

# Write Your Website Workshop

*Module 2 Action Plan  
& Get it Done Guide:  
Problem-Solving  
Services Page*

## **Day 1: Review the instructions**

**Get it Done Step #1:** Attend the webinar (or listen to the audio recording) and jot down any notes below.

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**Get it Done Step #2: Consider the two options for service page formats:**

- 1) Several services solving same problem.
  - 2) Separate page for each service, and then you would just follow this template for each page.
- Please listen to this week's training webinar for more information.

## Day 2: Create Your Outline

### Get it Done Step #1: Write Your Introduction

Answer the question: What is the problem? What are the pains/challenges your prospects are experiencing?

Write 2-3 concise sentences about the pains and problems your prospects are experiencing because they don't have your solution. This will allow readers to think "Hey, she really understands my problem." 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. They want to increase their revenues by selling their information and expertise 24/7." Write yours here:

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### Get it Done Step #2: Craft the Body of Your Services Page

Answer the question: What is possible?

Set the stage for what life could be like when the pain is eliminated. 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..." (ie. sell products online while you sleep, serve 100s or 1000s more people than your one-on-one time allows, etc.). Make a list of potential outcomes/benefits of your solutions:

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### **Get it Done Step #3: Lead-up to the Solution**

Answer the question: Why hasn't the problem been solved?

List all the reasons you can think of that are keeping your clients from solving the problem. (ie. they lack the technical know-how to get started, they're afraid of the complexity of an e-commerce store, they are worried about the expense, they are worried about the time in getting it set up, etc.).

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### **Get it Done Step #4: Reveal the Solution**

Answer the question: What is different now (that your product/service is available to them)?

In other words, what makes your product/service unique from all the other options out there? Ie. "ABC E-Commerce allows anyone with internet access to launch a 24/7 online store in 5 minutes or less - and for under \$1/day." Write down all the features that make your product/service desirable (ie. more user-friendly, hands-on attention, etc.):

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### **Get it Done Step #5: Call Them to Action**

Answer the question: What should readers do now? This is the call-to-action, ie. start your free trial, set-up your store now, etc. What's your call-to-action?

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## Day 3: Flesh Out Your Outline

### Get it Done Step #1: Add Bullet Points to Ease Readability

Turn your statements into easy-to-read bullet points. Not all of them, of course; you want a mixture of bullet lists and short paragraphs. Here's an idea of what you can turn into bullet lists:

- The 2-3 statements from step 1 in the outline
- Your list of outcomes from step 2 in the outline
- The reasons your prospects aren't getting help, as laid out in step 3 in the outline
- The aspects from step 4 in the outline that make your solution unique

Choose one or two of the above to turn into bullet lists, and leave the rest as concise sentences combined into short paragraphs. Which will you choose for your bullet lists?

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Now, write out your lists below.

Bullet list #1:

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- \_\_\_\_\_  
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- \_\_\_\_\_  
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Bullet list #2:

- \_\_\_\_\_  
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- \_\_\_\_\_  
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- \_\_\_\_\_  
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### **Get it Done Step #2: Tap Into Their Emotions**

When you're selling a product or service, you're solving some kind of problem, whether that problem is a physical or emotional pain your prospects are experiencing now or the lack of achieving a goal of some sort. Basically, your prospects either want to avoid pain or achieve pleasure. Avoiding pain might be in the form of NOT having to pay out \$1000s in taxes, if you're an accountant who can help them better navigate the complex world of business deductions, and achieving pleasure might come in the form of curing their back pain, if you're a healer, like a chiropractor, massage therapist, etc.

You're not just selling a clean house. You're selling the feelings that go along with that, the relief they'll feel.

When people are reading your web page, they don't always connect those dots themselves. They're busy, or maybe they've never had a professional housecleaning and don't know how freeing it can be, whatever. So the goal of your web page is to help them connect those dots. That way you're really helping them *feel*, in that moment, their frustration, happiness, fears, goals, etc. And when you can get them to feel *something*, you're engaging those emotions and getting them ready for the solution - which YOU have to offer them.

Your turn: List out all of the benefits of the particular product/service you're writing about and how it will make their lives easier/better/more enjoyable.

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**Get it Done Step #3: Take Advantage of Credibility-Boosting Elements**

Could be testimonials, stories, case studies, facts, quotes, stats...anything to help ease doubts and get folks excited to say yes. Feel free to choose a variety of the above elements for maximum impact. (Again, refer to the training webinar for more info.)

Which will you use?

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**Get it Done Step #4: Use Power Words to Get Readers Excited**

Review your separate Power Words document and circle those you think will add the most excitement for your prospects. Jot them down here:

- 1) \_\_\_\_\_ 2) \_\_\_\_\_
- 3) \_\_\_\_\_ 4) \_\_\_\_\_
- 5) \_\_\_\_\_ 6) \_\_\_\_\_
- 7) \_\_\_\_\_ 8) \_\_\_\_\_

## Day 4: Show Them What's Possible

### Get it Done Step #1: Tell Your Story

Many service providers solved a problem in their own lives and now solve it for others. If that's the case with you, your story can go a long way toward adding credibility and trust in prospective clients. Do YOU have a story about how you went from point A (where your prospects likely are now) to point B (where your prospects want to be)? For example, one of my clients, a relationship coach, shared how she was so frustrated with "blind" dating that she almost gave up, until she discovered a proven technique for spotting her perfect mate in the crowd, and met her now-husband within 6 months. They've now been happily married for over 10 years. That's a powerful story that can get readers excited about the prospect of getting similar results in their own lives. Jot down your thoughts here:

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### Get it Done Step #2: Tell THEIR Stories

Have you worked with clients who've gotten great results? Do you have any testimonials from happy clients that can help to reassure prospective clients? Dig through your emails, think back to past clients, do whatever it takes to uncover those nuggets of gold that can build trust with your readers. Jot down your notes here:

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## Day 5: Wrap It Up

### Get it Done Step #1: Reveal the Solution

By talking about the challenges your prospects are facing and discussing how things *could* look for your prospects, as you've done in the previous days' work, what you're really doing is helping readers to see the gap between where they are now and where they want to be. Once that work is done, you can introduce the solution that will bridge that gap and bring your readers the relief they seek. Go back to step 4 in the outline you created on day 2 and format your unique features into bullet points or a short paragraph about why they should consider your solution(s). Write them here:

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### Get it Done Step #2: Add your call-to-action

Last up, add the call-to-action that you created in step 5 of the outline. What is it you want readers to do? Call you for a consultation? Request a quote? Make a purchase right there from your services page? Get specific. And write your answer here:

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### Get it Done Step #3: Review your services page

Does my Introduction clearly communicate the pains or challenges my prospects are experiencing?  Yes  No

Does the Body of my services page use my story and client testimonials to help readers see what's possible for them once they get the right solution?  Yes  No

Does the Lead-Up section clearly communicate to readers why their problem(s) hasn't been solved?  Yes  No

Does the Reveal of my services page not only show readers why they should choose my business but also get them excited to do so? \_\_\_Yes \_\_\_No

Does my services page contain a clear call-to-action, with specific instructions (ie. "click here to order now" or call 555-1234 to request a quote)? \_\_\_Yes \_\_\_No

Does my services page contain a combination of short paragraphs and bullet lists to ease readability? \_\_\_Yes \_\_\_No

Does my copy use power words and other devices to add emotion and sizzle to the page? \_\_\_Yes \_\_\_No

Does my services page get ME excited about marketing my products and services? \_\_\_Yes \_\_\_No

## Questions/Notes

Please use this section to record any questions you want to send to Tammi or any notes for yourself.

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