

specific, highly relevant illustration or screenshot (optional)

# Headline: pain, dream, or both

## PAIN

crispy details about the customer's pain points (max 2-3)

## DREAM

crispy depiction of the customer's life  
as if those problem never existed

CTA #1: price, signup

## FIX

crispy explanation of how the product can deliver that dream with  
believable supporting detail (still starring the customer!)

anchoring of product value (e.g. "saves x hours")

CTA #1: price, signup

objection busting (questions, social proof, quotes, etc)

CTA #2 — pay/signup, OR lower commitment

*Pain, Dream & Fix can be text, illustrations, GIFs, even videos... or a combination! As long as you follow design rules, and test them for clicks/plays.*