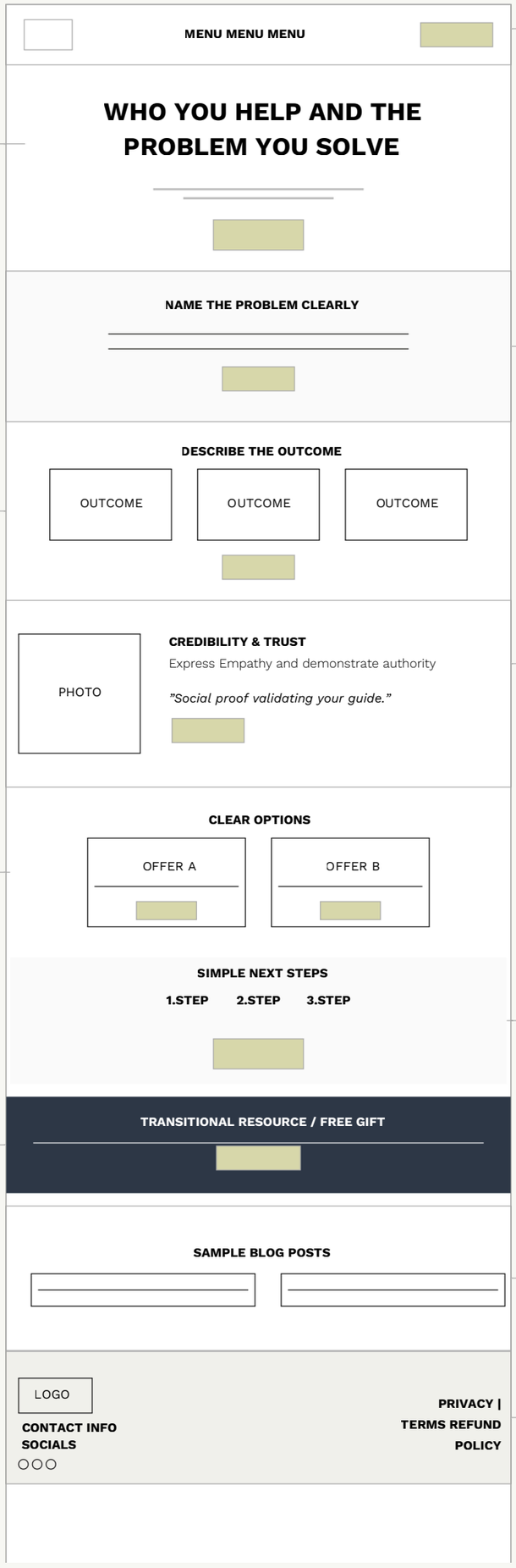

1. THE HEADER
Can someone tell what you do in five seconds? State who you help and what you solve.

HEADER NAVIGATION
Logo upper left, short menu, and a clear CTA button in the top right.

2. STAKES/PROBLEM
Name the problem so they feel seen before you pitch the solution.

3. VALUE PROPOSITION
Describe the outcome, not just features. Sell the life on the other side.

4. THE GUIDE
Show why you're the right person. Include a testimonial section nearby.

5. PRICING
Name your offers and show who they are for. Confusion kills sales.

6. THE PLAN
Three steps max. When they see the path, they stop hesitating.

7. TRANSITIONAL CTA
Give a free resource to visitors who aren't ready to buy yet.

8. JUNK DRAWER
Include sample blog posts in their own section below the transitional resource.

9. FOOTER
Logo bottom left corner, contact info, and socials (below contact). Menu on the right.

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