

THE ULTIMATE COPYWRITING GUIDE



A FULL COPYWRITING GUIDE FOR EACH PAGE
OF A HIGH-CONVERTING WEBSITE DESIGNED
FOR YOU TO EASILY REBRAND

Jenny Laine Designs

DESIGN AND STRATEGY

HELLO my friend

Thanks so much for trusting me with the design of your website!

I hope this workbook makes writing all content on your web page easy - and also supports you in coming up with content outside of your website.

There is a lot of information included, so I've broken this down for you into separate sections for each webpage - this is done so that you don't feel overwhelmed with the amount of information. Instead, you can take this one web page at a time.

Don't worry though, the questions provided within the workbook will have you writing high-converting web copy with ease.

Once you've answered the questions within each workbook, read back through, and pick and choose which information feels right to you and for your ideal clients, and you can then play around with the layouts.

Grab a coffee my friend, or some wine, and get ready to begin seeing an influx of new clients booking through your website.

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contents

HOME PAGE

ABOUT PAGE

SERVICES PAGE

CONTACT PAGE

404 PAGE

SALES PAGE

If you need anything at all, please reach out.
I'll be more than happy to help.

click
here!

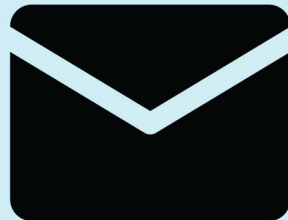


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SHALL WE

stay in touch?



I'D LOVE TO STAY IN TOUCH. YOU CAN CONNECT
WITH ME AT ANY OF THE ABOVE PLATFORMS. :)

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WRITING THE *perfect* HOME PAGE



LEARN TO BUILD RELATIONSHIPS THAT
LEAD TO MORE BOOKINGS

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HOW TO WRITE A HOMEPAGE

Creating relationships that lead to clients

The Goal: Tell the visitor they're in the right place

Your home page is your first impression, in which you only have 15 seconds to impress! So you need to tell each visitor very clearly in those 15 seconds that you're the one to solve their problem. Usually within the mission statement, which should be your header copy.

That is the #1 job of the header copy,

which is the most important copy on your website. Header copy is 1 to 3 lines of text that essentially says: "Yes, you've come to the right place! That problem you have? I know what it is and how to help you fix it!"

And once the reader knows that, they'll scroll down to learn more. **If** they have that problem. If they don't have that problem or don't like your approach, you don't want to work with them anyway. So that header copy is really doing three jobs:

- 1.Job 1: Telling right-fit visitors "Yes, you're in the right place if you have X problem"
- 2.Job 2: Telling wrong-fit visitors "Oops, you're *not* in the right place because this doesn't resonate for you."
- 3.Job 3: Driving the visitor to learn more, by scrolling down to read, by subscribing to your list to get a freebie offer, by clicking to a sales page, or by scheduling a call.

The rest of the home page continues to do these jobs in different ways, all of which deepen the relationship between your reader and you.

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UNDERSTANDING YOUR CLIENT

Your home page copy needs to answer the five questions below. So make sure to answer these questions before you go any further;

Who is your ideal customer?

What problem(s) do you help them solve?

What is their ideal outcome - *ie. after you solve their problem, what bright future do they envision for themselves? It's the "we'll solve this problem so you can..." part. "So you can" is the end benefit*

What makes you uniquely qualified? *This may be your unfair advantage but doesn't have to be. Basically, why are you the one to help?*

The big WHY behind your business and the unique way you will help them that no one else has

.

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THE DO'S AND DON'TS OF *home page copy*

Before we get to writing the template, be aware of the most common pitfalls of ineffective, boring, client-repelling home pages.

Don't: Make your home page about you.

It's not about you, it's about them. Instead of saying "Welcome to my website!" just dive into their problems and your solutions. Your readers want to see themselves reflected back in your home page.

Do: Write like you're talking to your favorite client.

There's a copywriting trick to write like you're talking to one reader - and that one reader is your ideal client. But just as importantly, write like you talk. Informal, fun, use slang, swear if you swear. How you write shows your personality, and your personality is what really sells your services.

Don't: Weaken your copy

You don't want to over promise or exaggerate - that's true. But, you also don't want to underwhelm your reader with tepid copy. Ditch "maybe" and "might" and "possibly." Write lines that get noticed and remembered. Be brave with your words.

Do: Make it scannable.

Nobody is going to read big chunks of text. But they will scan for headings, bullet points, bold words and images. It's especially important to keep each section of your home page brief (aim for 100 words per section), but also:

Visually break up the text.

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HOME PAGE LAYOUT

for success

Clear navigation
at the top

Secondary header
explaining what
you do, who for so
they can

Pain points and
solution that's
going to take
them to joy

Show credibility
and list anywhere
you've been
featured

Your recent
work/galleries/blog
OR add your
freebie here

CTA to next logical
step for client to
work with you



Header: Biggest
benefit client
gets from
working with you

Optional gallery
- best for
photographers or
designers

Empathetic and
unique reason
why they should
work with you

Different ways to
work with you
with links

Credibility showing
testimonial of why
it's great to work
with you - pull
relatable snippets

Footer should
include navigation
Instagram and
optional sign up
form

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TIME TO GET WRITING!

Header: This is your attention-grabber POWER STATEMENT. Lead with the biggest benefit clients will get from working with you. You may find that the biggest benefits are the opposite of your prospect's biggest pain points.

Think of it this way: If your client could have had their best friend sat next to them telling them *exactly what they need to hear* what would that be?

Play with a few versions.

One with their best friend telling them exactly what he/she needs to hear

One leading with just your Biggest Benefits

One listing the **opposite** of your prospect's worst pain points

Optional Sub-Header: Include who you help, what you do/how you help, "so you can [what will they be able to do?]"

OR

Welcome statement:

Say hello and introduce yourself! What do you do? Who do you do it for? What will your clients be able to do with your help, and why does it matter to them? Why does it matter to you that they succeed? This section is here to give them a sense of who you are, and if you're the right person to help them with their problems. Then, take a moment to lift them out of their problems and into their big dreams.

"Welcome to [your business]. I'm [your name] and I help [ideal client description] get [the result they want] so you can [the big WHY - why getting the result matters].

I know this matters to you because [client's biggest dreams]

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TIME TO GET WRITING!

Pain Points bit:

Hey, if it were easy to get those Big Dreams, everyone would do it. This is where you acknowledge that this is hard. Hard how? Hard in all the ways they've told you when you did your customer research. Make a list of the pain points and struggles you've uncovered and choose a few that came up most often. Describe their struggles briefly, but with enough detail to let them recognize themselves, and feel like you just might understand (and be able to help). Keep this part short - 3 sentences max.

Think in terms of:

- Their biggest frustration
- Fears they're having
- What this problem stops them from doing or having (that they'd dearly love to do or have)

You can write this in sentence form, or bullet points.

Why I can help statement:

Briefly state your qualifications to help them through this. This may be your educational background, your personal experiences, or your unfair advantage. Mostly, it's because you **understand** their problem (you've probably been there), and you know how to get out of it and reach those outcomes they're dying to reach. What is "the new approach" you have that will finally solve their problems?

You're basically answering the hardest question any marketer has to answer: Why should they choose you?

How we can work together:

This is where you briefly show them the options of how to work with you to solve their problems. Maybe you have one offer - that's great! Put a brief description of that here. Maybe you offer one-on-one coaching and a group coaching program. Briefly describe each and put links into their respective sales pages.

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TIME TO GET WRITING!

When you're writing your descriptions, ask yourself: What is the benefit of each type of service and who does it work best for?

Freebie Opt-In CTA (Call to action)

What does your freebie offer help them do that aligns with one of those Big Benefits they want (or solves a pain point they have)?

[Verb] my Free [video, download, email series, ebook] and learn how to [solve a pain point] so you can [ideal outcome] in [relatively short time-span].

Social proof / Testimonial:

Testimonials are “social proof” that helps prospects feel more confident that they can trust you. Testimonials are more persuasive if they also have pictures of the person giving the quote, so ask your clients if it's okay to use their photo *and* their words. (Don't have any clients yet? Skip this for now, you'll be fine!)

Final CTA

This final call-to-action (CTA) is where you direct people to where you MOST want them to go next.

Options could be:

- To your services page to check out what you have to offer
- To your freebie again if your main goal is list building
- To your About page if it's important to you that they learn more about how you work

YOU'VE DONE IT!



TIME TO
CELEBRATE

The text 'TIME TO CELEBRATE' is rendered in a playful, celebratory font. 'TIME TO' is in a bold, sans-serif font with a gradient from orange to red. 'CELEBRATE' is in a larger, white, dotted font with a red outline and a 3D effect. Several teal stars of varying sizes are scattered around the text.

Just make sure to read everything over CAREFULLY, and then again.

And then, maybe ask a friend or even an ideal client to read through
to see if this resonates with them.

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