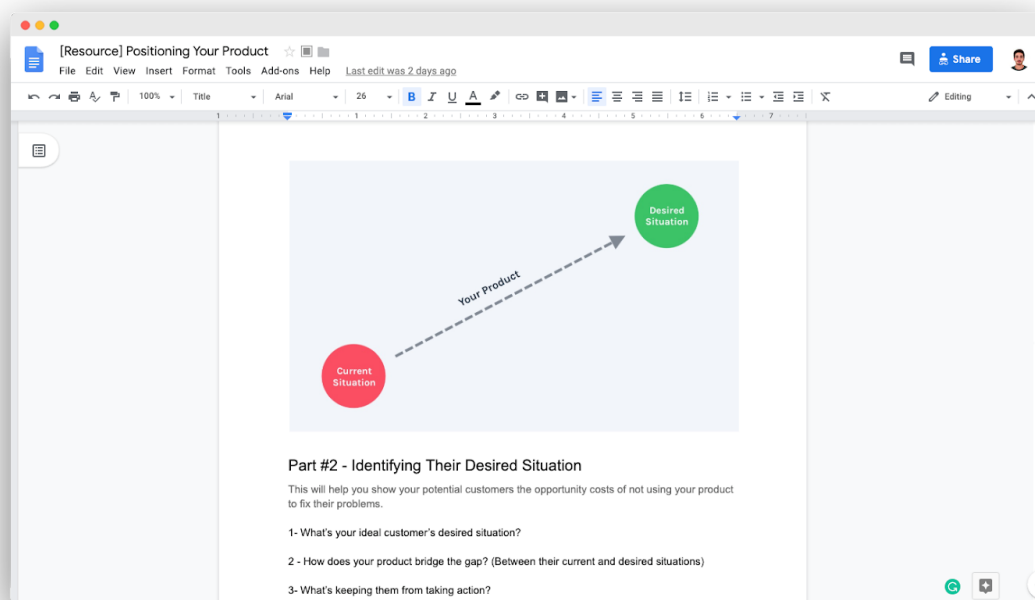**Tell me how you've used these!** Happy to answer questions: pedro@cortes.design

Free Resources For SaaS Companies

These are some of the resources I use with my work with clients...I charge thousands to work with them and use all of my resources/templates, you are getting some of them for FREE!!

They have generated some awesome results and I'm giving some of them away so you can try it yourself.
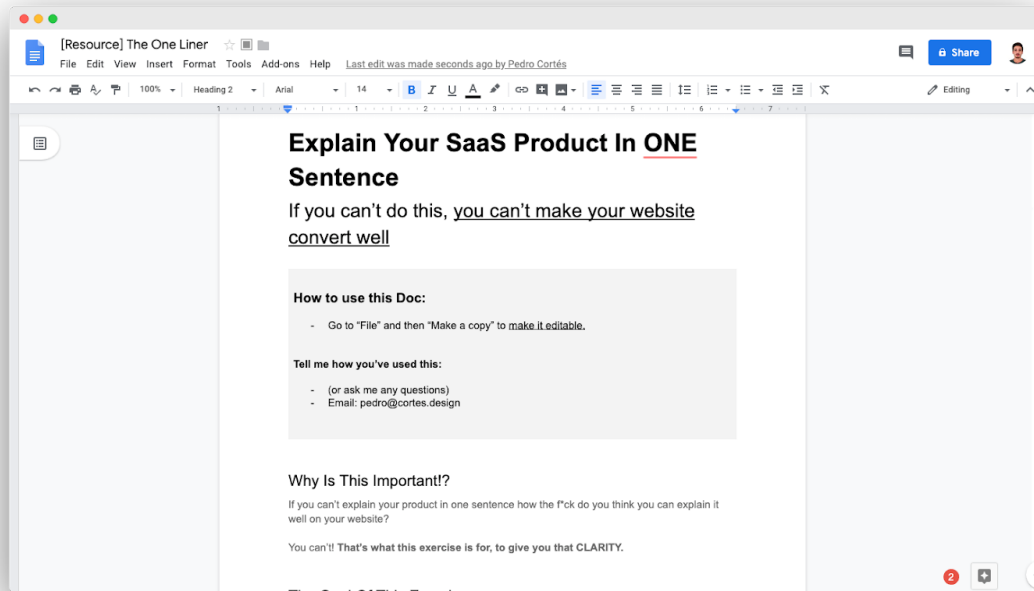

#1 - Positioning Exercise - How To Stand Out From The Competition

This is not about USP's only, this goes 10x deeper! Try to answer these simple (but VERY HARD) questions, you'll understand why people choose your product over anything else and where you should double down. This is a super powerful exercise and should be done before you even think about messaging... Don't believe me? Try to finish it :)

Resource Link

By Pedro Cortés, Helping SaaS Companies Improve Conversions Through Better Messaging And Positioning.

Tell me how you've used these! Happy to answer questions: pedro@cortes.design
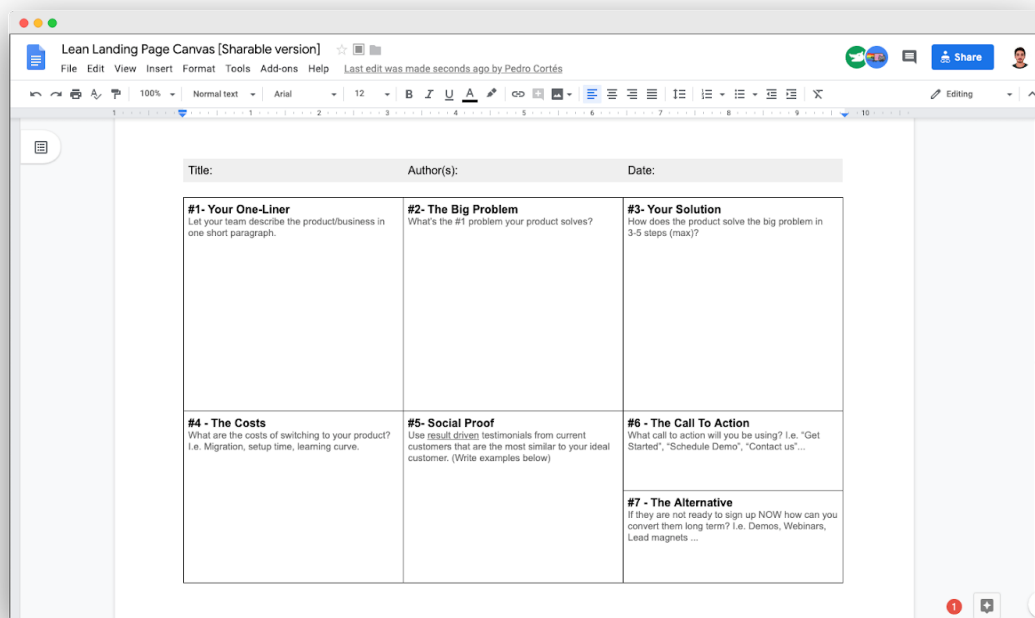

#2 - The One-Liner - The 5 Min Exercise Is The Foundation Of Your Messaging

If you can't do this you will never be able to make your website convert well! This is a guide to help you explain your product in one sentence in a super CLEAR & FOCUSED way. You can then use this to explain your product EVERYWHERE and make it the foundation for your website messaging.

Resource Link

By Pedro Cortés, Helping SaaS Companies Improve Conversions Through Better Messaging And Positioning.

Tell me how you've used these! Happy to answer questions: pedro@cortes.design
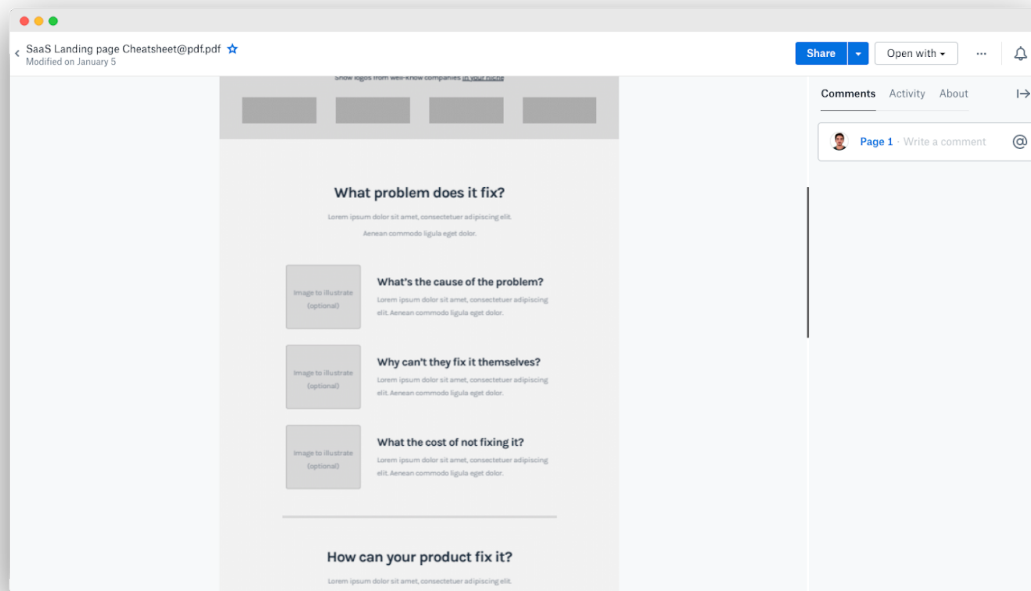

#3 - Lean Landing Page Canvas

This canvas will help you write the perfect copy for your landing page. Just follow the questions/instructions and everything will fall into place if you use it with my landing page cheatsheet (also on this resource page).

Resource Link

By Pedro Cortés, Helping SaaS Companies Improve Conversions Through Better Messaging And Positioning.

Tell me how you've used these! Happy to answer questions: pedro@cortes.design
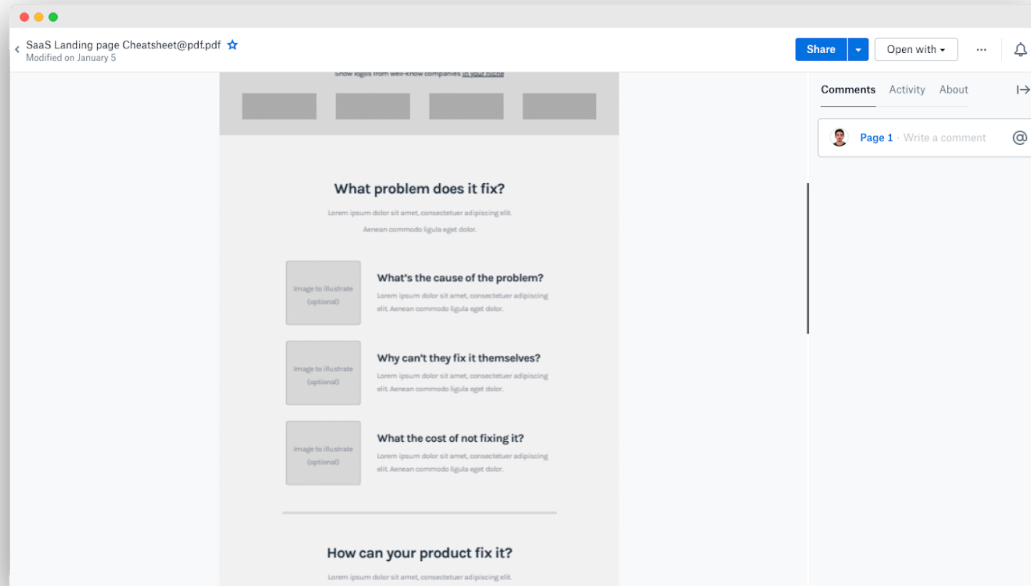

#4 - SaaS Landing Page Cheatsheet

This cheat sheet gives you the step-by-step formula for the perfect SaaS Landing page. It's the exact formula I use with all of my clients and it has generated amazing results! To use it just follow the same structure and replace the headlines with the answers to the questions that are currently there.

Resource Link

By Pedro Cortés, Helping SaaS Companies Improve Conversions Through Better Messaging And Positioning.

Tell me how you've used these! Happy to answer questions: pedro@cortes.design
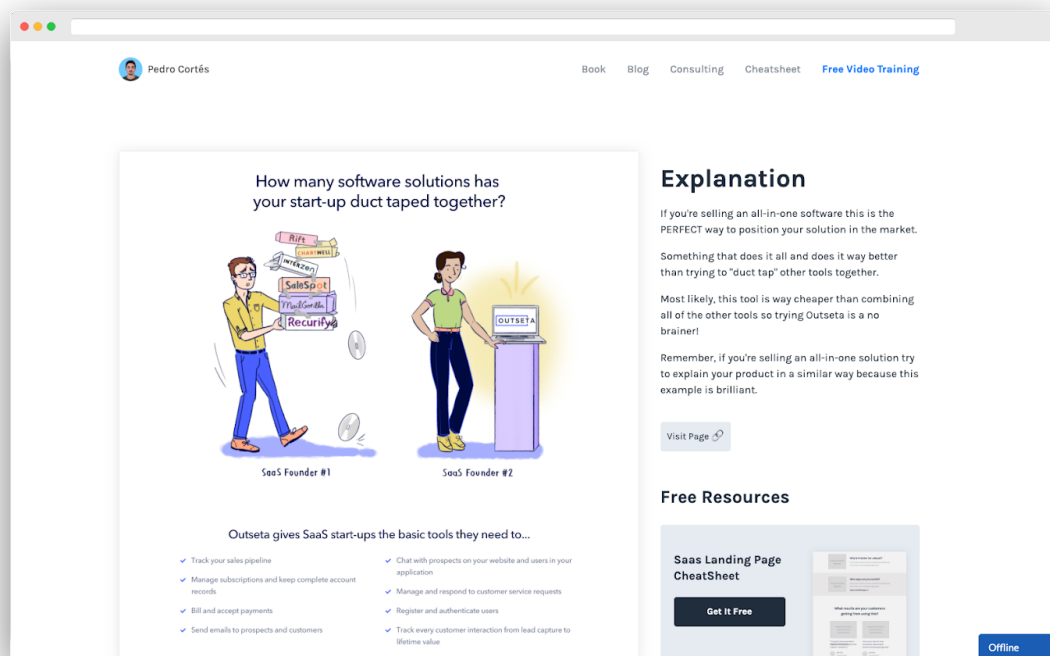

#5 - Landing Page UI Kit (Inside Gdocs)

Why waste time with a designer + developer when you can use a Gdoc to understand how the copy flow, which images to changes and edit the page without long iterations!? Use this "wireframe kit" to test your ideas fast and only turn it into a live page once you're happy with the messaging in this doc.

Resource Link

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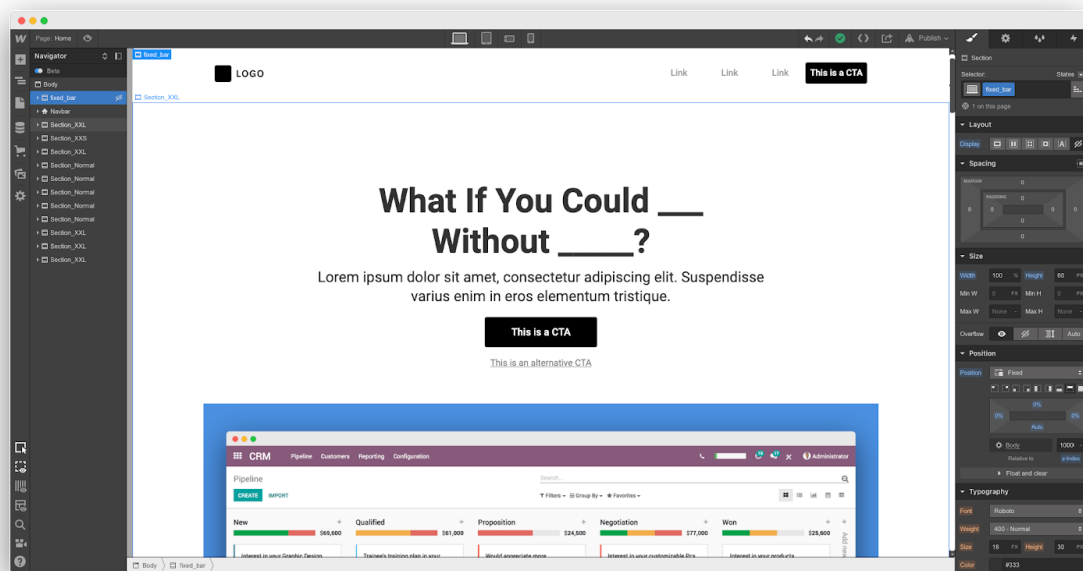

#6 - SaaS Landing Page Inspiration <u>That Converts</u> (+ Explanations)

It's a collection of actual good examples of copywriting and product explanation not the pretty page non-sense around the web… The best part? I actually break down why they are good!

[Resource Link](#)

By [Pedro Cortés](#), Helping SaaS Companies Improve Conversions Through Better Messaging And Positioning.

Tell me how you've used these! Happy to answer questions: pedro@cortes.design
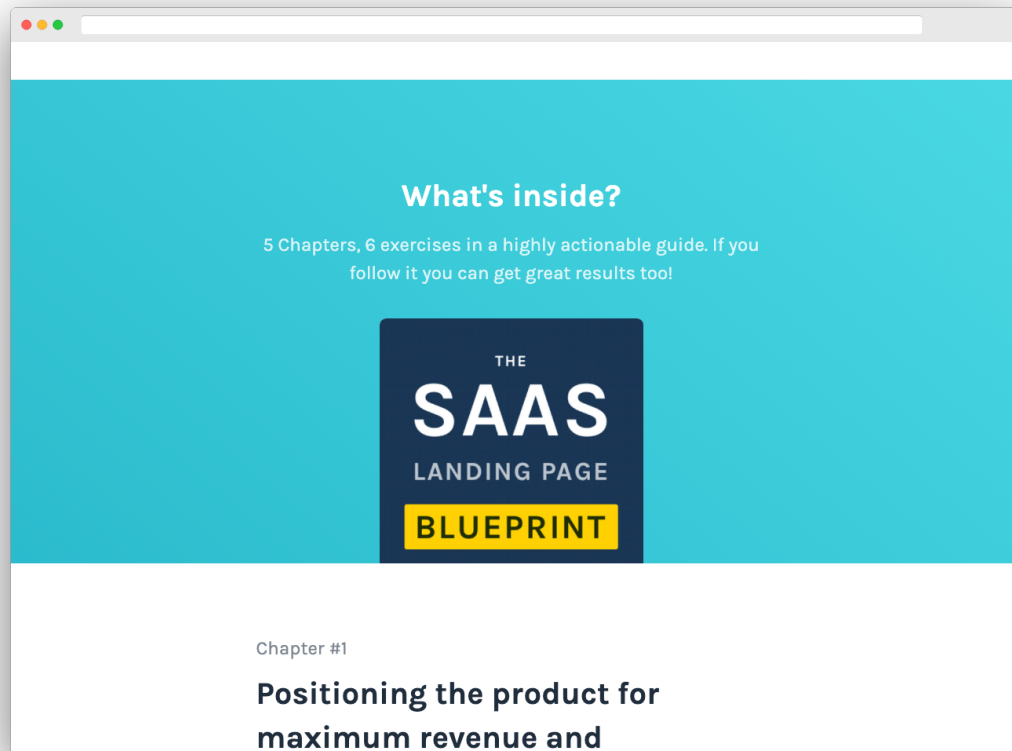

#7 - Webflow Landing Page Template

If you use Webflow (you should, it's awesome!!!) you can get my free template that follows the SaaS Landing page cheatsheet I use with my clients.

Just create a free account and click on "Clone" to get it free :)

Resource Link

By Pedro Cortés, Helping SaaS Companies Improve Conversions Through Better Messaging And Positioning.

Tell me how you've used these! Happy to answer questions: pedro@cortes.design

30% DISCOUNT - SaaS Landing Page Blueprint

This book breaks down the entire process I go through to position a product, what questions to ask yourself, where to find the objections and how to turn all of that into the perfect Landing page.

Say goodbye to the endless hours of iterations and use something proven to **skip the months of trial and error.**

CODE: 10off

Link

By Pedro Cortés, Helping SaaS Companies Improve Conversions Through Better Messaging And Positioning.