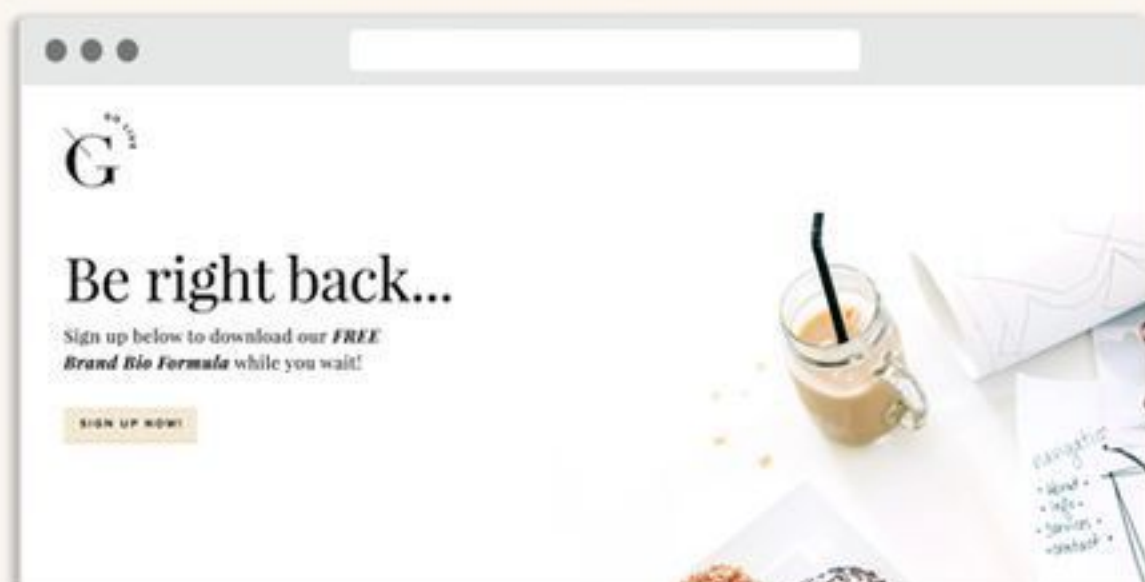


# 3 Ways To Use A *Squarespace Cover Page* To Benefit Your Business

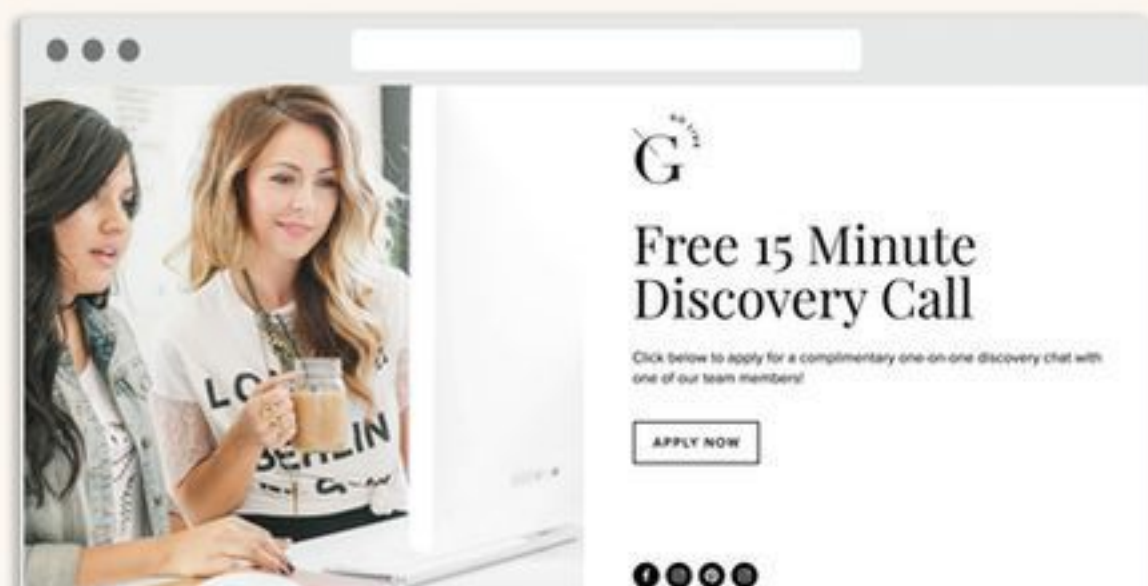
[GOLIVEHQ.CO/BLOG](http://GOLIVEHQ.CO/BLOG)

## 01

### Build your Email List with a Lead Magnet



Instead of having nothing to do on your cover page except to come back later, grab their email address! Tell them you'll email them when the site is live or offer them a free resource in the meantime while your site is being built.



## 02

### Collect Leads Before Your Site Is Live

Get potential clients or customers to contact you or fill out an application of sorts. They can input their contact info, what kind of services they're interested in, etc. This is a really great way to filter through people who are interested in your services or products and allows you to build personal relationships with them.

## 03

### Promote A New Product, Service or Program



Let's say you're launching a new e-course and want to host a free Q&A webinar in preparation for the launch. You can use your Cover Page to promote the webinar and get people to sign up. This strategy also works double duty because while you're getting people to sign up for the webinar, you'll also be able to build your email list!