



COMPANION TO THE CONVERSION PLAYBOOK

The Presenter Deployment Checklist

Run this list top to bottom every single time you put a presenter on a page. Twenty boxes, five minutes, zero embarrassing launches. Print it, pin it, tick it.

1 • Before You Build

- ☐ I can name this presenter's **one job** — the single click it exists to cause.
- ☐ I've matched the page to its **framework** in the Playbook (1–8).
- ☐ I've picked the matching **script** from the 100-Scripts library and the right length for the placement.
- ☐ Every **[bracket]** in the script is replaced with real details — checked twice.

2 • The Script & Presenter

- ☐ The **hook lands inside 3 seconds** — no 'hi, welcome to our website, we were founded in...'.
☐ The presenter **says the button**: 'tap the button below me' (or word-matched equivalent).
- ☐ The script makes **one offer**, mentions **one deadline max**, and every claim in it is true.
- ☐ I generated the video and **listened to it once, fully** — names, prices and pronunciation all correct.

3 • Placement & Settings

- ☐ **Overlay or inline** chosen per the placement guide — interrupt vs persuade.
- ☐ Autoplay is **muted with captions** (or click-to-play); unmute control is obvious.
- ☐ Overlay is **small, closable**, delayed 3–8 seconds, and covers **no button, form or cart**.
- ☐ Checked on **mobile**: presenter loads fast, doesn't block content, captions readable.

4 • The Button

- ☐ One button only — **2–5 words, first person, action + payoff**. Not 'Submit'. Never 'Submit'.
- ☐ Button text **word-matches** the spoken CTA.
- ☐ The button link is **tested and correct** (right page, right affiliate ID, right code applied).
- ☐ The destination **keeps the promise** the presenter just made — same offer, same price, same bonus.

5 • After Launch

- ☐ I know this page's **metric to watch** (from its framework) and where to read it.
- ☐ A **baseline number** is written down before any testing starts.

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Next **Monday's split-test variable** is chosen from the ladder: placement → hook → length → button → offer.

Result gets **logged Sunday**; winner stays live; next variable queued. The loop never stops.

THE STANDARD

If all twenty boxes are ticked, your presenter is better deployed than 95% of TalkingFaces pages on the internet. Ship it — the split-test loop takes it from there. — Rohit