

QIROVA · FRAMEWORK

Conversion Copy Framework

The 4-Line Hero

- Line 1 — Outcome: what the customer gets, in their words
- Line 2 — Mechanism: how you deliver it, one sentence
- Line 3 — Proof: number, logo, or specificity that earns trust
- Line 4 — CTA: verb + outcome ('Book my strategy call')

Service Card Formula

- Name the service in 2–3 words
- One-line outcome (not deliverable)
- Three bullets: what's included, timeline, starting price
- CTA that matches the buyer's readiness ('See scope' vs 'Book call')

Case Study Structure

- Client + industry + situation in one sentence
- The constraint or friction we removed
- What we shipped (scope in 3 bullets)
- Results with real numbers and a timeframe
- Pull-quote from the founder

Objection Ladder

- Cost — reframe as ROI or cost of inaction
- Time — show the timeline and what's expected of them
- Trust — case study, guarantee, or named client
- Fit — a 'this is for you if...' block that qualifies

CTA Rules

- Use a verb + the outcome the visitor wants
- Never use 'Submit', 'Learn more', or 'Click here'
- Repeat the primary CTA every 1.5 screens
- Give a low-friction secondary CTA (download, calculator, audit)

Ready to ship? Book a discovery call at nandinisaini.online/contact