

15-Minute Irresistible Home Page Blueprint

5 Simple Questions to Help You Quickly Whip Up Compelling Home Page Copy that Gets Website Visitors All Fired Up to Join Your List and Buy Your Products & Services!



by,

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Introduction

In an ideal world, your website creation process would go something like this:

Step one: Design your web site

Step two: Quickly and painlessly jot down the perfect content for your home, about and services pages

Step three: Sit back and wait for the clients to start rolling in

If only it were that easy, right? Unfortunately, real life is much more complicated than that. First of all, you have to actually WRITE the darn content, which can sometimes feel like an impossible task when you just don't know what to say or where to start.

And then you have to hope that your words are compelling enough website visitors' attention and inspire them to take action, by joining your mailing list, requesting a free consult, or buying your products and services.

If you miss that crucial piece, your visitors will be bored, distracted, or confused (or maybe all of the above) and will click away from your website, never to return. Trust me on this – before I learned some of the tricks of effective web copy, my website wasn't doing much of anything for my business.

I was getting visitors, sure, but none of them were banging down the door to work with me. Nope, most of them slipped off quietly into the night, never to be heard from again.

Nowadays, my clients and I use compelling content on our websites to grow our businesses by:

- **Filling 39+ free consultations**, in just a few days' time
- Signing on 6 new long-term clients within 1 week of publishing new home page content
- Enjoying a **600% increase in product sales** just in the first 10 days, and all from a few tweaks to the website's home page copy
- **Attracting thousands of new newsletter subscribers** - and potential clients – to our newsletter lists in just a few weeks at a time

Most of these results came about from just a few tweaks to existing web copy. It's possible for you too, when your website copy uses the right words to make a connection with your ideal clients online. We'll work on whipping up an outline for your irresistible home in just a moment, but first let's take a look at a Before & After example of a client's home page we rewrote here at The Write Associate to show the difference between ho-hum home page copy and sizzling hot home page copy.

BEFORE:

Your IMAGE is YOU!

For busy working woman, projecting a polished image can influence your personal and professional life. People perceive a great deal about you through the way you dress and present yourself. This can have a major impact on your success.

As your certified image consultant I can help you define your style and enhance your image by:

- Choosing clothes to fit your lifestyle and flatter your body
- Creating and managing a wearable wardrobe
- Shopping to find the items that suit your personality, save you time and money
- Maintaining a long term relationship so that your style questions never go unanswered

As a busy working woman and mom I understand the challenges that you face in finding time to make all of these things happen. That's why I am here to help. I am the "working woman's consultant" and will help you discover the "stylish you." Let's get started today. Contact me for your complimentary discovery session.

AFTER:

Working Women: Skyrocket Your Self-Confidence and Fast-Track Your Career With a FREE Personal Style Discovery Session!

As a busy working woman, projecting a polished image can dramatically influence your personal and professional life and have a major impact on your success.

As your certified image consultant, I can help you define your unique style and tap into your own personal success image by:

- Finding the "hidden gold" in your current wardrobe
- Zeroing in on the best clothes to fit your lifestyle and flatter your body
- Refreshing your wardrobe with essential pieces for every occasion
- Offering personal shopping services to identify the items that best suit your personality, save you the most time, and stretch your dollar the furthest
- Making myself available to you after our work is done so that you can rest assured that your style questions will never go unanswered

I'm a busy working woman and mom myself, so I understand the challenges that you face in finding time to make the changes you need to present the best possible image while spending the least amount of money. That's why I am here to help. As the "working woman's consultant," I can help you uncover the style that's uniquely yours. Click here to contact me today for your complimentary "Your Best Style" discovery session to find out whether your current wardrobe is working for you - or whether it's sabotaging your success.

A few things to note:

- In the after sample, we focused more on the *transformations* our client's services bring to her clients (ie. fast-track your career).
- We also highlighted the benefits of working with her versus trying to do everything yourself (ie. save you time, stretch your dollar).
- We gave her offer (a.k.a. call-to-action) a boost from a plain-Jane discovery session (which is too open-ended and means virtually nothing to prospects) to a "Your Best Style" Discovery Session with a specific goal in mind - to review the client's current wardrobe. The second option is more tangible and therefore appealing to prospective clients, because they get more of a feel of what they'll actually accomplish during the session.

Okay, moving on to your...

15-Minute Irresistible Home Page Blueprint!

Answer the 5 questions below as completely as possible, and you'll walk away with an outline for your own sizzlin' hot home page copy.

Ready...set...go!

Question #1: What do I want website visitors to do?

Before you publish a website, you should know the *purpose* of your website. Is your goal to generate leads for your one-on-one services? Get people into your brick-and-mortar store? Sell products online?

Sounds simple, right? Unfortunately, most website owners (myself included, before I learned the secrets of compelling web copy) fly blind when it comes to writing their

website copy, and end up rushing into publishing any old content just to get their website out there.

Publishing a website without a strategic plan for the copy, a.k.a. the words that sell, on your website is akin to setting off on vacation with no idea *where* you want to go, *how* you're going to get there, and *why* you're choosing that spot. Unless you're among the more adventurous sort, chances are you wouldn't dream of such an open-ended vacation. There are just too many variables, including cost, travel time, and even enjoyment.

And here's the thing:

***If YOU don't know what action you want website visitors to take,
how are THEY supposed to TAKE that action?***

The result is content that doesn't *work* to actually connect them with interested leads and paying clients (yikes).

There are 13 popular actions you can invite visitors to take, all of which are laid out, with examples, in our [Write Your Website Workshop](#) program and which include:

Take a self-analysis quiz

Request a quote for service packages

Download a chapter/section of your product

Write your home page goal here:

Question #2: What is the problem my clients are facing?

In other words, What are the main pains/challenges your prospects want to solve?

Jot down 2-3 pains/problems your prospects are experiencing because they don't have your solution. Maybe it's lack of money if you're a business coach or financial planner, the inability to lose weight if you work in the weight loss arena, loneliness for relationship coaches, etc. List as many problems as you can think of, and then narrow it down to the top challenge(s) they're experiencing, ie. lack of time if you're a virtual/personal assistant. (Note: these statements will fill in the [irritations/problems] blanks in the Instant Web Copy templates that come with the [Write Your Website Workshop](#) and which were created especially for small business owners, to help ease the pain of writing compelling web copy. :))

Alternatively, you could also focus on one main goal your prospects have, such as earning 6 figures, losing 20 pounds, etc. This main problem or goal will be the highlight of your attention-grabbing headline to draw website visitors into your web page.

Write your thoughts here:

Pain #1: _____

Pain #2: _____

Pain #3: _____

Question #3: How is that problem(s) affecting their everyday life?

Oftentimes, business owners think of their customers' challenges from their own point-of-view. For instance, a nutritionist might think that their customers' challenges are overall unhealthy eating that leads to ongoing health problems. Their clients, however, might see their challenge as not being able to lose weight, which makes them feel unattractive, uncomfortable in their clothes, tired, etc. In other words, the clients are thinking in terms of how those challenges are affecting their everyday lives, by making them unable to fit into their clothes, to hike/run/swim/other physical activities, etc. For this exercise, put yourself in your clients' shoes and take a walk through their daily life. What challenges are they facing? What frustrates them? Jot down 2-3 concise statements about their main pains/challenges.

Here's an example for shopping cart service that helps business owners quickly add e-commerce capability to their websites: "Coaches who sell only their one-on-one time to local clients reach a 'cap' to their income and ability to serve more people. They feel trapped in a rigid schedule and lack the freedom to work when and where it serves them best."

These statements will help visitors to think, "Hey, s/he really 'gets' me!", a crucial first step in building a business relationship with them. These statements will be turned into a series of bullet statements that I call "pain points" and which will help visitors begin to see how much they need your solutions.

Note: if you're focusing on a goal they want to accomplish, you'll want to think about how NOT reaching it is affecting them. How is not losing 20 pounds affecting their everyday life? How is not earning 6 figures causing them pain or stress? These are known as *pain points* in the [Write Your Website Workshop](#) Instant Web Copy templates.

Write your thoughts/statements here:

Question #4: What is possible for them?

Here you'll set the stage for what life could be like when the pain is eliminated (with the help of your solutions, of course :)). Now that the pain points have reminded them of the sting of these challenges, you want to show them what's possible once they RELIEVE those pains.

They want to know what that process is going to DO for them. How is it going to change their lives? What problems is it going to solve for them? What transformation is it going to bring into the way they run their business/attract clients/make money/etc.? I call these possibility statements, and you want to come up with at least 3 or 4 to get folks really excited about what you have to offer.

Go beyond obvious (ie. "the pain in your lower back will disappear") to draw a picture of what life will look like (ie. "You will now be free to pursue [activities] that you thought were impossible..." or, in the case of the shopping cart example mentioned previously, "You can sell products online while you sleep and not only earn great money but also serve 100s or 1000s more people than your one-on-one time allows..." etc.).

These "possibility statements" go a long way toward getting website visitors excited about your solutions. (As a side note, they'll fill in the [*desired outcome*] blanks in the [Write Your Website Workshop](#) Instant Web Copy templates.)

Make a list of 3-4 possibility statements for your business:

1) _____

2) _____

3) _____

4) _____

Question #5: What should readers do now?

Now that you've identified your readers' challenges and got them excited about what's possible, what you've really done is to help educate them on the gap between where they are and where they want to be. But you don't want to leave them in this space, because it's uncomfortable, right?

So what you want to do next is to extend the life preserver, if you will, to fill that gap and ease their pain by inviting them into a hot, juicy offer that can put them on the path to easing their pain. Here's where you spell out how you can ease that pain for readers and tell them exactly **WHAT** to do next. This part is crucial because it's where people actually take that step forward into your business, where they raise their hands as someone who is interested in what you have to offer. Often missed, many people just expect visitors to know what they should do next. But you really need to guide them into the action you want them to take. And this correlates with step 1, know what you want them to do. So here's where you actually **ASK** them to take that next step, and make a connection with you. You do this by making an irresistible offer and then inviting them to take you up on it. Otherwise known in marketing speak as a call-to-action.

What's your call-to-action? Write it here:

Conclusion

By answering these 5 questions, you should now have a working outline for your home page, including:

- A compelling offer that makes taking the next step toward working with you a no-brainer
- A headline highlighting one major problem or goal that will draw readers into the rest of your home page
- 2-3 pain points to help readers identify whether they're in the right place, plus help them see how much they need your help
- 3-4 possibility statements to get readers excited about what you have to offer
- A clear and concise call-to-action telling readers exactly how to get started solving their challenges or reaching their goals

Follow this home page blueprint and start turning more of your website visitors into interested leads and paying clients!

Next Steps

If you want help turning the draft you've brainstormed today into the actual words on your website, [click here to check out the Instant Home Page Templates](#), which includes:

- **Ready-to-publish home page copy templates** for experts in 10 industries (including Branding, Business Coaching/Consulting, Career Coaching, Energy healing/Reiki masters, Life Coaching, Marketing Coaching, Nutrition & Wellness Coaching, Relationship Coaching & Virtual Assistance/Secretarial Services)
- **53 headline suggestions** – just pick the one that feels most right for you and paste it into your web copy – DONE
- **79 bullet point statements** to draw readers into your copy and help them see that YOU are the answer to their most pressing problems
- **20 calls-to-action** – so you can make sure you have the perfect offer that will get your website visitors excited and eager to ACT NOW
- **Step-by-step instructions** to guide you through customizing the Home Page Copy Template (so it gets YOUR clients all fired up to work with you!)

- Instant, lifetime access to an in-depth training audio walking you through the steps of writing your irresistible home page
- A "**get it done**" **action guide** giving specific exercises to keep you on track (so you aren't just getting a bunch of "fluff" but **actionable material** you can begin putting into place right away to *make your website more effective*)
- Action Plans outlining the **exact 5 steps** you need to take (each of which can be completed in **30 minutes or less**) to complete your exercises and **get your copy done** in record time
- **Samples and templates** to help you get the ball rolling (so you *never have to start with a blank screen*)

And for a limited time, it's all yours for just ~~\$97~~ \$17 (save 80% off the regular rate!).

[Visit http://writeassociate.com/instant-home-page-templates-to-access-your Instant Home Page Templates now.](http://writeassociate.com/instant-home-page-templates-to-access-your-Instant-Home-Page-Templates-now)

About the Author



Hey, I'm Tammi Metzler, your friendly website copywriter and website conversion specialist.

These days, I make my living writing compelling website copy for a select group of private clients, including coaches, virtual assistants, website designers, doctors, lawyers, healers, and other service-based professionals, and I also teach do-it-yourself business owners how to increase their own website conversions.

I regularly use my own website to attract 1000s of leads at a time for my copywriting/consulting business, as well as to fill my initial consultations with interested prospects and sell my products and services. My clients typically report immediate boosts in their website conversions (that is, the number of website visitors who take some sort of action, like joining your mailing list, requesting a consult/quote, or buying your products/services online).

And I work with entrepreneurs, through a variety of done-for-you copywriting services, consulting packages, and copywriting training programs, to effectively position and promote their services online so that website visitors instantly "get" what they do and eagerly say YES to their offerings.

If you have any questions or concerns, or want more info on any of our products or services, please contact me at 402-884-5476 or by email at support@writeassociate.com. I'm happy to work with you to determine which resources would be the best fit for you.

I hope this report has been helpful for you, and I wish you the best in your online marketing endeavors!

Best wishes,

Tammi