FREE STARTER WORKBOOK

Your First Landing Page & Email List

A simple launch planner for beginner online entrepreneurs.

Turn your idea into one clear next step.

Plan a focused signup page, a useful free resource and a welcome email that delivers what you promised. You do not need a finished course to start planning.

Your goal

By the end of this workbook, you will have a draft of your page and first email, plus a checklist for testing the signup journey.

Use it in three short sessions

1. Define your audience and free resource.
2. Draft your page and welcome email.
3. Build your drafts in your chosen tools and test the full journey.

The simple journey

Visitor sees your page → enters an email address → sees a thank-you message → receives your free resource.

A landing page is a page with one main purpose. Here, that purpose is helping the right person sign up for your free resource.

My next small action is:

01 / CHOOSE YOUR STARTING POINT

One person. One problem. One useful result.

Keep your first free resource small enough to use today.

Start with a practical promise

Choose one problem your audience recognises. Offer a checklist, template or short workbook that helps them take a specific step. Let it introduce the same topic as your future paid offer.

Example: A meal-planning creator could offer a weekly dinner planner for busy parents. The immediate result is a draft dinner plan, not a complete lifestyle change.

Who am I helping?

What specific problem are they trying to solve?

What will they have or be able to do after using my free resource?

My free resource title:

Write your promise: This [resource] helps [person] take [specific step] so they can [practical benefit].

My one-sentence promise:

02 / DRAFT YOUR SIGNUP PAGE

Make the next step clear.

Use these five pieces to create your first page draft.

1 / Headline

Name the result your reader wants. Example: Plan a week of dinners without starting from scratch.

2 / Short explanation

Say who the resource is for and how it helps. Example: A simple weekly planner for busy parents who want fewer last-minute dinner decisions.

3 / Three useful benefits

Describe what is inside: a weekly planning grid, a quick pantry check and a ready-to-fill shopping list.

4 / Signup and button

Ask for the information you need. A clear button might say: Send me the free planner.

5 / Clear expectations

Explain what emails the person is signing up for. Example: Get the free planner and practical meal-planning tips by email. Unsubscribe at any time.

Provide a link to your privacy information near the form. Make sure the signup wording matches the emails you actually plan to send.

My headline:

My button text:

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03 / DELIVER YOUR RESOURCE

Write your first email.

Make the promised resource easy to find and give one small action.

Use the template below. Replace every bracketed part before sending.

Subject

Your [resource name] is here

Email draft

Hi,

Thanks for joining [brand name]. Your [resource name] is attached to this email.

It will help you [specific result]. Start with [one small task] - you do not need to complete everything today.

Over the next few emails, I will share [what subscribers can expect].

If you have a question about the resource, reply to this email.

[Your name or brand name]

If you use a download link: Replace the attachment sentence with: "You can download your [resource name] here." Link those words to the correct file. Test the link before activating your email.

The first small task I want my reader to complete:

What will my next emails help them with?

04 / CHECK THE WHOLE JOURNEY

Test before you share.

Use a real signup from the published page, not only an email preview.

[ ] Page

The headline, benefits and button describe the same resource.

[ ] Form

The form works on a phone and a computer, and explains the email signup clearly.

[ ] Thank-you message

The message confirms signup and tells people where to find the resource. If confirmation is required, it explains that step first.

[ ] Contact and automation

The test signup appears in the correct list or group and starts the intended email sequence.

[ ] Delivery

The welcome email arrives. Check the inbox and spam folder, sender name, subject and reply address.

[ ] Resource

The attachment opens, or the download link works without asking the reader to sign in.

[ ] Email controls

Privacy information is accessible and the unsubscribe link works.

[ ] Final review

All example text and placeholders have been replaced. The file is readable on a phone.

Your next step

Build your draft in your chosen page and email tools. Then repeat the test above. Share your page once the complete journey works.

Choose your next step: draft your page, create your free resource or write your first email. Focus on one task at a time.