FREE GUIDE + FREE BOT

Build High-Converting Landing Pages in Minutes

(No Design or AI Skills Needed)

YOUR FREE GIFT

The Listicle Page Builder bot, already trained and ready to use

Plus step-by-step setup, copy-paste prompts and Matt's 19-offer swipe list.

A beginner's guide from

Matt Clark

Ideal for e-commerce brands running paid ads

START HERE

What you're getting

This guide comes with a free helper called **Listicle Page Builder**. It's a bot that lives inside **Grok Bot**, an AI helper you talk to in a chat, a lot like texting. The bot is already trained. Click one link and you get your own copy.

What the bot does for you

1. Asks for your product link and an example page you like.
2. Reads your real customer reviews (from Shopify, Judge.me or Amazon).
3. Finds your top types of buyers from those reviews.
4. Builds your page around the Conversion Diamond (see page 4).
5. Makes a version of the page for each buyer type.
6. Writes matching ads for Facebook (Meta) and Google.
7. Mocks up offer tests from a list of 19 offer styles.
8. Sends your page as one file that opens in any web browser.

3 words to know

Listicle page	A landing page laid out like a numbered list, such as "7 Reasons People Are Switching to ___."
Persona	A simple picture of one type of buyer, like "busy parents" or "people who hate bitter coffee."
HTML file	A web page saved as one file on your computer that opens in your web browser.

THE BIG IDEA

Why listicle pages work so well for paid ads

When someone clicks your ad, the page they land on matters a lot. A listicle reads like a helpful article, not a hard sales pitch. People can scan the list, see real reviews, and decide for themselves.

1

Message matching

Your ad makes a promise. Your page should say the same thing, right at the top. When the ad and the page match, people know they're in the right place, so they keep reading.

2

One page per buyer type

Different people buy for different reasons. Instead of one page for everyone, make a page for each buyer type. Each page talks about what that person cares about most.

3

Matt is doing this himself

Matt's own business is moving its ad traffic to listicle pages. This bot is built on the same approach.

4

Big brands use them

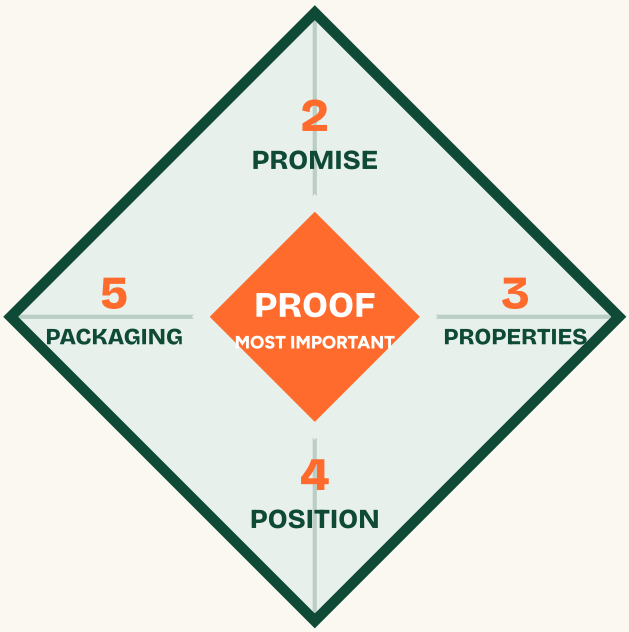
Brands like Grüns use listicle pages for their ads. You can borrow the same proven layout for your product.

A quick, honest note: you won't find any hype numbers in this guide. Your own results are the real test. Build a page, run your ads, and see what works for *your* buyers.

THE SECRET SAUCE

The Conversion Diamond

Every page the bot builds has 5 parts. Matt calls this the Conversion Diamond. Each part starts with a "P." If your page has all 5, it's ready to sell.



1 **Proof** MOST IMPORTANT

Show that real people love it: reviews, star ratings, customer photos and quotes. Use as many **different kinds** of proof as you can.

2 **Promise**

The big benefit, said in your headline. What good thing will happen for the buyer?

3 **Properties**

Real, specific facts about your product: what's in it, how big it is, where it's made. You can't have too much.

4 **Position**

What makes yours different from the other choices out there. Why pick you?

5 **Packaging**

The offer: the price, bundles, and your guarantee.

Good news: you don't have to write any of this yourself. The bot pulls your proof from your reviews and builds all 5 parts for you. You just check it and ask for changes.

SETUP IN 5 MINUTES

Get your own copy of the bot

No downloads. No code. Just open the link and follow the prompts.

1 Click the bot link

This gives you your own copy of Listicle Page Builder. A computer works best, so your pages are easy to see. On your phone? Scan the code.

Get the free bot →

Or type this link:
https://x.ai/bot/n1GFmZNqIVE3CgOLXafpB

Scan with your phone

2 Create a free account or sign in

If it asks you to sign up or sign in, just follow the sign-up screens. It only takes a minute.

3 The bot opens in a chat and says hello

You'll see a chat window, a lot like a text message thread. This is your own private copy of the bot.

4 Just answer its questions

Type your answers like you're texting a friend. No special words needed. If you're not sure, just say so.

✓ **That's it.** Open the link and follow the prompts. The bot will walk you through the rest.

BEFORE YOU START

What to have ready

Gather these first, and your first page will go fast. Don't have one? That's okay. The bot will help you figure it out.

- [ ] **Your product page link**
  The web address of the product you want to sell.
- [ ] **1 to 3 listicle pages you like**
  Links to pages you want the bot to model. See the tip below for where to find them.
- [ ] **Where your reviews live**
  A link to your reviews on Shopify, Judge.me or Amazon. Or paste in a review export.
- [ ] **Your offer and prices**
  What you charge, any bundles, free shipping, and your guarantee.
- [ ] **Optional: your logo and product photos**
  Nice to have, but not required.

Tip: find great listicle pages for free

1. Open the free **Facebook Ad Library**. (Search "Facebook Ad Library" on Google.)
2. Search for a brand you like.
3. Click through their ads to see the pages they send people to.
4. Found a listicle you like? Copy its link and give it to the bot.

YOUR FIRST PAGE

Copy-paste prompts

Type these into the chat, just as you see them. Swap each **[link]** for your real link.

1 TYPE THIS TO BUILD YOUR PAGE

Here's my product: [link]. Model the page after this listicle: [link]. My reviews are here: [link].

What happens: the bot studies your product, the example page and your reviews. It may ask a few questions. Then it builds your page.

2 TYPE THIS TO MEET YOUR BUYERS

Who are my top buyer personas?

What happens: it reads your reviews and tells you the main types of people who buy, and why they buy.

3 TYPE THIS TO MAKE A PERSONA PAGE

Make a version of the page for persona #2.

What happens: it swaps the headline, 1 or 2 reasons and the reviews, so the page speaks right to that buyer.

Good to know: paste your links right into the chat. Building a full page can take a little while, so give it time. If the bot asks a question, just answer it.

KEEP GOING

More copy-paste prompts

Once your page is built, use these to get ads, test offers and change the look.

4 TYPE THIS FOR MATCHING ADS

Write Facebook ad copy for that page.

What happens: it writes ads that match the page's message. Want Google ads too? Just ask.

5 TYPE THIS TO TEST OFFERS

Make offer test versions of this page: one with a 1-3-6 bundle and one subscription-only with free gifts.

What happens: it makes one page for each offer, so you can test which deal sells best. (More on page 10.)

6 TYPE THIS TO CHANGE THE LOOK

Make the headline bigger and the button green.

What happens: it makes the change and sends a new version. Ask for anything in plain words.

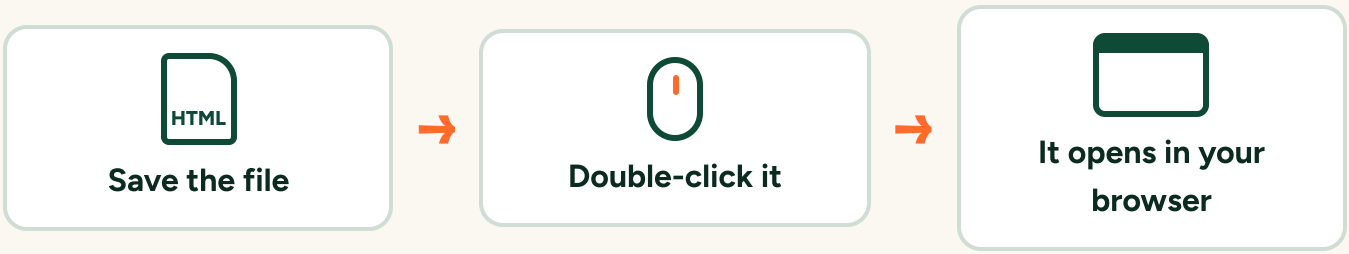
Remember: you can't break anything. If you don't like a result, just say what you'd like instead.

SEE IT, THEN SHARE IT

How to look at your page and get it live

1. Look at your page

The bot sends your page as an **HTML file**. Save it to your computer, then double-click it. It opens in your web browser, like Chrome or Safari.



2. Get it live

Right now, only you can see the file. To put it on the internet, pick one:

- Send the file to your web developer.
- Paste it into a page in your Shopify store.
- Paste or upload it into your landing page tool.

Every store and tool works a little differently. If you get stuck, look up how to add custom HTML in your tool's help pages, or ask the bot.

Before you send traffic: a quick check

- Open the page on your phone, too. Many shoppers will see it there.
- Click every button and make sure it goes to the right product.
- Read it once out loud. Fix anything that sounds off.

YOUR NEXT BIG LEVER

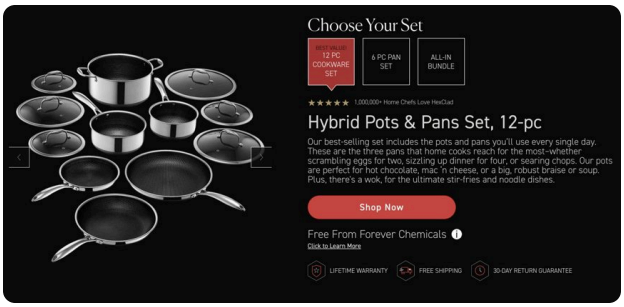
Test your offer

Once a page turns visitors into buyers, the next big lever is your **offer**: same page, different deal. Here are Matt's 19 offer styles. Ask the bot to mock up one page per offer. ★ TOP PICK marks Matt's favorites.

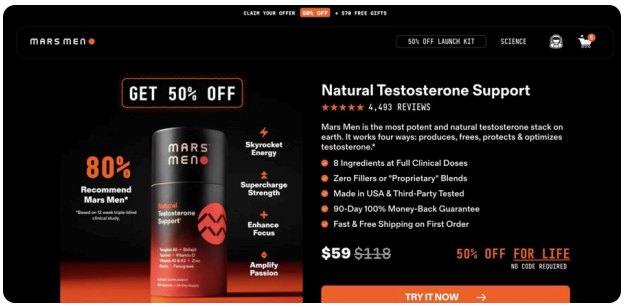
One-time purchase		
1	Premium price with lifetime warranty	Hexclad
2	Multi-piece bundle	Hexclad
3	Three bundle options	Hexclad
4	Variation bundle	Kind Patches
5	Bundle options with buy 2 get 2 free	Hollow Socks
6	**1-3-6 options** ★ TOP PICK	Lifeboost Coffee
7	Evergreen sale	Comfrt
8	Super multi-pack options	True Classic
9	Product page add-ons	Ridge
10	Three-product bundle	She's Birdie
11	Multi-size	Jones Road

Subscription		
1	3-pack subscription	Kind Patches
2	Buy 2 get 1 free	Kind Patches
3	Kit with free gifts	Ryze
4	Sub or one-time purchase	Just Ingredients
5	SAAS style offer	Primal Queen
6	Multi-unit with free gifts	Javvy Coffee
7	**Sub only with free gifts** ★ TOP PICK	Mars Men
8	Sub kit with hidden one-time purchase option	IM8

How to ask: "Make offer test versions of this page: one with a 1-3-6 bundle and one subscription-only with free gifts."



Three bundle options (one-time) · Hexclad



★ **Sub only with free gifts** (subscription) · Mars Men

Screenshots and brands are from Matt's swipe file, shown as examples of each offer style.

PLAY IT SAFE

Tips, guardrails and quick fixes

Only use real reviews

Never make up a review or change what a customer said. Real proof builds real trust.

No medical claims

Selling a health product? Don't say it cures, treats or prevents anything in your ads or page.

Test the checkout price

Click your own button before you run ads. Make sure the price at checkout matches the page.

Change one thing at a time

Test the headline *or* the offer, not both at once. Then you'll know what made the difference.

Troubleshooting

Q My images don't show.

Ask the bot: **"Send me the standalone version."** That version keeps the pictures inside the file.

Q I don't like the design.

Tell it what to change in plain words, like "make it look cleaner." Or give it a different example page to model.

Q It asked me something I don't know.

Just type **"You decide."** It will make a good choice, and you can change it later.

Q How much does it cost?

The bot is a free gift. Grok Bot itself has its own plans, so check the app for the latest details.

? Still stuck on something else? Ask the bot in plain words, like **"What should I do next?"** It's there to help.

YOU'RE READY

Go build your first page.

Grab your product link, open the bot, and paste in prompt #1. Your first page is just a few messages away.

Get the free bot

Your own copy of Listicle Page Builder.

Open the bot →

https://x.ai/bot/n1GFmZNqIVE3CgOLXafpB

Learn more from Matt

Matt shares more about landing pages, ads and e-commerce on his YouTube channel and newsletter.

Watch on YouTube →

https://www.youtube.com/@matt_clark

Get the newsletter →

mattc.com/newsletter

Tip: print the one-page Quick-Start Card and keep it next to your computer.