

◆ THE NEXUS HUB PLAYBOOK SERIES

High-converting landing page frameworks

Seven proven structures HighLevel agencies use to build funnels that convert — for their own pipeline and every client account they run.

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Where HighLevel agencies get unstuck.



High-converting landing page frameworks

A free resource from Nexus Hub — the community for HighLevel agencies ready to scale, optimize and connect.

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Snapshots don't convert. Systems do

Landing pages fail every day, by the thousands. And behind a lot of those failures is an agency owner just like you — someone who loaded a snapshot, swapped the logo and colors, launched the client's funnel and then watched the conversion rate flatline while the ad spend kept ticking.

You refresh the funnel analytics hoping for a miracle, but the numbers don't lie. Traffic flows in. Opt-ins don't. The client asks what they're paying you for, and you're left wondering what mysterious ingredient is missing.

Here's the hard truth: a snapshot is a starting point, not a strategy. Templates give you structure; they don't give you persuasion. Neither do the copy tricks pulled from the latest viral thread in whatever Facebook group you're lurking in this week.

What transforms visitors into booked calls isn't magic. It's a method — and it's the same method whether the account is yours or a client's.

The agencies that scale past the referral treadmill don't reinvent their approach with every new client. They run proven frameworks that organize persuasion into predictable patterns — then they package those frameworks as their own snapshots, so every new sub-account starts at 80% instead of zero.

Think about the last landing page that actually made you stop and click. Behind that seemingly simple page was a carefully orchestrated sequence: a headline that aligned with what you already wanted, testimonials that answered your doubts the moment they formed, a call-to-action that appeared precisely when you were ready. None of that was luck.

This book gives you that sequence as seven reusable layers — a complete framework refined across thousands of campaigns and millions in ad spend, translated into the tools you already run every day: the funnel builder, forms and surveys, workflows, split testing and funnel analytics inside HighLevel.

When you finish, you'll build landing pages with the precision of an architect. You'll know exactly what goes where and why — for a med spa, a roofer, a gym or your own agency site. You'll diagnose an underperforming client funnel in minutes instead of guessing for weeks. And you'll turn "the funnel isn't converting" calls into "what else can you manage for us" calls.

Pages that convert by design, not by chance. That's the promise. Let's get to work.

The hero promise

"Users decide to stay or bounce in 50 milliseconds."

— GOOGLE UX RESEARCH

When a visitor hits the funnel you built, you don't have seconds. You have 50 milliseconds. In that blink they decide: stay... or bounce. That split-second judgment determines whether your client's ad spend turns into a booked appointment or evaporates — and whether your retainer survives the next monthly report.

Why first impressions dictate conversions

The hero promise is the singular, customer-centric statement at the top of the page that hooks visitors in those first moments. Unlike a headline that merely announces what the business does ("Smith & Sons Roofing — serving Tampa since 1998"), a hero promise speaks directly to what the visitor wants to become or achieve ("A new roof in seven days, financed from \$89 a month").

Prospects' brains constantly make quick judgments, scanning for signals that say "this is worth my attention" or "this isn't for me." A muddled or business-centered headline triggers an immediate bounce — wasting the ad spend you're accountable for and tanking the conversion rate your client sees in their dashboard.

Visitors experience the page emotionally before they experience it rationally. The limbic system reacts before the logical brain gets a vote. That's why a promise connected to what the visitor already wants outperforms a feature list every single time — and why "we use the latest CRM technology" has never converted anyone.

The hero image reinforces the emotional hook. Show the transformation the customer wants — the confident smile after the dental work, the finished kitchen, the full class at the gym — not the client's building, logo or team photo. The most common mistake in local-business funnels? Positioning the business as the hero instead of the visitor. Your client's business isn't Luke Skywalker. It's Yoda. The guide, not the protagonist.

THE FIVE SUBCONSCIOUS QUESTIONS – FIRST FIVE SECONDS

1. Is this relevant to me specifically?
2. Will this solve my immediate problem?
3. Can I trust this business?
4. How much effort will this require?
5. What makes this different from everything else I've seen?

Cognitive biases at play

An effective hero promise isn't just good copywriting — it aligns with how the visitor's brain already works. Three biases shape how your headline gets processed:

COGNITIVE BIAS	WHAT IT MEANS FOR HEADLINES	DO / DON'T
Primacy effect	Information encountered first frames everything that follows.	Do: front-load the most compelling benefit. Don't: waste prime space on clever wordplay.
Confirmation bias	People notice what confirms what they already believe.	Do: match the language of the ad that brought them there. Don't: contradict the promise they clicked on.
Fluency heuristic	What's easier to process feels more valuable and trustworthy.	Do: use simple language and familiar concepts. Don't: impress with jargon or complex sentences.

Anatomy of an unmistakable hero promise

A high-converting hero promise combines four essentials into one statement:

First, who it's for and what they get. Notice the difference between "We offer full-service digital marketing" and "Tampa homeowners: get three roofing quotes in 60 seconds." The second instantly connects a specific audience to a specific outcome.

Second, specificity through numbers, timeframes or concrete transformation language. Compare "Improve your fitness" with "Lose 15 pounds in six weeks without giving up your favorite foods." The specific promise creates a vivid mental picture generic statements can't match.

Third, embedded credibility. "The teeth-whitening system trusted by 4,000+ Dallas patients" answers the "why you?" question before it's asked, using social proof inside the promise itself.

Finally, brevity and clarity. The sweet spot is 8–12 words, built for instant skimmability. Every unnecessary word adds friction. A strong example: "Local gym owners: fill 30 new memberships in 30 days."

A strong subhead then clarifies any confusion, adds a second benefit, addresses the main objection and sets up what's next — woven into one concise sentence that supports the promise without diluting its punch.

◆ WORKSHEET — 4-PART HEADLINE FORMULA

Who it's for:

What they get:

Why trust you:

Keep it clear and brief (8–12 words):

Craft, validate, iterate

Nailing the hero promise isn't guesswork — it's a disciplined process, and as a HighLevel agency you're sitting on the raw material most marketers have to beg for.

Message mining. Pull exact phrases from the client's customers. Their Google reviews (already syncing into the reputation dashboard), the call recordings sitting in the sub-account, chat-widget transcripts and form submissions. When a customer says "they finally fixed the leak two other companies couldn't find," you've found language more powerful than anything you could invent. Fifteen minutes in the conversations tab beats a day of brainstorming.

Brainstorm sprint. Generate 10–20 headlines without self-editing. Set a 20-minute timer and go for quantity. Write variations that emphasize different benefits, address different pain points or target slightly different audience segments. The divergent phase often produces the gem a calculated approach would miss.

Rapid tests. Run a five-second test: show someone the page for five seconds, then ask what they remember. What they recall is what landed. Then let traffic vote — duplicate the funnel step, swap only the headline and run HighLevel's built-in split test. The words that win become that client's

conversion vocabulary, and they feed straight back into ad copy for message match.

Common pitfalls

Feature-first language. Focus on how the customer changes, not what the business does. "State-of-the-art laser equipment" becomes "Pain-free treatment on your lunch break."

Vague hype. Swap "game-changing" for a clear, specific outcome. Words like "revolutionary" signal uncertainty, not confidence. Replace them with a benefit the customer can picture experiencing.

Too broad. Target one segment with precise language. "Marketing help for every business" will never beat "E-commerce store owners: stop losing sales to abandoned carts." This applies double to your own agency site — "we help businesses grow" is the vaguest promise on the internet.

As David Ogilvy put it: "On average, five times as many people read the headline as read the body copy. When you've written your headline, you've spent eighty cents out of your dollar." If the headline doesn't capture attention, nothing else on the page gets read.

BEFORE YOU MOVE ON

Write three new hero promises using the formula — one for your agency, two for client accounts. Next, we'll layer credibility to turn curiosity into trust.

Credibility stacking

Your hero promise just captured attention in 50 milliseconds. But attention isn't trust. This chapter bridges the "trust gap" between the initial hook and the moment a visitor decides to book, call or buy.

The psychology of on-page trust

Consumers approach every claim with built-in skepticism — especially the local-service claims your clients make. After years of false promises and no-show contractors, their default position is doubt. Before the first scroll ends, they're judging whether the business can actually deliver on that bold promise.

In those first seconds the visitor's brain instinctively asks: have others like me tried this? Does anyone credible back it? How many people use it? What happens if it fails? Is there real proof? These gut checks run on psychological shortcuts — social proof, authority bias, the bandwagon effect, loss aversion and confirmation bias — all working together in a rapid trust assessment.

Unlike testimonials scattered randomly through a snapshot, a credibility stack is an intentional layering of trust elements that dismantles specific objections in the exact order the visitor experiences them. Each layer has a distinct job at a strategic scroll depth.

COGNITIVE BIAS	CUSTOMER MINDSET	CREDIBILITY ELEMENT
Social proof	"We trust what others like us have done."	Targeted testimonials
Authority bias	"We defer to recognized experts."	Certifications, expert endorsements
Bandwagon effect	"High adoption signals quality."	Customer counts, review totals
Loss aversion	"We're afraid of making the wrong choice."	Money-back guarantees
Confirmation bias	"We seek evidence supporting our hopes."	Concrete results data

The four-layer trust framework

Trust isn't built in a single moment — it accumulates in layers. Each element should reduce uncertainty, answer unspoken doubts and make the next action feel safe, meeting the visitor exactly where they are in the decision.

Layer 1 — visual signals. Directly under the promise, show credibility indicators that require zero reading: 3–7 recognizable logos in simple monochrome (color creates visual chaos and slows processing), "as seen in" media mentions, association badges, and — for local clients — a Google review star rating with the live count pulled from the reputation dashboard. This visual handshake gets absorbed without conscious effort. One agency lifted a med spa's booking conversions nearly 20% just by adding a review-stars strip under the headline.

Layer 2 — human stories. Once visual signals establish baseline credibility, introduce story-driven proof that mirrors the prospect's situation: before/after testimonials structured around a specific transformation, 15–30 second video snippets of authentic customer enthusiasm, and results that validate the hero promise with concrete numbers. The difference between weak and powerful testimonials is entirely specificity:

WEAK

"Great company! The whole team was really helpful."

STRONG

"After two months of an empty calendar, their booking system filled 32 appointments in three weeks — I had to hire another stylist."

The strong version includes the starting point, the specific challenge and a measurable outcome — elements the visitor can mentally substitute with their own situation.

Layer 3 — quantitative and authority proof. Mid-page, when interest turns into serious consideration, reinforce with hard data and expert validation: success metrics across the customer base, comparisons showing how the solution outperforms alternatives, third-party validation. One psychology note: choose numbers that impress without triggering disbelief. A 700% improvement sounds fabricated; a 67% improvement feels researched. On mobile — where most local-service traffic lives — condense this layer into scannable stat chips rather than dense paragraphs.

Layer 4 — risk reversal. Near the call-to-action, address the final hurdle: fear of choosing wrong. Loss aversion makes a potential wrong decision feel twice as painful as a right one feels good. Frame guarantees as confidence, not desperation: "Our 60-day guarantee isn't there because customers ask for refunds — it's there because fewer than 0.5% ever do." Add payment-security badges

and transparent refund, cancellation and privacy policies. The best risk reversal is specific: "If you don't see at least 20 booked appointments in 30 days, we refund every penny and you keep the campaign assets."

Implementation workshop

1. Gather. The strongest credibility assets hide in places you already control: the reviews tab of the sub-account, chat and SMS conversations where customers express gratitude, Facebook comments on the client's posts, and case studies from your own agency work. If a client is thin on reviews, fix that first — a simple review-request workflow (triggered on invoice paid or appointment completed) builds the raw material for every layer of this stack on autopilot.

2. Filter. Not every testimonial shines. Pick only proof that addresses a real objection, includes specific numbers or details, and reads as believable to a skeptic. When editing, keep the customer's voice while trimming filler — ethical editing preserves intent while enhancing clarity.

3. Place. Logos or review stars plus one strong testimonial above the fold. Detailed results mid-page. Guarantees beside every CTA. Security badges in the footer. Different layers work at different scroll depths — match each proof to the moment its doubt typically arises, then let a split test confirm the order for that market.

The cumulative trust effect

No single trust element turns a skeptic into a buyer. But a strategically layered stack addressing multiple objections creates a snowball that becomes increasingly hard to resist. The sequence matters: rapid-fire visual signals → relatable stories → hard numbers → risk reversal. That progression follows the visitor's natural psychological journey from curiosity to committed action.

With the promise established and credibility methodically stacked, you've earned the right to guide the visitor deeper. Trust, earned in sequence, becomes the silent force that moves visitors from passive interest to decisive action.

The pain-desire bridge

Your visitor has absorbed the headline and scanned the credibility signals. Their mind is toggling between two questions: "Does this matter to me?" and "Can I trust these people?" Only when both lean positive will they commit to reading further.

This is where the pain-desire bridge becomes the page's emotional engine — the psychological sequence that transforms curiosity into urgent desire for the offer. The bridge creates momentum by first meeting the visitor in their struggle, then showing what's possible on the other side.

Make the problem unignorable

The most common landing page mistake isn't weak credibility or an unclear offer. It's rushing past the pain. Skip straight to the solution before establishing emotional resonance and the offer lacks context and urgency — which is exactly what most snapshots do out of the box.

Great conversion pages don't just acknowledge problems; they articulate them so precisely the visitor feels seen. They think: "this business understands exactly what I'm dealing with." Mirror the prospect's language rather than imposing marketing-speak, and the page feels personally relevant on contact.

The empathy snapshot

The empathy snapshot is a 1–2 sentence description of the prospect's current reality, placed immediately after the credibility elements. It works as a verbal mirror — so accurate they can't help but keep reading. For an HVAC client: "It's 96 degrees, the AC is blowing warm air, and the last company you called put you on a two-week waitlist."

Source it from voice-of-customer data — and in HighLevel that data is already collected for you. Call recordings capture how customers describe the problem in the first 30 seconds of an inbound call. Google reviews reveal what finally pushed them to act ("after the third no-show plumber..."). Chat transcripts and form submissions show the words they type when nobody's polishing them. Pull real phrases from paying customers; their pre-purchase language carries emotional weight your copywriting never will.

Focus on emotional truth over comprehensiveness. One vivid detail that resonates deeply beats a generic list of problems. The snapshot should trigger an immediate "that's me" response.

The cost-of-inaction calculator

Plain problem statements pale next to quantified losses. A cost-of-inaction section turns vague discomfort into dollar stakes with simple math. This is also the single most effective device for selling your own agency services — run it on missed calls:

EXAMPLE — MISSED-CALL MATH FOR A DENTAL CLIENT	
Missed calls per month	22
Booking rate on answered calls	40%
Average patient value	\$1,100
Revenue lost every month	\$9,680

Compare generic pain lines with high-specificity, customer-voiced lines to see why detail drives urgency:

GENERIC PAIN LINE	HIGH-SPECIFICITY VOC LINE	WHY IT WORKS
"Struggling to get leads?"	"I was spending \$3,000 a month on ads that generated clicks but zero booked jobs."	Measurable waste creates urgency
"Tired of no-shows?"	"Every Friday I'd stare at a half-empty schedule, knowing two of those slots would no-show anyway."	Emotional specificity triggers instant recognition
"Need better follow-up?"	"Leads were sitting in three inboxes and a spreadsheet — by the time we called back, they'd hired someone else."	Names the concrete mechanism behind the frustration

The most compelling pain points aren't complaints — they're stories with cause and effect. They explain not just what's happening but why it matters. That's the emotional foundation that makes the solution feel necessary rather than nice-to-have.

Paint the future your prospect craves

Once you've mirrored the pain, pivot to possibility. The desire section transforms vague hopes into vivid certainty about how life looks with the solution — sensory details, emotions, social approval, financial gains.

Future-pacing sentences that begin with "Imagine..." or "Picture..." create mental rehearsal. When a visitor visualizes life after the solution, they've begun psychologically inhabiting that reality — their brain experiences the benefit before they've bought anything.

The strongest desire language balances aspiration with believability. Too modest won't motivate; too grandiose triggers skepticism. Present outcomes ambitious enough to excite but realistic enough to trust.

Vivid vision blocks

A vision block needs a concrete number and a then-and-now contrast. Not "get more appointments" but: "Imagine your front desk opening the calendar Monday morning to find nine appointments booked over the weekend — captured, qualified and confirmed by text while nobody was in the office."

Vision blocks should address both rational and emotional benefits. Rational benefits justify the purchase — time saved, revenue earned, problems solved. Emotional benefits make it desirable — stress reduced, confidence restored, the owner's weekend back. Together they complete the picture of transformation.

The best vision blocks carry specific timeframes. Compare "you'll save time" with "within the first week you'll save five hours — by month three, you'll have reclaimed over 60." The timeline makes the benefit feel immediate and substantial.

Your offer as the inevitable next step

The bridge paragraph connects the established pain and desire directly to the solution's mechanism. It answers: "Why is this the logical path to relief?" The formula:

"Because you're [experiencing a specific pain], and you want [desired outcome], we created [product or service] that uses [unique mechanism] to deliver [specific transformation]."

For example: "Because you're losing jobs to whoever calls back first, and you want every lead answered instantly, we built a 24/7 response system that texts new leads within 30 seconds and books them straight onto your calendar." The structure positions the offer not as one option among many but as the logical response to their specific situation — the natural conclusion of their problem rather than an interruption.

Transition triggers

Before the main call-to-action, introduce a low-risk step that builds momentum through micro-commitment. In HighLevel these are quick builds: a two-question survey that personalizes the recommendation, a savings calculator, a 90-second demo video, or a quiz funnel step that segments the lead while making the eventual pitch feel tailored. The best triggers deliver immediate value while setting up the offer — a calculator that shows the missed-call math makes the buying decision concrete before you've asked for anything.

The pain-desire bridge isn't storytelling for its own sake — it's strategic emotional sequencing that makes the solution feel inevitable. Done well, visitors reach the offer thinking not "should I buy this?" but "when can I start?"

Unboxing the offer

Most prospects don't read. They scan — headlines, bullets, images — looking for instant clarity on what they're actually getting. If the offer looks vague, bloated or hard to understand, they bounce before giving it a second thought.

That's why how you reveal the offer matters as much as what's being offered. Offer unboxing is the process of visually and verbally staging the solution so its value is unmistakable. Done right, it turns a feature list into an experience that makes the next click feel like common sense.

The anatomy of an irresistible offer

According to the Baymard Institute, 48% of shoppers abandon carts because extra costs feel too high. The lesson isn't to cut prices — it's to show enough value that the price looks like a bargain. A strong offer has four essentials:

01 — CORE RESULT

The big change the customer gets

02 — UNIQUE PROCESS

The special way you deliver it

03 — EXPERIENCE

What it feels like to work with you

04 — PROOF

Evidence that it really works

Lead with the result, then explain the how. That order matches how readers judge value: benefits first, details second. Always translate features into benefits that matter:

FEATURE	BENEFIT TRANSLATION
Missed-call text-back	Never lose a job to voicemail again — every caller gets a text within seconds.
Automated follow-up workflows	Leads get nurtured for weeks without anyone on your team lifting a finger.
Unified conversations inbox	Every text, email, chat and DM in one place — nothing slips through the cracks.
Weekly strategy call	Your specific challenges solved by someone who's seen a hundred like them.

Clarify the core result

Restate the outcome promised in the hero, with numbers and timeframes: "Clients on this system book 2.3× more appointments in their first 14 days." Combine emotional relief with a concrete gain: "Reclaim five hours a week while booking more jobs — without chasing a single lead by hand." Addressing what they'll avoid and what they'll achieve makes the offer instantly compelling.

The strongest core results connect directly to the pain established earlier. If the bridge highlighted unpredictable months, the core result addresses stability: "A consistent 15–20 qualified leads every month, even in your slow season."

Reveal the unique mechanism

Explain what makes the solution different — a process, a custom system, a methodology. Make it fresh and believable so readers think: "of course this would work better." The unique mechanism builds a moat around the offer and explains why the alternatives they've tried failed.

This is where agencies leave the most money on the table. "We do Facebook ads and funnels" is a commodity. "Our Speed-to-Lead System answers every inquiry in under 60 seconds by text, then books qualified prospects straight onto your calendar" is a mechanism. Same deliverables, different perceived value. Name your system, diagram its three or four steps with a simple icon row, and it stops being comparable to the cheaper agency down the street.

Crafting perceived value

For each feature, ask "so what?" and state the benefit plainly. Then add bonuses that solve related problems or speed up results, each framed with a dollar value ("includes our \$297 Local SEO Checklist"). Effective bonuses answer the "yeah, but" objections that stall purchases: worried about

getting started? Include a quickstart onboarding call. Worried about ongoing support? Add a private client portal. You're not padding value — you're answering unspoken questions.

Present the full value stack before revealing price. When prospects see everything they're getting first, the price that follows feels reasonable by comparison. That's not manipulation — it's helping people see the complete picture before judging.

Vision-priced packaging

Group deliverables into stages that tell a story of progress: a Launch Kit for first steps, a Momentum Kit for fast results, a Mastery Kit for deep support. Show the total value struck through beside today's price (\$1,997 → \$497). Thematic bundling creates a narrative the customer can see themselves following — each bundle is a milestone, making abstract transformation concrete.

For recurring offers, explain every unit plainly — what the monthly fee covers, what counts as a lead, what happens at renewal. A mini-FAQ or accordion near the price clears hidden-cost worries before they form. Nothing kills conversion faster than a surprise cost discovered at checkout; answer pricing questions before they become objections.

Eliminating risk and friction

Even when someone wants the offer, doubt and hesitation stall the decision. When the path forward feels low-risk and obvious, conversion becomes the natural next step.

Guarantees: make them specific. "Test it for 30 days — if you don't get at least five new booked jobs, we refund every penny and you keep the automations we built." Precision signals conviction; vagueness signals uncertainty.

Scarcity: only claim real limits ("we onboard eight new clients a month to protect quality"). False scarcity damages trust permanently — prospects spot fake countdowns instantly. Authentic constraints respect the customer's intelligence while creating natural urgency.

Urgency: tie deadlines to real events — a cohort start, a price change, a seasonal window. "Enrollment closes Friday because onboarding starts Monday" feels helpful, not manipulative.

Micro-commitments: offer a risk-free first step — a free audit, a sample report, a seven-day trial with no card required. When someone can try before they buy, confidence rises and perceived risk falls.

Put the main button right after the guarantee, with risk-focused copy: "Start my risk-free 30-day trial," not "Buy now." Value → risk removal → action. The ideal button copy continues the customer's internal dialogue rather than interrupting it with sales language.

Your offer isn't just what you sell — it's how you stage it. Show value before price, answer objections with bonuses, remove risk with specific guarantees, and hesitation turns into action.