Blueprint: **The Social Teaser Signup**
For Sites That Offer Profile Creation

When To Use It & What It Is: This pattern might be useful for signup screens with services which allow users to create public profiles. There are two core concepts to this pattern. First, the benefit of having a profile is clearly established in the headline. Further on the page, examples of other people's profiles are shown along with how they have benefited - teasing with social proof.

LOGO

Let's Get You Some <BENEFIT>
Every day **1,000s** of people come to our site to <BENEFIT>.
We make it easy to <BENEFIT>

Email

Password (must be at least 6 characters)

Yes, Create An Account
So That I Can <BENEFIT>

Join thousands of your peers and gain access to these FREE features:

Contact Details

Benefit Based Headline
The key benefit was driven with the headline (ex: obtaining customers) and further reinfoced with subtext, tying in elements of social proof.

One Column Layout

Attention Grab

Benefit Button

Social Proof
These are examples of other existing users' profiles and how they are benefiting as a result of having signed up.

Alternative Choice
Option To Ask Additional Questions