Hero Promise Formula Builder

November 11, 2026
A framework for developing the main promise on a landing page.

What this guide covers

- Clarify an audience and the value offered.
- Draft hero headline variations.
- Review and refine the promise over time.

Who this is for

For marketers and business owners writing landing pages.

Putting the ideas to use

Use the framework to revise a page's opening message.

Book details

Format: Guide. Pages: 30. Words: 2956.

Download availability: After payment, download the complete ZIP package or the included PDF separately.