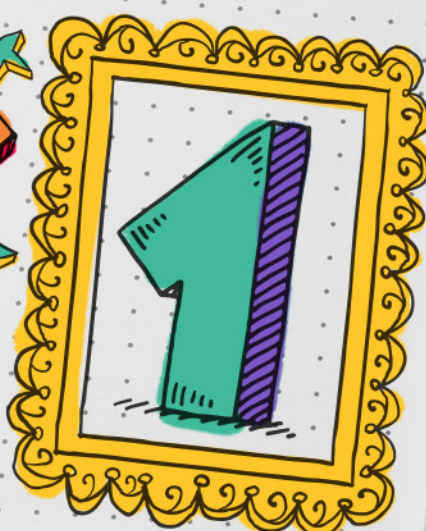




# THE RULE OF ONE



## What is the Rule of One?

A framework that helps you create powerful, high-converting copy. Instead of scrambling to figure out what to put on a page, the Rule of One helps you know exactly what to say.

Here's how each piece of the Rule of One tells you what to write:



### Offer One Offer

What does your landing page offer?

- › It takes people longer to make a decision if they have more options to choose from; the longer it takes to make a decision, the more likely people are to give up. So pick one offer and stick to it.



### Make One Promise

What is the value proposition of your landing page?

- › Show how your offer benefits the reader.
- › Demonstrate how your offer removes a pain point.



### Present One Big Idea

What is your overarching theme?

- › People can only remember 5–9 items at a time.<sup>1</sup>
- › Connect all the pieces of your narrative in a cohesive story.



### Target One Reader

“Imagine the one person you’re helping with this piece of writing. And then write directly to that person.” – Ann Handley, *Everybody Writes*

- › Directly address their pain points.
- › Use the exact words that they would use to describe their problems.

When you work backward from your “one offer,” each bit of your landing page design and copywriting falls into place.

How do you take the Rule of One into a high-converting landing page? Read our blog, [How to Write a High-Converting Landing Page](#).

[Learn more](#)

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<sup>1</sup>The Magic Number Seven, Plus or Minus Two: Some Limits on Our Capacity for Processing Information. Miller, George A. 1975.