

Pre-write BULLET POINT SUMMARY





Pre-Write Summary

BULLET POINTS

Now that you have finished your pre-write copy exercises, it's time to put together a quick reference summary.

The goal of this chapter is to capture the main bullet points you want to highlight from your pre-write copy exercises. These bullet point summaries will help organize your thoughts, stories, and ideas so that you can easily drop them into the Website Copy Template.

BULLET POINTS

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

What is the name of your business?

What is your tagline?

What is your URL? *Pro-tip. Do not purchase your URL yet. Wait until you purchase your Wix premium subscription.*

The purpose of your brand - short statement.

BULLET POINTS

IF YOU'RE A PRODUCT BASED BUSINESS

*For Service-Based Businesses - skip over to the Service Bullet point worksheet.

If your business is product based, what do you sell? (Ex: Tea)

Clients top 3-5 struggles

Ex: Stressed out

Solution your product provides

Relax with a cup of tea

What are you customers desires? (Ex: Want to feel relaxed, balance, health, wellness, meaningful relationships with oneself and others, etc)

For each product, create a name for it. Ex: tea: Sleepytime Tea

BULLET POINTS

PRODUCTS AND SERVICES

List the benefits your customers receive from using your products?

(Ex. - if you sell eye cream, a benefit would be smoother skin. Or reduce wrinkles.)

What are 3-5 life transformations your customers get as a result of benefiting from your products?

(For example, eye cream - Having smoother skin and less wrinkles -> Feel more beautiful, confident. When you feel more confident, you go for things. You achieve more. You feel happier. etc.)

BULLET POINTS

IF YOU'RE A SERVICE BASED BUSINESS

If your business is service based, what do you sell? (Health Coaching)

Clients top 3-5 struggles

Ex: Over-weight

Solution your product provides

Diet plan to eat healthy and lose weight

What are your customers desires? (Ex: Want to feel relaxed, balance, health, wellness, meaningful relationships with oneself and others, etc)

Name your service offerings. (Ex: Happy, Healthy Body Coaching)

BULLET POINTS

PRODUCTS AND SERVICES

List the benefits your customers receive from using your service, taking your course, etc? (Clarity Coaching example: When you clear about what you want, it reduces stress, you can prioritize easier, make a game plan to achieve goals. etc...)

What are 3-5 life transformations your customers get as a result of benefiting from working with you or using your service? (Clarity coaching example: Feel lighter because you're clear. You achieve more-> resulting in more abundance, wealth, health, happiness, etc)