN PERCENTAGES
>
> If a page gets 2,000 visits a month and converts at 1%, that's 20 sales. If you improve it to 2%, that's 40, with the same advertising and the same budget. Doubling conversion is the same as doubling traffic, but free. That's why, for a business already investing in ads, a good landing page changes the numbers more than anything else.

The visitor's three questions

Every person who arrives at a landing page asks themselves three questions, in this order, in the first few seconds. They almost never say them out loud, but they decide based on them:

1. **Is this for me?** If the headline speaks to someone else, they leave. If they don't understand what it is, they leave.
2. **Why should I believe you?** If you promise something without showing why it's true, they get suspicious.

4. **The question they ask themselves.** “Do your customers ask for the price in private and then never reply?”
5. **The concrete number.** “The 9-block method for writing a landing page that sells.”
6. **What stops happening.** “Stop answering the same ten questions on WhatsApp every day.”

WRITE TWENTY, CHOOSE ONE

Nobody writes the best headline on the first try. The method that works is to write twenty variations, let some time pass and choose the best three. Then read each one out loud as if you were the customer. The one that makes you think “that's exactly what's happening to me” is the one that goes.

AI is very useful here, as long as you give it the real material. With the one-sentence offer and the word mine, it can generate variations in seconds. What it can't do is choose for you.

TWENTY HEADLINES — WRITING

Act as a sales page copywriter who writes in clear, plain English, without exaggeration. Here are the offer and real phrases from customers.

Offer in one sentence: **your offer in one sentence**
Who I'm talking to: **your one-line profile**
Real customer phrases: **paste 10 to 15 phrases from the mine**

Write 20 headlines for the landing page using these structures: result + timeline, result + without the obstacle, for whom + result, the question the customer asks themselves, concrete number, what stops happening. Maximum 12 words each. Use the customers' words when you can. Forbidden: "revolutionize," "supercharge," "next level," "transform," "all-in-one solution" and any promise that can't be kept. At the end, mark the 3 you think are clearest and explain why in one line each.