

Bridge Page Copy & Structure Guide

What's Inside

These templates are clean, direct, and meant to convert. No hype. Just enough to build trust and move people to click. The purpose of the bridge page is to warm the visitor up, frame the offer, and send them on their way; either to the affiliate offer directly or into your email list first. Be sure to download the page template from the members area, found on the same page where you downloaded this guide.

TEMPLATE 1: Bridge Page (No Email Capture)

[Headline]

Thinking About Buying [Product Name]? Read This First.

[Subhead]

Before you hit “Buy Now,” here’s how to get more value — even if you’ve already made your decision.

[Body Copy]

[Product Name] just launched, and it’s been getting a lot of attention. If you’re on this page, you’ve probably already seen the sales pitch.

Here’s the short version:

- [Product Name] helps you [main benefit — e.g. "create better content faster"]
- It’s great if you’re [ideal user — e.g. "a solo business owner, content creator, or marketer"]
- But here’s the part most people miss...

[Optional Angle]

You can either:

- Get [Product Name] and use it alone...
- Or get [Product Name] **plus** the bonus tools I’m offering below, and actually get results faster.

[CTA Button]

Yes, I'm Getting [Product Name] + Bonuses

[Fine Print]

Affiliate disclaimer: If you purchase through this page, I may earn a small commission — at no extra cost to you. I only recommend offers I stand behind.

TEMPLATE 2: Bridge Page with Email Capture

[Headline]

Want to Get More Out of [Product Name]?

[Subhead]

Grab my free bonus bundle + quick-start guide — sent straight to your inbox.

[Opt-in Box Copy]

[Product Name] is a solid tool, but most people waste time figuring out how to use it.

I'm giving away:

- A simple walkthrough for how to get started fast
- A [cheatsheet/template/checklist] to make setup easier
- A bonus [video/training/tool] that pairs perfectly with it

Enter your best email and I'll send it all to you instantly.

[Email Field + Button]

[] Enter your email

[CTA Button: "Send Me the Bonus Bundle"]

[Fine Print]

No spam. Unsubscribe anytime. And yes — this works even if you've already bought the product.

[Footer]

Affiliate disclaimer + contact link if needed.

Notes For Both Templates:

- Host these pages on your own domain
- Do not cloak affiliate links
- Do not use redirect tools (just a raw, direct link from your CTA button)
- Bonus stack is optional but *highly recommended* to boost conversions

Need Expert Advice?



Over the last 15 years, I've identified pages as major pain point for newbies. Truth is, pages are very simple. Would you like me to show you how simple it can be?

Book a call with me and we'll talk all about your setup, and come up with a personal plan to help you get over any "tech" hangups. Book here:

<https://calendly.com/luther-landro/premium-coaching-session>