

Launch Page Checklist

Source course section

Audit and rewrite an AI launch page so buyers can understand the workflow, trust points, and next action quickly.

10-Second Clarity Test

- Can a qualified buyer name the audience, workflow, product action, outcome, proof, and CTA without scrolling?
- Does the hero explain the job-to-be-done instead of using a broad AI slogan?
- Is the first screen specific enough to reject a poor-fit visitor and pull in a good-fit visitor?

Hero Rewrite Worksheet

- Audience: _____
- Painful current workflow: _____
- New outcome: _____
- Primary CTA: _____
- Draft headline: Help [audience] [do job] without [painful old workflow].

Workflow Section

- Input: what the user gives the product.
- AI action: what is generated, analyzed, routed, or automated.
- Human review: where approval, editing, or exception handling happens.
- Output: what the user receives or changes.
- Result: what improves for the buyer or team.

Proof And FAQ Checks

- Place proof near the claim it supports: quote, screenshot, beta result, demo clip, security note, or founder credibility.
- Answer what the AI does, what humans review, how this differs from generic chat tools, who it is for, who it is not for, and what setup requires.
- Confirm the CTA promise matches the user's stage: try, book, watch, compare, or learn.

Owner Notes

Owner	
Due date	

Status	
Next edit	