# 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 | ☐ | ☐ |

# Notes

Use this page for writing your notes