



Template: Design a great Doorway Page for Your Ideal Guest

TARGET MARKET: _____

Write a **compelling headline** that will appeal to this target market and that helps them understand how well you understand their needs/interests.

Describe the **benefits** of your experience/facility in a way that meets the needs of your target market. Use sub-headings whenever possible.

Describe **credibility-building** elements that would impress this target market or that they might actively be looking for.

Describe an **image** that would appeal to this target market:

Provide the **tag line** or descriptor for this image:

Describe at least two **hyperlinks** you could provide that would be especially appreciated by this target market:

Describe three unique **calls to action** for this page. (ensure one of them is a small Yes!)

1.

2.

3.

Describe a video clip that would appeal to this target market:

Provide the tag line or descriptor for this video:

What kind of e-newsletter content can you provide for your ideal guest on a regular basis? Who can help create it?