



The 5-Page Website: A Plug-and-Publish Template for Service Professionals



The Home Page



Your Plug-and-Publish Home Page Copy Template

Just plug in your info, using the tips found on pages 7-11, and publish the finished copy to your website.

Step #1: Create a compelling headline to attract interest

{Target Market}, Are You Tired of {main struggle, of which you provide the solution}?

Ex: Coaches, Are You Tired of Struggling to Get Clients?

Step #2: Introduce yourself

Briefly introduce yourself, sharing who you are and who you help. {Use keywords if you can, that will help people find you.} For example (taken from a Write Associate client website, <http://www.gallantsolutionsinc.com>):

Gallant Solutions Inc. offers **consulting, coaching and training** to empower leaders to get what they want without sacrificing themselves or alienating others. Our programs and services help independent professionals, small business owners, and leaders within organizations achieve:

Step #3: Show them the benefits

Next, you want to get website visitors excited about the idea of working with you. You can do this with a series of benefits statements that tell potential clients what they would get by working with you. For example (taken from a Write Associate client website, <http://wealthtransformations.com/>):

These programs are for you if you want:

- To **take your business to the next level**, make a difference for more people, make more money, and enjoy what you're doing completely
- A lifestyle that is rich and filled with everything that matters to you most
- **More time and money** to do the things that are meaningful that you enjoy
- The confidence, peace, and knowledge that attaining what you want is easier than you ever thought possible
- **To thrive**, regardless of your circumstances, which no longer limit what is possible for you to achieve
- **To banish frustration, stress, and wasted time and money**



Step #4: State your offer

{Your company name} can help you {recap benefits} by {method of service delivery}.

Example: Here at The Write Associate, we can help you ease the embarrassment of boilerplate web copy, erase the self-doubt caused by lack of results, and finally join the ranks of others who are making money through their websites, all during one 45-minute phone call.

Step #5: End with a strong call-to-action

Tell readers exactly how to order your program, schedule their consultation, sign up for your newsletter, or take whatever other action you want them to take. If you have another web page that gives more info about this offer, link to it here. Otherwise, just be sure that you're very clear on what you want readers to do...and why they should bother.

Example: Click the Order Now button below to schedule your consultation!

Now, put it all together with the template on the following pages!



Home page copy template

Intro:

{Your business name} offers {main services} to help {target market} to {main solutions}.

Benefit list:

Our programs are perfect for you if you want to:

- ---

- ---

- ---

- ---

- ---

Offer:

{Your company name} can help you {recap benefits} by {method of service delivery}.

Call-to-action:



The About Page



Step #1: Intro:

Give a brief introduction of yourself, such as: My name is _____, and I'm the {title} here at {company name}. Below please find answers to some of the frequently asked questions about our products and services.

Example: Hello! My name is Tammi Metzler, and I'm the owner and Chief Client-Attracting Copywriter of The Write Associate. Below is an interview that covers some FAQs about our service programs.

Step #2: Q&A

Then move on to the Q&A portion of the page. Possible questions for your Q&A style About page (just replace relationship coach with your title and other identifying characteristics with your own):

How long have you been a relationship coach?

How did you come to be an expert in helping people find their soul mates?

What sets you apart from other relationship coaches?

What type of people do you work with?

How do I know if you'll be a good fit for my needs? (Identifying characteristics: ie. determination, eagerness to succeed, etc.)

Are there people that you *don't* work with? (identifying characteristics: ie. unwillingness to hold yourself accountable to your goals, unwillingness to put work in)

What is expected of me in a working relationship with you?

How will we work together?

What is included in your products and services?

What results can I expect?

What results have your other clients experienced?

How quickly can I expect results?



What's the investment involved with this service?

If I know this is the right program for me, how can I get started?

I think this is right for me, but I have a few more questions. Can I contact you with them?



About page template

Intro:

Q&A questions:

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.



The Services Page



Step #1: Main headline: here is your clarion call to target audience. Personalize it if you can (ie. the Website Owners part), but at least tell audience what you have for them:

Website Owners: Would You Like To Learn How To Make Your Website Outrageously Profitable?

Step #2: Opening paragraph: Tell readers why you're writing to them, in a way that will pique their interest so they'll keep reading. Example:

"I have just written a brand-new email marketing guide that will walk you step-by-step through the process of **creating a profitable email newsletter** – so you can shave months, if not years, off of your own journey to **connect with your ideal clients** and **grow your small business.**"

Step #3: Salutation: Begin with "Dear Friend," or "Dear _____ (target market, ie. Business Coach)"

Step #4: Now tell your story: This is the part where you tell people why you're sharing this info with them. This can also be your "elevator speech." For example, here's mine:

"My name is Tammi Metzler, and I help coaches, consultants, virtual assistants, and other solopreneurs create effective websites that consistently attract their ideal clients to their marketing pipeline."

Step #5: Bullets: Tell your reader what you have...and then list all of the advantages of the product. Just make a list in your letter: "here's what you get:" Example (from the Website Makeover Strategy Session sales page on my website):

- Headline suggestions for your website's home page...that will **grab the attention of your target market** and leave them wanting more!
- Step-by-step guidance to draw the main benefits of your products/services right out of you...so you can show website visitors exactly why they should be working with you (**they'll be dying to get started now!**)
- Brainstorming of an irresistible call-to-action that will **draw potential clients to you** like bees to honey



- Ideas on making your other web pages **more client-attractive** (including one tip for your About Us page that can save you time *and* help you land more clients)
- The creation of a step-by-step action plan to help you **drastically increase your income** – without increasing your workload!
- Marketing tips and techniques that are customized to your unique business needs – so you can **stop wasting time and energy** wondering if this will work for you, and just start putting the client-attracting pieces in place!

Step #6: Throw in a few testimonials, if you have them: Client testimonials are a great way to instill confidence in your services without so much bragging from you. But make them results-oriented, if possible. Example:

“Before working with Tammi, the content on my site was lackluster at best, and I knew that what I was trying to say was not getting across to those who visited my site. After working with Tammi, though, that all changed. The quality of the content on my website has improved 10-fold. Because of that...**I now retain more visitors and have brought in several casual readers as new clients.**”

Step #7: State your offer: Tell readers what the price is, remind them what all they get for that price, and provide them with any guarantees you may offer. Talk about any discounts or deadlines you may have.

Step #8: Close the deal: Reinforce the major benefits of your product. Remind the reader that supplies are limited, or there is a strict deadline to this low price. Talk about how easy it is to order by saying something like: Just click the Buy Now button below to order online with a credit card, or call us at _____ to place your order by phone. In short, move readers to the “Buy now” link.



Step #9: Sign off. Pretty self-explanatory; Add a signature line that tells people who you are. If you can add in an electronic signature, great; otherwise, just give your name and maybe an email address they can use if they have any questions. Example:

Best,

Tammi Metzler

The Write Associate

support @ writeassociate.com

Step #10: Add a PS after your signature line: For whatever reason, the PS often gets more readership than the letter itself. Use it to state your case again, briefly. An example from one of my sales pages:

P.S. – If you're ready to **take your business from struggling to thriving** with absolutely no risk on your part, now's the time to act! Let's get to work transforming your business into one of abundance and success; just click the Buy Now button above to request your Website Makeover Strategy Session today!



Services page template

Step #1: Main headline

{Target market}: Would You Like To {main benefit from your products and services}?

Step #2: Opening paragraph

Step #3: Salutation

Dear _____

Step #4: Now tell your story



Step #5: Bullets

- _____

- _____

- _____

- _____

Step #6: Throw in a few testimonials, if you have them

Testimonial #1:

Testimonial #2:



Step #7: State your offer

Step #8: Close the deal (a.k.a. call-to-action)

Step #9: Sign off

Step #10: Add a PS after your signature line



The Testimonials Page



Step #1: Get testimonials. Just ASK for them! Find out if your clients are achieving their goals and what results they're seeing after working with you.

Follow this link for an example of questions you can ask your clients:

<http://writeassociate.com/leave-feedback/> (and if you want to leave your own feedback on this course, please feel free ☺)

Step #2: Publish them to your website. Once you have testimonials, you can publish them as is, or tweak them as needed. Try to include a picture of your clients if possible, so people can connect the words with an actual person. You can take a look at my testimonials page if you need some ideas on how to structure the page: <http://writeassociate.com/testimonials2/>.



The Contact Page



Step #1: Intro

Just a simple sentence is fine, such as: Thanks for your interest in connecting with us! We'd love to hear from you.

Step #2: List your contact info

Example from my website (feel free to model after this):

You can contact us through **mail**:

The Write Associate
PO Box 390871
Omaha, NE 68139

phone:

402.680.2311

online:

Twitter: <http://www.twitter.com/writeassociate>

Facebook: <http://www.facebook.com/ClientAttractingWebCopy>

Skype: writeassociate

or **email** via our contact form:

First Name*

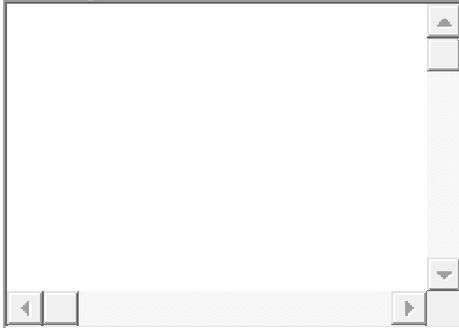
Last Name

Email Address*

Phone Number



Message*



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Contact page template

Mailing address:

Phone:

Online:

Twitter: _____

Facebook: _____

LinkedIn: _____

Other: _____

Email address:
