Super LPO Formulas Checklist

No	Criteria	Done	No
1	Define a clear USP	☐	☐
2	Use message match perfectly	☐	☐
3	Use bullet point lists	☐	☐
4	Use consistent call-to-actions	☐	☐
5	Use relevant images	☐	☐
6	Use a friendly language	☐	☐
7	Give quantifiable value	☐	☐
8	Remove distractions	☐	☐
9	Minimize links	☐	☐
10	Choose long or short version of landing page	☐	☐
11	Design short and simple lead capture form	☐	☐
12	Add videos	☐	☐
13	Put pricing on the page	☐	☐
14	Use social proof	☐	☐
15	Use trust logos and security symbols	☐	☐
16	Offer guarantees	☐	☐
17	Design a solid call-to-action	☐	☐
18	Add social share features	☐	☐
19	Add a FAQ section	☐	☐

Notes

Use this page for writing your notes