

LOQUY PREMIUM BONUS

THE COURSE PAGE THAT SELLS

Three proven course-page layouts, block by block, built for the Loquy builder. **Copy the layout, drop in your words, publish.** No blank page.

HOW THIS SWIPE FILE WORKS

A sales page is just **blocks in the right order**

Every block below exists in the Loquy page builder. Pick **one** of these three layouts, build the blocks top to bottom, and write only what each block asks for. Same color = same block type, on every page in this deck.

HERO
OUTCOME BULLETS
CURRICULUM
PRICE
FAQ

1 • THE MINIMALIST

Five blocks. For low-priced courses and warm audiences that already trust you.

HERO
PROBLEM STORY
TRANSFORMATION
CURRICULUM
PROOF
PRICE

2 • THE STORYTELLER

Six blocks. For colder traffic that needs to feel the problem before it hears the fix.

HERO
CREDENTIALS
CURRICULUM
SAMPLE LESSON
PROOF
PRICE
GUARANTEE

3 • THE AUTHORITY

Seven blocks. For higher-priced courses where the buyer is really buying *you*.

HERO CURRICULUM PROOF PRICE EVERYTHING ELSE

RULE 1 ABOVE THE FOLD

Win or lose in the first screen

HEADLINE • THE PROMISE

SUBHEAD • WHO IT'S FOR + HOW IT WORKS

GET THE COURSE →

one quiet trust line under the button

— FOLD — EVERYTHING ELSE LIVES BELOW —

HEADLINE FORMULA

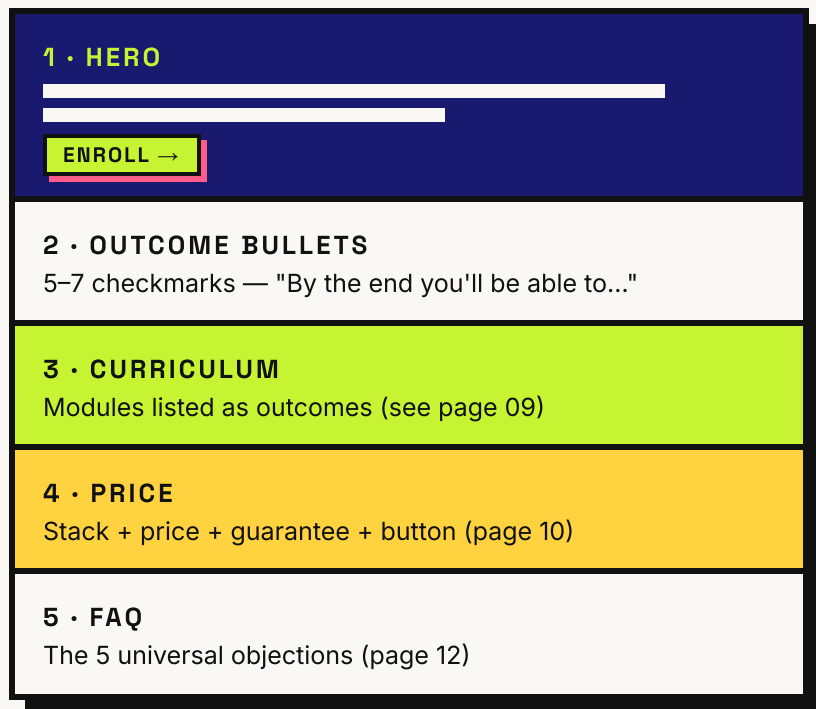
" **The outcome they want** in **a believable container** — even if **their biggest doubt** ."

Outcome, not topic. "Watercolor" is a topic. "Paint a landscape you'd frame, in 30 days" is an outcome.

Subhead = who + how. One sentence: who this is for, and the method that gets them there. No adjectives doing the work facts should do.

ONE call to action. One button, one verb, repeated down the page. Every extra link above the fold is an exit door.

Short page, **warm audience**



1

Hero

Headline formula from page 03. Button scrolls straight to the price block.

2

Outcome bullets

Each bullet is a finished skill, not a lesson name. Start every line with a verb: "Record...", "Publish...", "Fix..."

3

Curriculum

Module titles only, one line of payoff each. Short page, short curriculum — no lesson-by-lesson list here.

4

Price

The full pricing anatomy from page 10, with one testimonial beside the button if you have one.

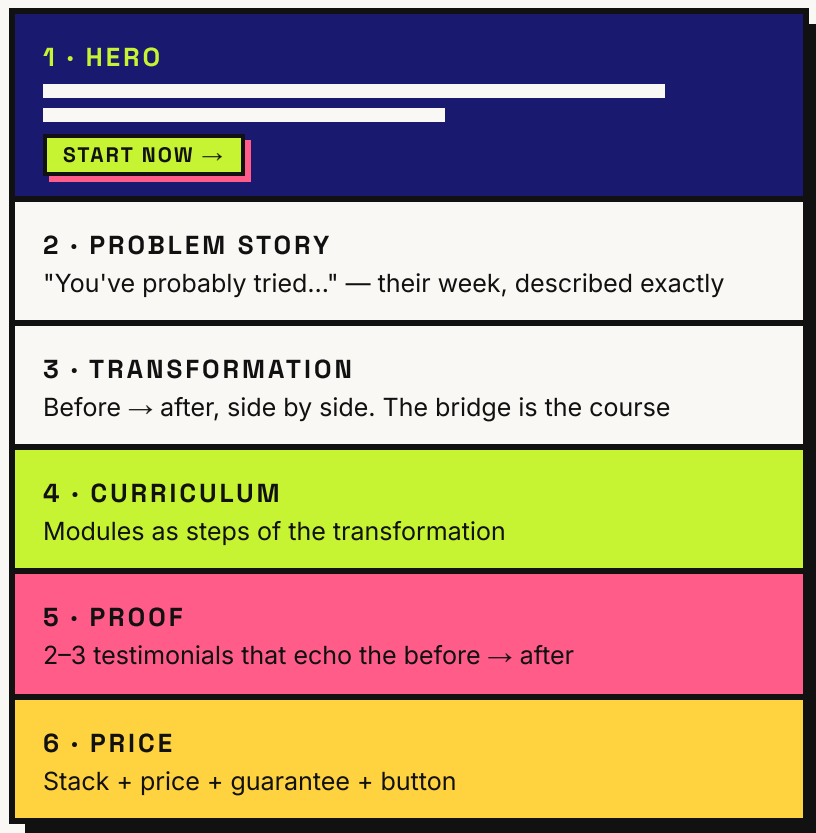
5

FAQ

Five questions, five short answers, then repeat the button. Done.

Use this when: your list already knows you, the price is an easy yes, or you're launching fast and can lengthen the page later.

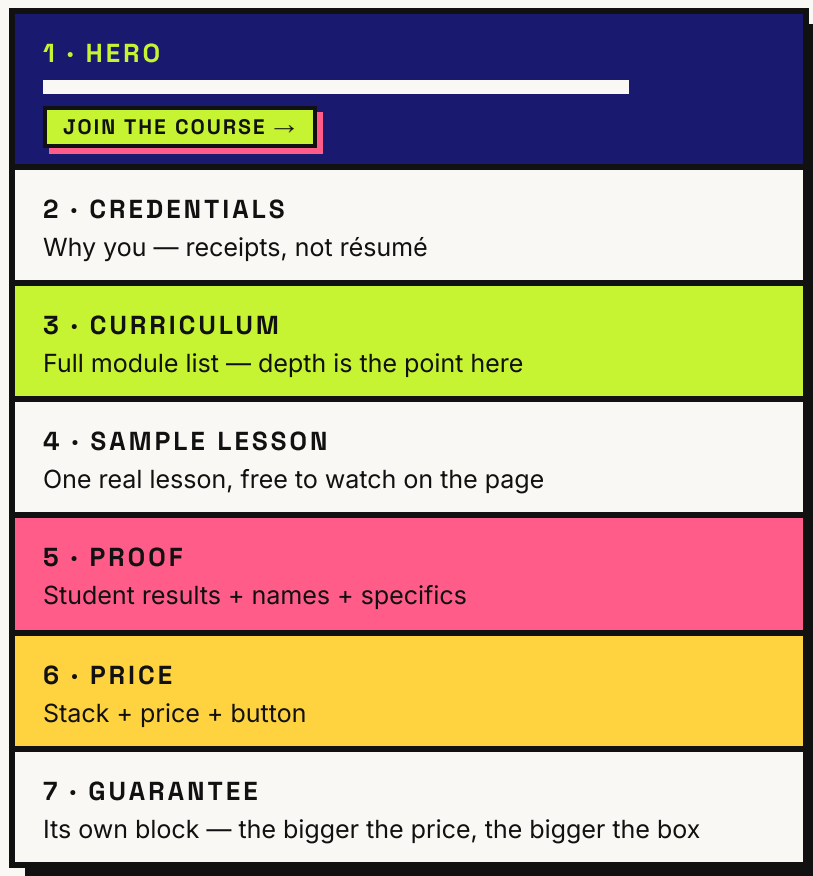
Make them **feel the problem** first



- 2 Problem story**
Three short paragraphs: what they've tried, why it didn't stick, and the line "it's not you — it's the method." Written to one person, in second person.
- 3 Transformation**
Two columns: "Now" vs "After the course." Concrete moments, not adjectives — "Sunday night, still no outline" vs "Sunday night, module 3 done."
- 4 Curriculum**
Frame each module as the next step of that same journey, so the syllabus reads like the story's resolution.
- 5 Proof**
Pick testimonials that mirror the problem story — "I'd tried X too...". Proof that rhymes with the story converts the story.

Use this when: traffic is cold (ads, social, SEO), the problem is emotional, or buyers have been burned by other courses before yours.

When they're buying the teacher



- 2 Credentials**
Three receipts max: things you've done, built, or taught — each one a fact a stranger could verify. Cut every line that starts with "passionate about."
- 4 Sample lesson**
Embed one genuinely good lesson from your Loquy course. A prospect who watches a lesson stops guessing what the course feels like.
- 5 Proof**
Full names, photos, and one specific detail per quote. Two strong testimonials beat eight vague ones.
- 7 Guarantee**
At higher prices the guarantee earns its own block after the price: what's promised, how to claim it, in plain words.

Use this when: the price is premium, the topic is expertise-driven, or competitors are loud and you win on substance.

Pick your layout in **30 seconds**

MINIMALIST

Audience: **warm.**

Price: **easy yes.**

Your edge: **they already trust you.**

The page's only job is to not get in the way of a decision that's mostly made.

STORYTELLER

Audience: **cold.**

Price: **mid.**

Your edge: **you understand their problem better than anyone.**

The page's job is to make them feel seen before it asks for anything.

AUTHORITY

Audience: **evaluating.**

Price: **premium.**

Your edge: **you can prove you're the one to teach it.**

The page's job is to survive scrutiny — from someone comparing tabs.

Can't decide? Start with the Storyteller. It works warm and cold, and in the Loquy builder you can delete the story block later far more easily than you can write one under launch pressure.

THE ONE RULE OF PAGE LAYOUT

**Every block has one job — to earn the next block a read.
The buy button just goes last.**

Module titles are **outcomes, not topics**

Nobody buys "an overview of email marketing." They buy the moment they can *do the thing*. Rewrite every module title in your Loquy course page as the result of finishing it.

TOPIC TITLES — DELETE THESE

Module 1: Introduction & overview
Module 2: Understanding your audience
Module 3: Email marketing basics
Module 4: Advanced strategies
Module 5: Conclusion & next steps

OUTCOME TITLES — WRITE THESE

Module 1: Set up once — never fight the tech again
Module 2: Find the 50 people who want this most
Module 3: Write the welcome email that gets replies
Module 4: Turn one lesson into a week of content
Module 5: Launch to your first real students

The rewrite test: "After this module you can **verb + specific thing**." If the sentence works, that clause *is* your module title. If it doesn't, the module — not the title — needs work.

RULE 3 THE PRICE BLOCK

Anatomy of a pricing block

A • ANCHOR

"Piecing this together — coaching, workshops, trial and error — costs far more than this page."

B • WHAT'S INCLUDED

- ✓ The full course — every module
- ✓ [Bonus 1 — kills roadblock #1]
- ✓ [Bonus 2 — kills roadblock #2]
- ✓ [Templates / community / updates]

C • THE PRICE

[Your price] — one number, near the stack, no apology

GET INSTANT ACCESS →

D • GUARANTEE

"[N] days. Do the work — if it's not for you, [how to claim]. The risk is mine."

A

Anchor first

Compare against real alternatives — 1:1 help, piecing it together alone — never against a fake slashed price.

B

Stack before price

List what's inside before the number, so the price lands on a full picture. Each bonus answers a known roadblock.

C

One price, one button

State it plainly. If you offer a payment plan, it's one quiet line under the button — not a second decision.

D

Guarantee touches the price

Risk reversal lives inside the same block, in sight of the number it de-risks.

Never: countdown timers that reset, "value \$9,997" math, or three-tier grids for a single course. One offer, honestly priced.

RULE 4 THE PROOF BLOCKS

Proof goes **next to the claim** — and next to the button

1 One testimonial beside every buy button

The moment of decision is the moment of doubt. A real student's voice within eyeshot of the button answers it.

2 Match proof to the claim above it

Claim "beginner-friendly"? The quote next to it is from a beginner. Claim "fast"? The quote mentions time. Proof placed at random persuades no one.

3 Specific beats glowing

"Best course ever!!" loses to "I recorded module 2's exercise on my lunch break and finally understood layering." Edit for the detail, keep the student's words.

4 Name + face when you can

Full name, photo, role. Every element you blur costs believability. No testimonials yet? Skip the block — never fake it.

CLAIM BLOCK

"Built for absolute beginners"

PROOF • MATCHED

"I'd never opened editing software before..." — Dana R., first-time creator

PRICE BLOCK

stack · price · guarantee

ENROLL NOW →

PROOF • AT THE BUTTON

"Signing up was the best decision of my launch — the modules got me to publish day." — Marcus T.

NOT A PROOF WALL AT THE BOTTOM — PROOF WOVEN IN

An FAQ is **objection handling** in disguise

1 • TIME — "How long will this take?"

Give the real number: total hours, pace per week, and the first module they can finish today. Vague answers read as "forever."

3 • SKILL — "Do I need experience or tech skills?"

List the actual prerequisites (usually: none, plus a laptop). Point to the module that carries them over the scariest step.

5 • RISK — "What if it's not for me?"

Restate the guarantee word for word, plus exactly how to claim it. Then repeat the buy button right under this answer.

2 • FIT — "Will this work for my situation?"

Name who it's for AND who it isn't for. Excluding someone honestly is the fastest way to be believed by everyone else.

4 • VALUE — "Can't I find this free online?"

Yes — scattered across a hundred videos, in no order, with no feedback. You're selling the sequence and the finish line, so say that.

WRITE THEM AS REAL QUESTIONS

Use the exact words students email you — not "What makes this course unique?" Nobody has ever asked that. Every answer ends pointing at the button.

BEFORE YOU HIT PUBLISH

The **pre-publish** checklist

- **Headline states an outcome** — a stranger could say what they'll be able to do, and by when.
- **Every module title passes the rewrite test** — "after this module you can ____."
- **Proof sits beside the claims it proves** — and one testimonial is within eyeshot of the button.
- **Read it on your phone** — most buyers will. Headline, button, and price all visible without pinching.
- **The button works** — click it, buy your own course with a test checkout, land on the welcome page.
- **One CTA, repeated** — same button text after the hero, the curriculum, the price, and the FAQ.
- **Price block has all four parts** — anchor, stack, price + button, guarantee touching.
- **FAQ covers all 5 objections** — time, fit, skill, value, risk — in your students' words.
- **Read it out loud once** — every sentence you stumble on, a visitor skips. Cut it or split it.
- **Nothing you can't back up** — every claim on the page is one you'd defend to a student's face.

Ship at 90%. A published page you improve weekly beats a perfect page that launches never. The Loquy builder makes edits cheap — use that.

DO THIS NOW

Pick a layout. Build the blocks.

Open the Loquy page editor, choose Minimalist, Storyteller, or Authority, and build the blocks top to bottom with this deck beside you. Your course is already made — tonight, its page is too.

OPEN LOQUY → BUILD YOUR COURSE PAGE