

Strategic WEBSITE COPY TEMPLATE





Pre-Write WARM-UP EXERCISES

Please before jumping in to writing your copy, it helps to do a pre-write to get the ideas flowing and generate content.

Writing all of the copy for your website can seem overwhelming - especially if you don't feel like you are a natural born writer.

Don't worry though! I have created this pre-writing guide to help you get your ideas flowing, and pre-organized so that you can easily fill out the Website Copy Template.

Please give yourself a couple of hours for this writing exercise. It is the most time intensive part of this whole course. Writing out this section will set you up for easy success!

8 KEYS FOR PRE-WRITE SUCCESS

1. Pour yourself a nice cup of tea (or if you're like me, a big cup of coffee.)
2. Open a Google doc.
Write out the Questions and Answers in this guide in a Google doc.
3. Title the doc - "website copy pre-write."
This will become a repository with a wealth of good copy that you can use for your website, blogs, newsletters, etc.
4. Next, prepare yourself to relax, drop in, and let everything in your mind pour out of your hand. Write, write, write.
5. Write what comes to you as a stream of consciousness without any editing. Just let it flow.
6. Remember your tone of voice? There is no need to overthink it. Simply keep your chosen tone of voice in mind as you write.
7. Keep it authentic, personal and real. Don't be afraid to be vulnerable. It's powerful to share your struggles, hopes and dreams.
8. When you are ready to write for your website copy template, simply take out a highlighter and highlight the good stuff you want to use!

Attention Grabbing HEADLINES

"The headline starts the entire sales process."

- Jim Edwards

Attention grabbing headlines are the key to getting your viewers to read you what you write about. If your headlines stink, basically, people will sign off.

Let's dive into the how to's of writing a powerful headline.

First of all, let's get clear on **what is headline?**

Headlines are short statements that go above sections of your copy. They are a quick introduction to what that section is all about. They are what people read when they are skimming through your content.

You will need headlines for your website, blog titles, email subject lines, sales copy, Instagram posts, etc.

What makes a great headline?

The best headlines are ones that connect with the reader on an emotional level.

They revolve around fears, problems or desires.

They make the reader feel like you "get them" - they feel understood. This makes them want to continue reading, and want to know more.

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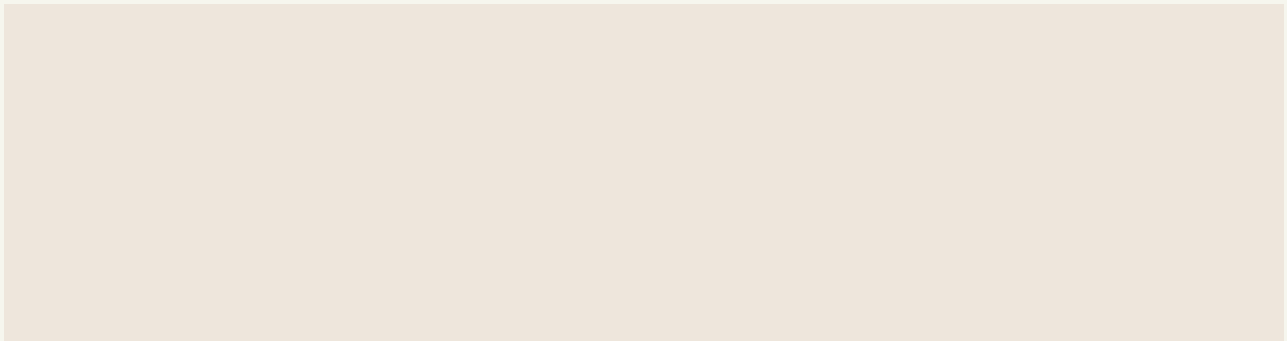
3 KEYS TO WRITING GREAT HEADLINES

- 01 The best headlines are ones that connect with the reader on an emotional level.
- 02 They revolve around fears, problems or desires.
- 03 They make the reader feel like you "get them" - they feel understood. This makes them want to continue reading, and want to know more.

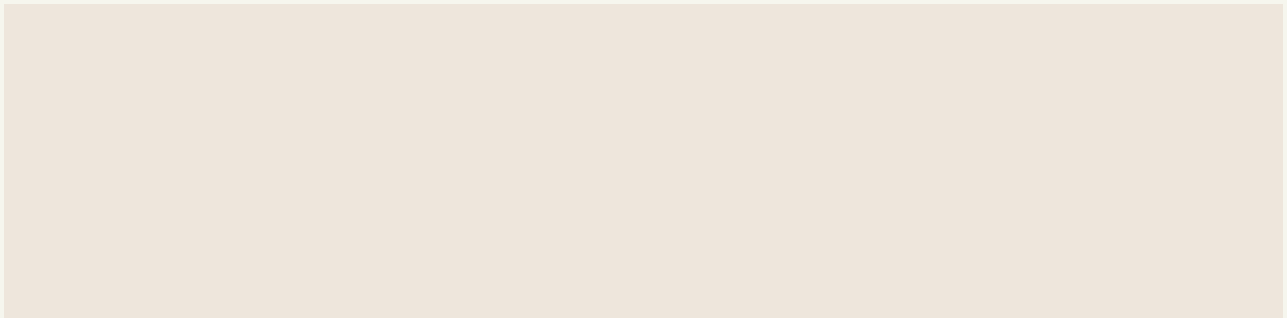
BULLET POINTS

THESE COPY BULLET POINTS WILL BE A REFERENCE FOR YOU AS YOU BEGIN FILLING OUT YOUR WEBSITE COPY TEMPLATE.

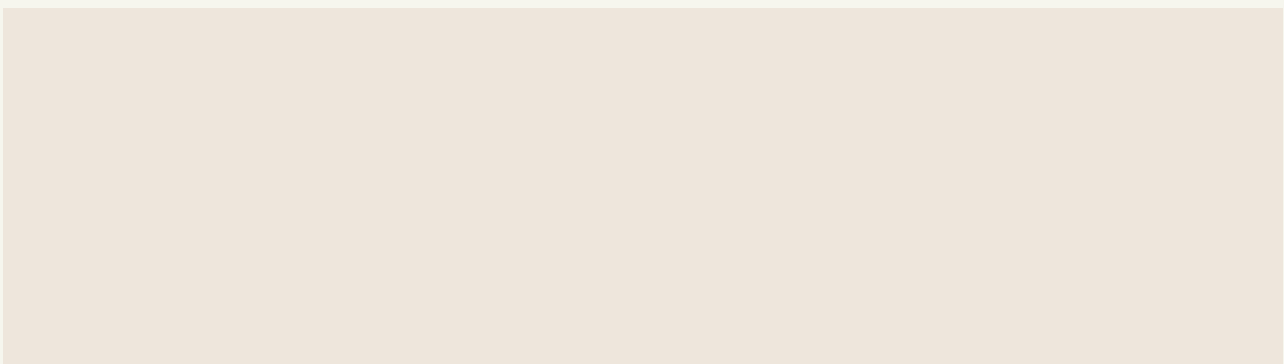
The purpose of your brand - short statement.



What is the basic problem your product/service solves? List 3 max.

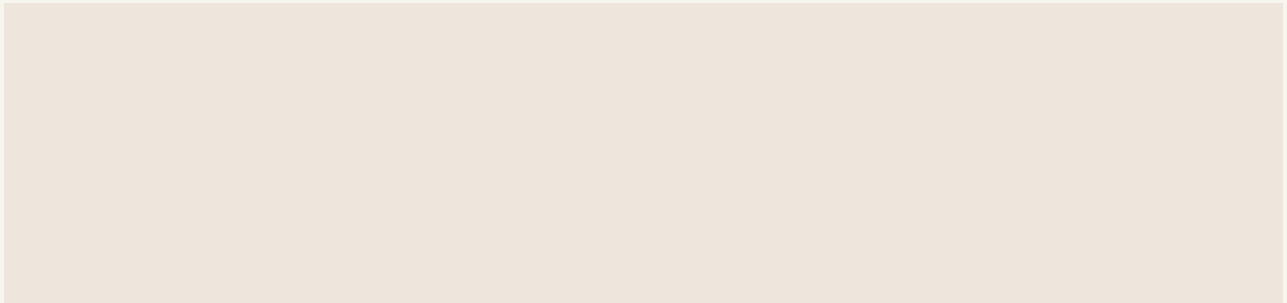


What is the solution you offer? List 3-5 max.

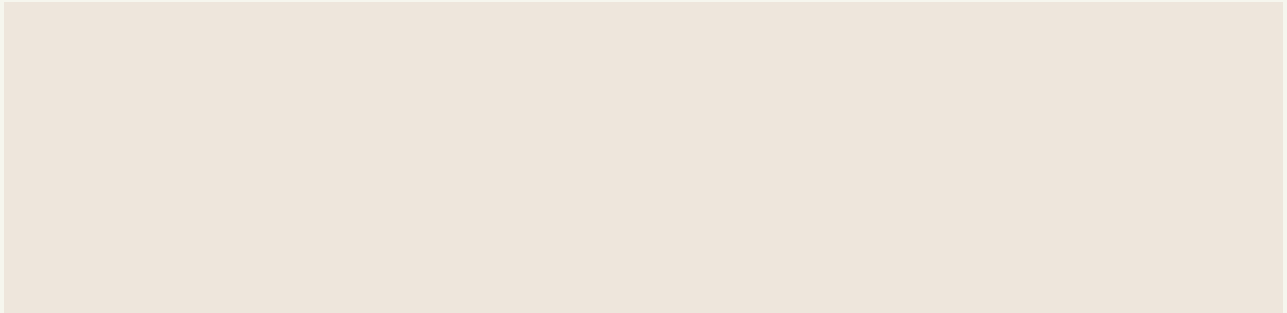


BULLET POINTS

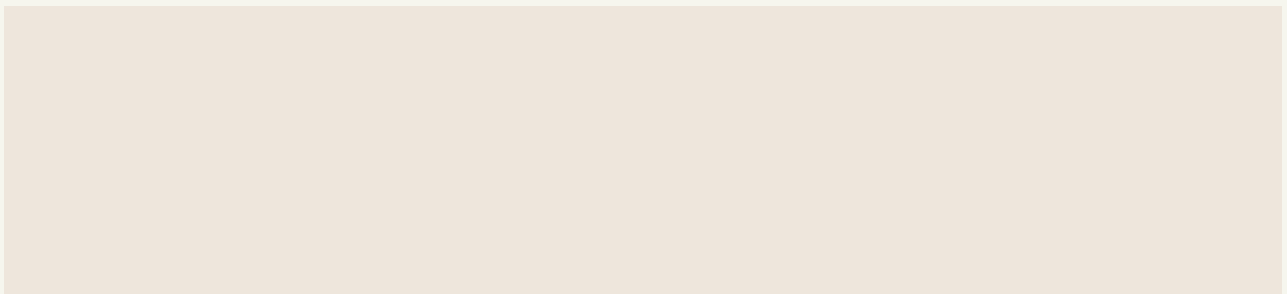
List your clients top 3 struggles that your product/service solves.



List the top 3 benefits your client gets as a result of using your product or service.



List the top 3 main transformations your clients receive as a result of your solution.



Attention grabbing
**HEADLINE FORMULAS
FOR SALES PAGES!**

It's time to turn your ____ into ____ and stop worrying about [one of their fears/problems].

It's time to turn your photography side hustle into a thriving business and stop worrying about where the next client will come from.

You're just [amount of time] away from [desired result].

You're just 8 weeks away from a passive income business that makes you money while you sleep!

If you've made it here, you're most likely ____ and ready for ____.

If you've made it here, you're most likely ready to turn your money into a profitable, fun vacation rental property. We'll show you how!

You've tried ____ and ____, and you're ready for ____.

You've tried every diet pill and every Pinterest eating plan on the market, and you're ready to FINALLY lose your weight for good.

It's time we take the [stress/frustrations/worry/etc.] out of [thing your offer is about].

It's time we take the headache and stress out of the website design process.

Say “bye-bye” to [undesired result] and hello to [desired outcome].

Say “bye-bye” to a cluttered, stress-inducing home and hello to an organization system that your whole family can stick to. (Yes, even your 3 toddlers, dog, and husband.)

If you're ready to stop [undesired results] and start seeing real results like [desired outcome] — you're in the right place!

If you're ready to stop stress eating and start seeing real results like loose pants, an elevated mood, and feeling in control of your cravings — you're in the right place!

Why you can no longer afford to ____.

Why you can no longer afford to stay stuck in the craving-binging-disappointment cycle...

Isn't it time to stop [thing they want to avoid] and get [desired result]?

Isn't it time you stopped the endless Google searching and get clarity on your questions from a coach who has been there and done that?

If you don't learn ____, then [negative thing is going to happen].

If you don't learn how to experience your negative emotions, then you'll be stuck in the endless cycle of worry, busyness, and overwhelm.

Imagine never having to ____ again.

Imagine never having to struggle with what to post on Instagram again.

Website Goal:

Purpose: get people to opt-in

Compelling Headlines:

Home page:

Goal: Grab their attention and drive them to your services page. You want people to contact you so that you can start talking to them ...

Tag line:

The core message of your brand.

Tells them who you are and how working with you benefits them.

*Example: The 7-Step strategy to become
The Wellenss Coach.
on the Rise*

CTA Enrollment opens in 2021

Works because:

*Course is for
health coaches
who want to be successful
this method will help them.*

GOAL OF TAGLINE

- *show case the essence of what your brand can do for your client.*

Keep taglines short - 3-7 words

Make it actionable and emotional.

focus on problem solving.

HOMEPAGE

Tagline 5-7 Word Brand Statement

Supporting copy: A few sentences to back up the statement.

Headline Welcome! I'm [Insert Name + Title]

Body: Paragraph about who you are and what you specialize in.

Headline Introduction to Services

Service 1: Title of service with a 1-sentence description.

Button: Link to services page

Service 2: Title of service with a 1-sentence description.

Button: Link to services page

Blog highlight:

Headline Latest 3-5 posts in a scrolling or boxed format.

Opt-In Your freebie offer that inspires people to give you their email address. (This can live as a pop-up, or somewhere towards the top of your page.)

Actionable Words:

Become

Discover

Learn

Make

Fine

Change

Transform

Elevate

Shift

Bring

Uncover

heal

Explore

Shape

Reshape

Design

Create

Start

Stop

Live

Great to use because they are inspiring, and working with you will lead to change, transformation and goal they want to achieve

Next: part of tag line speaks to the problem you solve.

Elements to consider:

What do you specifically help your ideal clients overcome?

What problem do you help them solve?

How is your method effective?

How is it different?

How does it result in transformation?

How does it help your ideal clients get the results they want

Actionable Words:

Create supporting copy:

More detail to back up what you do.

Tagline: Transform the way you stress

Copy: We all know stress isn't doing us any favors. But what if the secret to managing it wasn't a weekly massage or daily workout? What if we simply changed our relationship with it? What if we changed our minds about it? What if that was the secret to feeling more ease every single day?

It talks abouts possible when it comes to stress.

ABOUT YOU

Compelling headline:

Headline:

Did you know you can be friends with stress?

Make friends with stress + thrive like a boss

Free yourself from stress for life!

Stress Freedom is Glorious & You Can Have It Too

WRITE 5 COMPELLING HEADLINES

WRITE DOWN YOUR BRAND'S TONE-OF-VOICE CHARACTERISTICS

Brand personality - 3 adjectives

Language style: formal or casual, funny/serious, Entertaining Or Informative. Matter-of-Fact v Enthusiastic etc.

Favorite expressions / phrases

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Step 01

DEFINE THE FOCUS OF YOUR BUSINESS

"People trust those who understand them, and they trust brands that understand them too."— Donald Miller, Building a StoryBrand: Clarify Your Message So Customers Will Listen

Often times, way too many entrepreneurs websites messaging is super general and generic ... aka boring. This is because they have not answered clearly what their business focus or specialty is.

For example:

I help women feel healthier and happier!... Really? I hear crickets... to be honest, there is nothing captivating about this statement. When you get specific and know what problem your business helps solve, you'll be able to stand heads and shoulders above your competition.

Also, by having a deep understanding of your ideal client, and writing just for them, you will be able to make them feel truly seen and understood ... and this is how you build connection and trust.

WHAT IS YOUR BRAND'S PURPOSE

Answer these three questions:

- What do you want to be known for?
- What problem do you solve?
- How does your solution transform your ideal client's life?

I want to be known as the go-to expert for_____:

My business helps solve the problem of_____:

Step 02

GETTING INTO THE MIND OF YOUR IDEAL CLIENT

I know many new business owners are reluctant to choose a single niche because they feel like their product or service can help everyone. They also may feel like they don't want to lose out on potential business.

As the saying goes, "If you try to speak to everyone though, you wind up speaking to NO ONE!"

So, I invite you to narrow your niche and imagine that you are writing to only one person, your ideal client.

Let's dive deep into understanding your ideal client.

Why? Because taking the time to understand their unique experience, struggles, deepest desires and fears will position you to be able to speak to them with a heart-to-heart connection.

Writing in this manner will make them feel seen, heard, and understood. ... This is pure magic. It's the core of truly serving your ideal clients with the highest quality services and products, giving them amazing value and exceeding their expectations.

GOING BEYOND DEMOGRAPHICS...

Imagine that you and your ideal client are having a cup of tea together. Challenge yourself ... Close your eyes and see if you can envision their face, what they are wearing, and perhaps even give them a name.

Now...dive into these questions....

What is it like to be them for a day? What do they think about from the moment they wake up to the moment they go to bed?

What challenges or struggles do they face? How do these challenges show up in their lives? (They may be uncomfortable feelings such as frustration, stress, limiting beliefs, habits, or circumstantial, such as their environment, relationships, etc.)

List 5 struggles or challenges of your ideal client.

GOING BEYOND DEMOGRAPHICS...

**What do they want more than anything in the world? and WHY?
How does not having that thing create pain?**

Now, ask yourself, how am I their solution? How does my service or product solve their problem?

List 5 big wins/benefits your clients get from working with you, using your service or product.

Write out the solution you offer in detail.

For each struggle, write out precisely how your specialty, service or product takes them from Point A (their struggles and pain points) to Point B (Where they want to be, how they want to feel, etc.)

Step 03

KNOW YOUR CORE MESSAGE

"At the heart of every great business lives a foundation message and philosophy. Something that distinguishes them from their competition." - Copy Writing 101 -

Now, what is your core message? When you consider the focus of your business and your speciality, ask yourself, "HOW do I help my target customer?"

How would you define the core of what you do and what you want to say?

For example...

- Empowering women to mindfully find food freedom.
- Helping heart-centered entrepreneurs stand out online leveraging who they are.
- Showing busy people how to find calm and peace in their day through 15 minute grounding, tea ritual.

BRAND BIO FORMULA

This may be review for you....

Here is a simple framework you can use to
craft your brand bio:

My/Our _____
(unique adjective) (your service or product)

(Start with a strong very stating what your client will get or accomplish.)

so you can _____
(how your service or product will change your customer's life.)

Example

Our welcoming yoga studio
(unique adjective) (your service or product)
invites people of all levels and body shapes to our yoga studio

(Start with a strong very stating what your client will get or accomplish.)

so you can feel less stress, inner calm and have a healthier body.
(how your service or product will change your customer's life.)

WHAT'S YOUR MESSAGE?

When a visitor lands on your website, you have 10 seconds to clearly communicate answers to these questions to capture their attention... Otherwise they are going to X out.

1. Who you are
2. What you do
3. Who you do it for
4. What it helps them do

Example

I'm Sandy. I teach new entrepreneurs how to brand their businesses and build professional websites so they can launch their businesses and sell their services/products with confidence!

Step 64

LET'S TALK ABOUT YOU

Brief highlights about you

In your corner of the internet you are best know for....

Strength(s): Elaborate on this a bit. Write a sentence to show me how great you are and why I care.

Skill(s): Again, elaborate on this and let me know how awesome you are and why I care.

Unique Perspective: Elaborate on this and let me know how awesome you are and why I care.

Step 64

LET'S TALK ABOUT YOU

A Quick statement about you.....

Hello! I'm _____

I'm a [title] for [ideal clients] like you. I help you do X so you can achieve Y, without Z.

ABOUT YOU

Story is the most captivating content of all. What's yours?

YOUR STORY OF TRANSFORMATION THE LONG VERSION

Write 500-1000 words about your story and how your solution has supported you or changed your life.

THE STORY ARC

Part 1: Introduction

Begin with where you are now and how fabulous your life is...

Part 2. Then circle back to the beginning...

"It wasn't always this way...."

Part 3. List 3 of your biggest pain points, struggles, challenges that that you're ideal clients are also experiencing.

Part 4. Then write about the 3 big steps/actions you did that helped you overcome your challenges, and transform your life to the way it is now.

Part 5. Now talk about how it's your passion to help other people who have had the same struggles you had, and how you developed your program, service or product offering to help them overcome them and have success.

ABOUT YOU

YOUR STORY OF TRANSFORMATION THE SHORT VERSION

Like all good businesses, mine started with a problem.

I was trying to achieve X, but I had no _____, _____ and I had never done Y.

I started researching and learning as much as I could. to pull it off, I needed to (Tap into#1 strength).

In the process, I learned....

You don't need X to achieve Y. (Bust a common myth here!)

Y happens when you understand Z. (Show off your skills and knowledge a bit here)

Long story short, i saw a need for (service/product). So I started (business name.)

Since then, I've helped clients like you achieve X, Y, and Z adn I've contiued to refine my skills with each new (project, experience, etc.)