

Site name:

Logos:

Slogan. Position the union in fewer than 10 words

Strapline. Fill out the essence of the union for the prospective member in fewer than 20 words.

Imagery. What kind of picture / design will accompany this page?

Value proposition 1

How will joining the union meet a member's needs?
What are your top 3 selling points?

Value proposition 2

Value proposition 3

Service feature 1

How does the service work?

Service feature 2

Service feature 3

Testimonial / FAQ 1

What social proof can you give that the union is a good idea and works for others like you?

Testimonial / FAQ 2

Testimonial / FAQ 3