

SWIPE FILE

The 16-Step Landing Page Playbook

The 16 steps to go from blank page to converting cold strangers into booked calls on demand.

Built from 2,000+ landing pages across 1,000+ niches and over 20 million leads generated.

Lift, shift, and deploy it in any lead gen business.

The 16-Step Landing Page Playbook

Sabri Suby's Landing Page Playbook: the 16 steps to go from blank page to converting cold strangers into booked calls on demand, built from over 2,000 landing pages across 1,000 niches and more than 20 million leads generated. Four parts: what to say, building the page, the offer, and dialing it in. Lift, shift, and deploy it in any lead gen business, in any niche.

#	Step	The Move
01	What to Say, Not How	Scrape reviews and forums. Use their exact words.
02	Validate Angles on Meta	Test angles as ads before building a page.
03	Match Their Awareness	Cold, warm, or hot. One page per temperature.
04	Write Like You Talk	Record your red-hot pitch. The transcript is your copy.
05	The 17-Step Skeleton	The Secret Selling System is the page running order.
06	The Headline Complex	Eyebrow, headline, subheadline, VSL, CTA, proof.
07	Visual Conversion Dynamics	Every image earns its place. The copy is the steak.
08	Subheadlines as Hooks	Headline plus subheads must tell the whole story.
09	Proof Louder Than Claims	One piece of proof for every claim you make.
10	The Hero Mechanism	Show why everything else failed and you won't.
11	The Cold-Traffic Offer	Sell the call, not the product. Cheese, not whiskers.
12	The Godfather Offer	So good it keeps the founder up at night.
13	FAQs From Buyers	Ask buyers what almost stopped them. Answer that.
14	Proof Plugins and Pop-Ups	Show people taking the action right now.
15	Page Load Speed	Under one second. Mobile is the least forgiving.
16	You're Only Halfway There	Test angle, headline, offer. Optimise on revenue.

CORE INSIGHT

It's not how you say it, it's what you say. Most landing pages fail before a single word is written, because the marketer guessed instead of listening to the market. Mine the message, prove every claim, make an offer cold traffic actually wants to raise its hand for, then keep testing until the page prints.

WHAT TO SAY

THE TACTIC

Steps 1 to 4. Everyone fires up AI and polishes headline formulas. Wrong starting point. These four steps decide **what to say** and who you're saying it to, before a single pixel gets designed.

STEP 01 • WHAT TO SAY, NOT HOW TO SAY IT

THE MOVE Enter the conversation already happening in your prospect's mind.

- Scrape Reddit, Google reviews, Trustpilot, and forums for your business and your top five competitors.
- Hunt the **2, 3, and 4 star reviews** and the longest, most emotionally charged posts.
- Paste exact comments into a Halo Strategy worksheet: pains, fears, hopes, dreams. **Never your interpretation.**

STEP 02 • VALIDATE YOUR ANGLES ON META FIRST

THE MOVE Validate angles as ads before you spend days building a page.

- One headline and one body copy per angle, around 10 angles, all in one CBO ad set.
- After 7 days keep the **1 to 3 winners** on CTR and cost per booked call. Run them another week.
- You can't pick a winner. **The market picks it**, then you go all in.

STEP 03 • MATCH YOUR ANGLE TO THEIR AWARENESS

THE MOVE Meet the prospect exactly where they are.

- Bleeding-neck Google traffic is nothing like a cold Instagram scroller. One page can't serve both.
- Label traffic cold, warm, or hot. Three temperatures means three pages. **Engineer for cold.**
- Colder traffic needs **more education**, so a longer page.

STEP 04 • WRITE LIKE YOU TALK

THE MOVE Pitch a cold stranger on camera, then use the transcript as your raw copy.

- Take them from 'who the hell are you' to 'shut up and take my money'. Handle every objection.
- 25 to 45 minutes is normal. Buyers read every word, and **long form wins** the split tests.
- Write the P.S. as the TLDR: the offer, the next step, and **the cost of doing nothing.**

THE BOTTOM LINE

The page is won or lost before you write it. Steal the market's words, let Meta pick the angle, aim it at the right temperature, then sell like you would across the table.

BUILD THE PAGE

THE TACTIC

Steps 5 to 10. Your landing page is a salesperson that never takes a smoke break. These six steps give it a **skeleton**, a killer first impression, a layout built to be read, and enough proof to silence the sceptic.

STEP 05 · THE 17-STEP SKELETON

THE MOVE Structure the page on the 17-step skeleton, in order.

- Call out the audience, big promise headline, subheadline, intrigue, floodlight the problem, reveal the solution.
- Credentials, benefits not features, then proof that would **convince a jury**.
- Godfather offer, bonuses, build the value, reveal the price. For lead gen, **put a dollar value on the call**.
- Scarcity from your real capacity, a guarantee, a vividly described CTA, and a P.S.

STEP 06 · THE HEADLINE COMPLEX

THE MOVE The headline complex and the offer move 90% of the freight. 60% never scroll past the fold.

- Use the eyebrow for proof: reviews, clients served, awards. Not just an avatar callout.
- Headline: **We get [person] [dream outcome] in [time frame] using our [hero mechanism] with [less effort or a guarantee]**. Clear beats clever.
- VSL above the fold with a pattern-interrupt video thumbnail. **Consumption precedes conversion**.
- Benefit-driven CTA ('Claim your 30-minute strategy session') with review count and rating under the button.

STEP 07 · VISUAL CONVERSION DYNAMICS

THE MOVE Every visual must earn its place by making the viewer more likely to convert.

- No stock or AI images for the sake of it. Use **before and afters**.
- Designers shrink copy into grey 8pt text. **The copy is the steak**. Images are the potatoes.
- Minimum 14pt type, black on white, generous line height, short sharp paragraphs.

BUILD THE PAGE

STEP 08 · SUBHEADLINES AS HOOKS ALL THE WAY DOWN

THE MOVE People don't read landing pages. They scan, then decide whether to read.

- Write subheads as hooks: a big benefit or a big negative with an **open loop**.
- Read only the headline and subheads. They should **tell the whole story** and drive the action.
- Every section gets its own subhead. The more you tell, the more you sell.

STEP 09 · PROOF LOUDER THAN CLAIMS

THE MOVE We're in a trust recession. Back every claim with a line item of proof.

- Screenshots, before and afters, inboxes, CRMs. Enough to **convince a jury**.
- Highlight every claim on the page. **No matching proof? Cut the claim.**
- Stack proof above every CTA until it's obnoxious. If they aren't overwhelmed, you don't have enough.

STEP 10 · THE HERO MECHANISM

THE MOVE Show how your solution is different from everything that already failed them.

- Mechanism behind the problem: **break the legs of competing solutions** in front of the prospect.
- Mechanism behind the solution: show how yours fixes every shortcoming they had.
- **Name it.** Proprietary and intriguing, with its own copy panel and ideally its own video.

THE BOTTOM LINE

A landing page is a salesperson on a page, not a design project. Follow the skeleton, obsess over the fold, make the copy easy to read, then put a receipt next to every promise and give them a named reason this time will be different.

THE OFFER

THE TACTIC

Steps 11 to 12. The offer is the other half of the 90%. There are two of them: the one on the page that **sells the call**, and the Godfather offer on the call that turns leads into customers.

STEP 11 · THE COLD-TRAFFIC LEAD-GEN OFFER

THE MOVE Sell the call, not the product.

- Food court test: stand on a table and shout your offer. How many hands go up?
- 'Book a call' and 'get a quote' have whiskers. Answers to their questions are cheese. **Ten times more people** come to learn than to be sold.
- Package a 30, 45, or 60 minute strategy session that **leaves them better off whether or not they buy**.
- Spend 10 to 15 minutes of the call delivering real results in advance.

STEP 12 · THE GODFATHER OFFER

THE MOVE An offer so good they can't refuse. If it doesn't keep the founder up at night, it isn't strong enough.

- Hyper specific outcome: **'Lose 12kg in six weeks or it's free'**, not 'lose weight'.
- Anchor to the highest real value, then step the price down so the reveal feels irresistible.
- **Shoulder the risk**. Work free until they get the result, or give their money back.
- Stack 1 to 3 bonuses, each worth the full price alone. Reveal the price last, with a reason to act now.

THE BOTTOM LINE

Nobody wants to be sold, but everyone wants answers. Give away the cheese to get the call, then make an offer on the call so bold only a lunatic would say no.

DIAL IT IN

THE TACTIC

Steps 13 to 16. A finished page is only halfway there. These steps clear the last objections, add live proof, remove the **silent killer**, and turn split testing into the closest thing to free money.

STEP 13 · BUILD FAQs FROM YOUR BUYERS, NOT YOUR HATERS

THE MOVE Pre-handle every objection with answers from people who actually bought.

- Not from reviews or ad comments. **Interview 10 customers.**
- Ask what almost stopped them, what else they tried, and what they'd tell a friend in the same spot.
- Order by frequency. **Biggest objections first.**

STEP 14 · PROOF PLUGINS AND DYNAMIC POP-UPS

THE MOVE Humans are pack animals. Show people taking the action right now.

- 'Sarah just booked a call.' '100 people booked in the last 7 days.'
- Around a further **10% uplift**, for about ten bucks a month. Icing, not the cake.
- **It must be real.** Never fake the numbers.

STEP 15 · PAGE LOAD SPEED, THE SILENT KILLER

THE MOVE A page that loads in 1 second converts 2 to 3x more than one that loads in 5.

- Compress images with TinyPNG. Delete unused plugins, don't just deactivate them.
- Minify the JavaScript. Moving bloated builders to **static HTML** has doubled conversion rates.
- Run Google's speed test. **80% of Meta traffic is mobile.**

STEP 16 · YOU'RE ONLY HALFWAY THERE

THE MOVE Elite copywriters beat the control 30% of the time. The money is in testing.

- Test in order: angle, headline and subheadline, then the lead gen offer. A headline alone can **2 to 3x** conversions.
- Separate URLs and UTMs, tracked in tools like Wicked Reports or Hyros.
- Optimise on **CAC, customer quality, and EPC**, not conversion rate. Run tests 30+ days.

THE BOTTOM LINE

Margin compression is like gravity. Clear objections with buyers' words, prove momentum live, make the page instant, then test until you find the angle that goes nuclear.

DEPLOYMENT NOTES

Knowing isn't doing. Here's where and how to run the playbook.

WHERE IT RUNS

Lead gen landing pages that sell a booked call. The same steps feed your ads, your VSL, and the pitch on the call itself. **Any service business, any niche.**

COLD VS HOT TRAFFIC

Bottom-of-funnel Google traffic gets a **shorter page**. Cold Meta traffic needs the long, educational page. Running both? Build both, and make cold the priority.

WHERE TO START

Fix the headline complex and the offer first. They move **90% of the freight**. Then work down the page and fill every gap in the 17-step skeleton.

SEQUENCE MATTERS

Run the parts **in order**. What to say before how it looks, validate the angle before you build, build before you test. Skip ahead and you polish a page aimed at the wrong angle.

THE REAL LESSON

This playbook isn't 16 design tips. A landing page is your best salesperson, cloned. It has to answer: **what's in it for me, can I trust you, why is this different, and why now**. Answer all four, make it fast, and keep testing.