

Stephen (00:00):

All right now, let's take this a little bit further from the triangle that we just looked at and design fundamentals to where we are talking about content, clarity of call to action, value proposition benefits in that pyramid triangle, however you want to describe it and how there's a really solid foundation. Now let's take that same framework, and thought process, and actually look at some of the design elements that somebody that might traditionally call them more design elements, like photos, colors, that kind of thing. So let's take a look at that and break that down as well. Okay. So for this particular version that we're looking at, this is for a retirement checklist. And so we're including a photo of, somebody who represents the ideal client avatar or one person within that overall avatar in this case a pre-retiree.

Stephen (00:54):

So that's why we selected a photo here that looks just like that. And it does look kind of aspirational, right? She's looking off into the distance and implying the retirement off into the future. So that's why we selected this photo so that when somebody within this target audience sees that then is sort of either a conscious or subconscious, ah, okay, this might be for me. So the photo is very intentional, so that it relates to the ideal client, avatar your audience in this case. And so whether you are in the financial services space or whatever space you're in, you want to choose a photo that is representative of the result outcome that they're looking for. In fact, let's go backwards to the previous one that we were looking at before with Erin. And so this photo shows, it shows joy, it shows love, it shows freedom and it sort of in a relaxed state, because that is one of the primary result outcomes that she provides to her audience, which is pursuing freedom and how to get there. So this photo, even though it is of her, is very representative of the result outcome that the audience is looking to achieve. Okay. So that's the whole point with the photo, whatever the core image is. You notice that there's only one, there's only one image in something to the background too, but there's only one. So it makes it very easy to focus on. Okay. So that's the first piece. So let's take a look at this, right? So now first ingredient we have image or photo. Okay. So what would be the second ingredient?

Stephen (02:35):

Second ingredient would be the overall design. And so what I mean by that is you can see some commonality here, right? So Erin is over on sort of the left justified side of the actual visual same thing here. And then in the previous example, in like business to business industrial, again, we're left side. Why? Because we consume left to right top to bottom primarily. And so when we're thinking about, we're going to anchor input, some sort of visual anchor on the left side, the design is typically going to be that image on the left. And then over here, we've got our opt in or value proposition on the right. Okay. So we've got left and then we've got right. And that's how it's broken up. If you want to think of it as kind of a grid or sort of a template when you are designing yours image, that's going to anchor visually to your audience left value proposition, upper, right.

Stephen (03:41):

You should also think about, we'll talk about this a little bit more in the tech side of delivering the offer, but you should also think about how you can position your offer, physically above the fold, meaning that your audience doesn't have to scroll in order to see it. If you're serving it up through a popover, then it's going to display to them as soon as they enter, you know, the website. But let's say that it's a graphic embedded into like either the navigation of a page, like maybe on the right hand side or, or maybe it's, you know, in the page itself, you want to make sure that it's above the fold so that meaning that they

don't have to scroll in order to see it so they can see it right away. Okay. So now let's think about the third piece and that is the color of the actual CTA or the call to action, right?

Stephen ([04:32](#)):

So let me free up a little bit of space here. So we can highlight this a little bit more. You want to choose a color that is going to stand out on the background. So here we're choosing kind of this gold color because it, it stands out a nice contrast against the white background here, free up that space. There, here we've chosen blue, because it aligns with Erin's sweater and it also aligns with just the overall brand, or her brand, excuse me. And then here, we also did some testing around the color orange and found that that performed actually pretty well. So when you're thinking about the actual color of the call to action button, it is intentional and you should test it, right? So, but you do want to choose a color that stands out against the background. Typically staying away from something like red because red sort of feels painful as urgent is an emergency, that kind of thing. So stay away from red, but like oranges or here in this case, gold or an Erin's case, blue stands out against the background. That's aligned with the brand, as well. And it makes it really easy to say yes to. It just kind of stands out from the clutter. Okay.

Stephen ([05:56](#)):

Let's just do a quick recap and I guess I could put this into a pyramid as well. So like on the, we want to pay attention to the image, right? We want to pay attention to the image and the photo. So it aligns with the avatar of the audience, your audience, your clients and prospects. We want to pay attention to the design, the left and the right side of the design and the top to bottom of the design. And we want to pay attention to the color of the actual button of the actual call to action or where the call to action is housed to make sure that it is nicely separated off of the background and that it's aligned with your brand and pleasing to website visitors or however somebody is experiencing this. Okay. So that is the final and the design fundamentals. Hopefully you can take and apply. Don't worry about recreating the recipe, just follow this recipe with your own, content, follow this recipe with your own content. Take it, apply it, put it in action right away. We'll be back now with tech and then a few pieces on how to get it all done, some resources for you to consider. So anyway, hope that was helpful. Let's press on all.