

## **Write a simple, focused page on a single, niche topic.**

Make the message stick

**S**imple

**U**nexpected

**C**redible

**E**motional

**S**tory

Answer visitor questions

Why?

What?

How?

What if....

## **Inquiry**

- Ask "why" five times, building on the answer each time.
- Pose smart questions to **uncover the heart** of any task.
- Does the feature **improve user experience**?
- Does the feature **increase revenue or attention**?
- What problem are you trying to solve Right Now?
- What **3-4 things** do 80% of visitors want to do?
- What is **stopping visitors from acting**?