

JOURNEY PAGE

FUNNEL PAGE

LANDING PAGE

SQUEEZE PAGE

Persona Specific Promise of Value



CTA

LOGO LOGO LOGO LOGO LOGO

What Should They Care About?

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Persona



KOL Testimonial

Why Other Solutions Don't Satisfy The Need Above?

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Why YOUR ____ is Special?

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How To or Next Steps

Overcoming Resistance

FAQ's & Objections Handles

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Pricing

Basic	Premium	Gold
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\$12	\$15	\$20

CTA

GUIDE YOU TO IDENTIFY THE PERFECT VIDEO TOPICS FOR YOUR JOURNEY PAGE

Persona Specific Promise of Value




CTA

What Should They Care About?

LOGO LOGO LOGO LOGO LOGO





Why The Solutions Don't Satisfy The Above?

Why YOU is Special?




Overcoming Resistance

FAQ's (& Objections Handles)

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Pricing

Basic	Premium	Gold
\$1,200	\$1,500	\$2,000

CTA

WHAT ARE THE DIFFERENT PERSONA GROUPS (TYPES OF BUYERS) YOU SELL TO?

1. _____

2. _____

3. _____

CREATE A DIFFERENT JOURNEY PAGE FOR EACH PERSONA

Persona Specific Promise of Value

CTA

What Should They Care About?

Persona KOL Testimonial

Why Other Solutions Don't Satisfy The Need Above?

Why YOUR _____ is Special?

How To or Next Steps

Overcoming Resistance

FAQ's & Objections Handles

Pricing

Basic	Premium	Gold
\$12	\$15	\$20

CTA

THE VIDEOS NEED TO ALIGN WITH THE STAGE

AWARENESS

*PERSONA OVERVIEW VIDEO

CONSIDERATION

- *PERSONA TESTIMONIAL STORY VIDEO
- *PERSONA CENTRIC CASE STUDY VIDEO
- *DEMO VIDEO

CHOOSE 1

DECISION

*THE NEXT STEPS / IMPLEMENTATION VIDEO



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CHOOSE 1

Persona Specific Promise of Value

What Should They Care About?

Why Other Solutions Don't Satisfy The Need Above?

Why YOUR Special?

Overcoming Resistance

FAQ's (& Objections Handles)

Pricing

Basic	Premium	Gold
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CTA

THE WIREBUZZ MOMENTUM METHOD

1) What does this target audience care about TODAY?

2) What is the real problem or desire you solve?



The wireframe shows a landing page layout with the following sections from top to bottom:

- Persona Specific Promise of Value:** Contains a video placeholder labeled "Overview Video" and a blue "CTA" button.
- Navigation:** A row of five "LOGO" placeholders.
- What Should They Care About?:** A section with a camera icon placeholder and a red arrow pointing down from the "Testimonial Video" section below.
- Persona KOL:** A video placeholder labeled "Testimonial Video".
- Why Other Solutions Don't Satisfy The Need Above?:** A text block with placeholder text.
- Why YOUR Special?:** A text block with placeholder text.
- Implementation:** A video placeholder labeled "Next Steps Video".

THE WIREBUZZ MOMENTUM METHOD

1) What does this target audience care about TODAY?

2) What is the real problem or desire you solve?

3) Why are the competitor options inferior?



THE WIREBUZZ MOMENTUM METHOD

1) What does this target audience care about TODAY?

2) What is the real problem or desire you solve?

3) Why are the competitor options inferior?

4) What's the best solution? (Yours!)



1 & 2

3

4

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5) What lingering questions or doubts need to be knocked down for them to act?



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Persona Specific Promise of Value

Overview Video

CTA

LOGO LOGO LOGO LOGO LOGO

What Should They Care About?

Persona KOL

Testimonial Video

Why Other Solutions Don't Satisfy The Need Above?

Why YOUR Special?

Next Steps Video

Overcoming Resistance

FAQ's (& Objections Handles)

Pricing

Basic	Premium	Gold
\$1,200	\$1,500	\$2,000

CTA

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4

5

THE WIREBUZZ MOMENTUM METHOD

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Persona Specific Promise of Value

Overview Video

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LOGO LOGO LOGO LOGO LOGO

What Should They Care About?

Persona KOL

Testimonial Video

Why Other Solutions Don't Satisfy The Need Above?

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Persona Specific Promise of Value

Overview Video

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What Should They Care About?

Persona KOL Testimonial Video

Why Other Solutions Don't Satisfy The Need Above?

Why YOUR Special?

Implementation Next Steps Video

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CTA

WIREBUZZ MOMENTUM METHOD: COOLSCULPTING, PATIENT W/ DBL CHIN

1) What does this target audience care about TODAY?

- Get rid of double-chin

2) What is the real problem or desire?

3) What are the bad options? Why are competitor options inferior?

4) What's the best solution?

5) What are the lingering questions or doubts?



The wireframe illustrates a landing page layout for CoolSculpting. It is organized into several distinct sections:

- Persona Specific Promise of Value:** The top section features a video player with a play button and a blue "CTA" button below it.
- What Should They Care About?:** A section with a camera icon on the right and placeholder text on the left.
- Persona KOL Testimonial:** A section with a play button icon and the text "Persona KOL Testimonial".
- Why Other Solutions Don't Satisfy The Need Above?:** A section with placeholder text.
- Why YOUR _____ is Special?:** A section with a play button icon and the text "How To or Next Steps".
- Overcoming Resistance:** A section with a red header and the text "FAQ's & Objections Handles".
- Pricing:** A section with three pricing cards: "Basic" at \$12, "Premium" at \$15, and "Gold" at \$20. A blue "CTA" button is positioned at the bottom of this section.

WIREBUZZ MOMENTUM METHOD: COOLSCULPTING, PATIENT W/ DBL CHIN

1) What does this target audience care about TODAY?

- Get rid of double-chin

2) What is the real problem or desire?

- Get rid of your “stubborn” fat
- Confidence

3) What are the bad options? Why are competitor options inferior?

- Liposuction
- Diet & Exercise
- Fasting
- Reality: under 10% body fat

4) What's the best solution?

5) What are the lingering questions or doubts?



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4) What's the best solution?

- CoolSculpting: Freeze off stubborn fat

5) What are the lingering questions or doubts?

- Before & After
- Testimonials
- How much does it cost?
- Does it hurt?
- Deals/Promos



WIREBUZZ MOMENTUM METHOD: COOLSCULPTING, PATIENT W/ DBL CHIN

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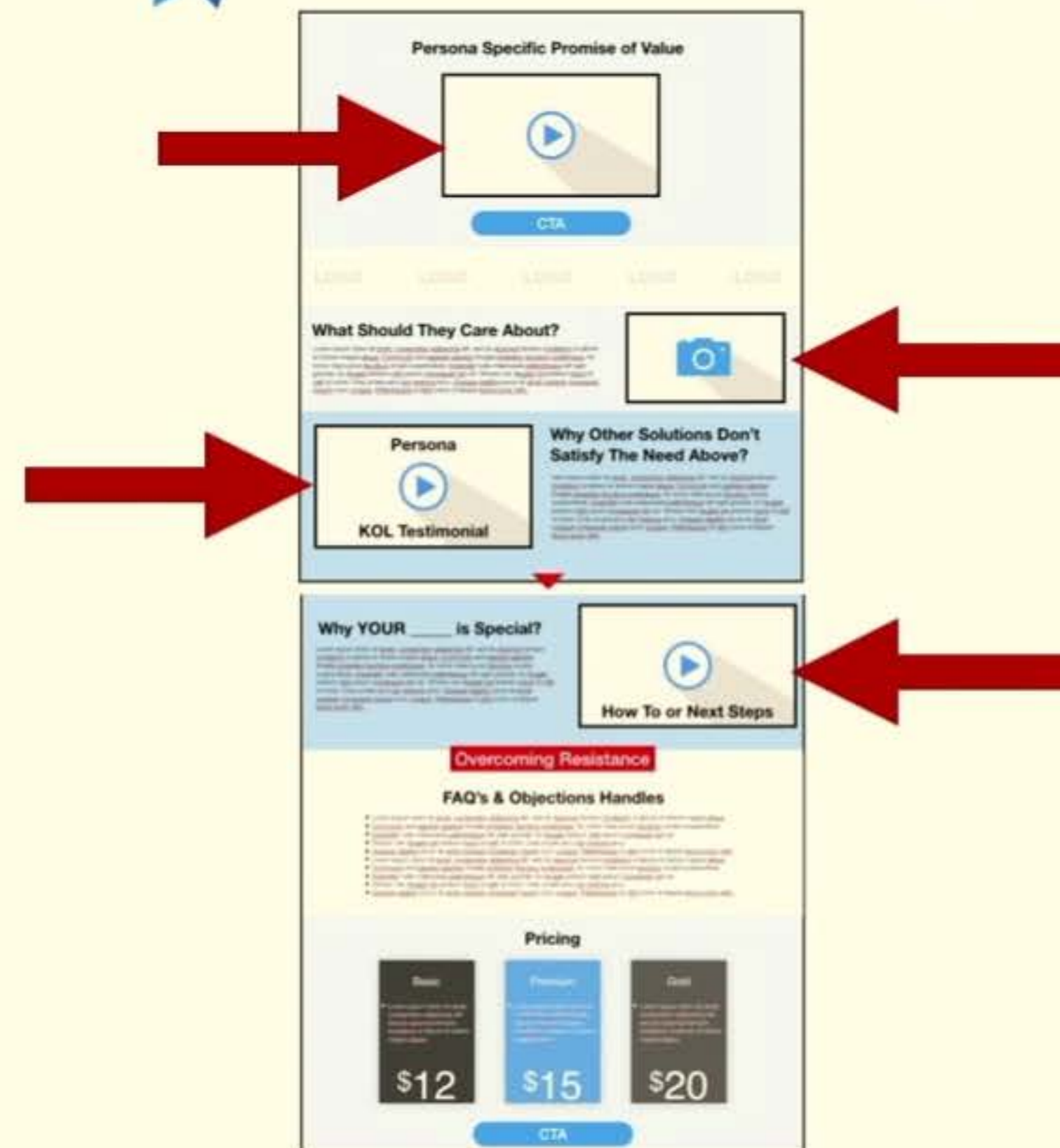
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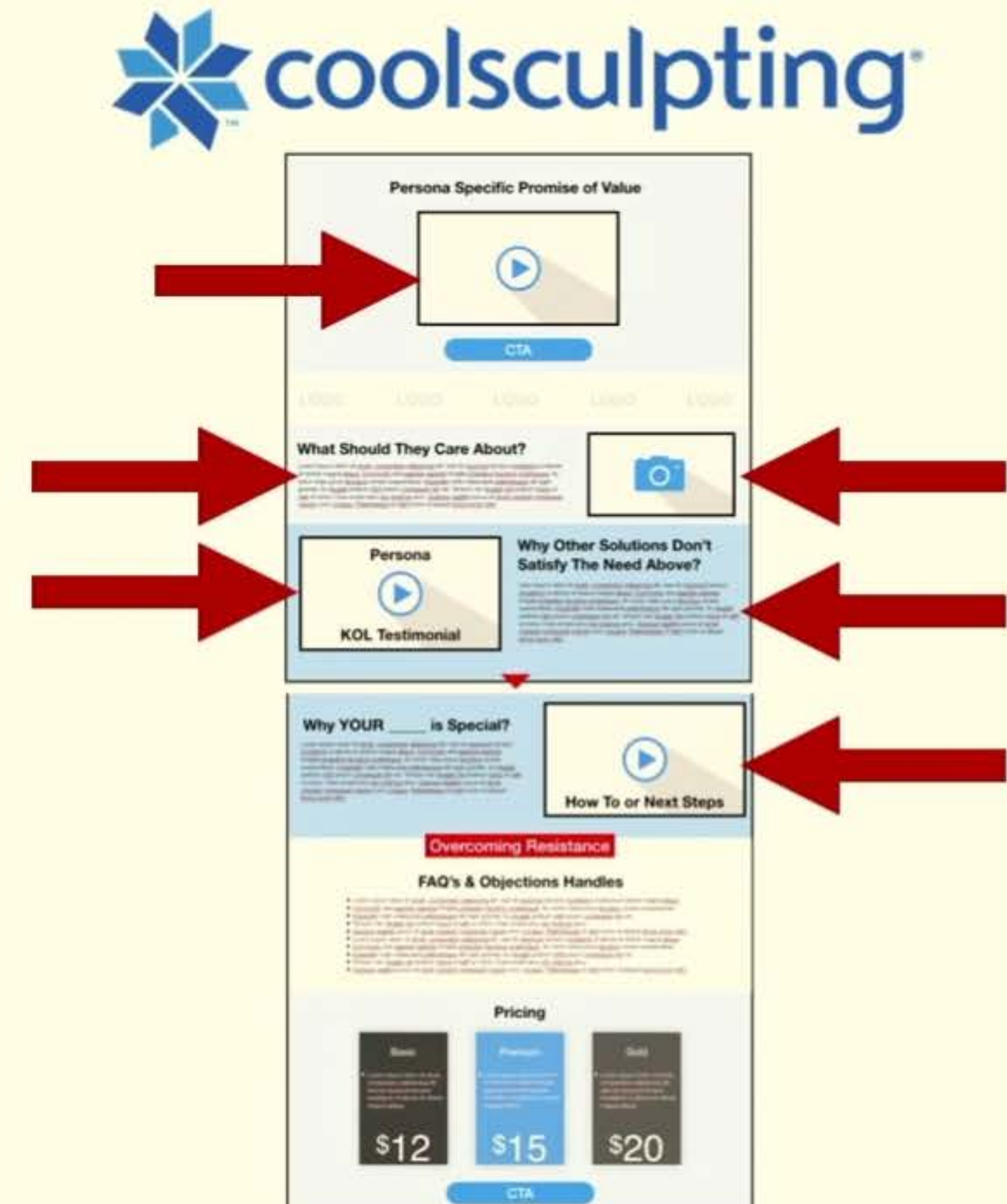
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- Deals/Promos

DIGITAL SALES PSYCHOLOGY TAKEAWAY: LEVERAGE THE POWER OF RELEVANCE



HOW TO USE YOUR JOURNEY PAGES AT THE RIGHT TIME

PERSONA GROUP #1

ThermoFisher

Achieve better outcomes for NSCLC patients

Discover how to help drive patients toward more precise treatments

Discover how and where you can realize

1) Easy to use

2) Better outcomes

3) Ergonomics

PERSONA GROUP #2

ThermoFisher

Oncomine Solutions

Advancing precision oncology, from research to reality

Discover your care team

1) Easy implementation

2) EMR integration

3) Easy to clean

PERSONA GROUP #3

ThermoFisher

1) Efficient OR time

2) Lower revisions

3) Increased ROI

TO PREPARE YOU FOR YOUR MEETING WITH MY TEAM, START THINKING ABOUT:

- WHO ARE THE DIFFERENT TYPES OF BUYERS YOU NEED TO INFLUENCE**
- FOR EACH TYPE OF BUYER, WHICH SUCCESS STORIES DO YOU HAVE**
- WHAT DOES EACH TYPE OF BUYER NEED TO KNOW PRIOR TO SCHEDULING A MEETING**