

Your Plug-and-Publish Home Page Template

Just plug in your info and publish the finished copy to your website's home page.

{Target Market, ex. coaches}: Discover How To {main benefit of working with you, ie. Make Your Website Unbelievably Profitable}

Do you find yourself:

- Struggling with [irritation/problem], which leaves you feeling [pain point], [pain point], and [pain point]?
- Unable to [desired outcome] even though you [action]?
- Dreading the thought of [desired action] because you just can't get past [irritation/problem] to [desired outcome]?

The good news is that when you have the right tools and resources, you can:

- [desired outcome/Possibility Statement]
- [desired outcome/Possibility Statement]
- [desired outcome/Possibility Statement]

It all starts with [call-to-action, ie. a simple phone call, a no-cost report].

Here at [your company name], [I/we] can help you get rid of [irritation/problem] so that you can [desired outcome]. And it all starts with a [call-to-action, ie. no-charge phone session], where we will [benefit statement(s)].

[Action statement, ie. click here] to [action statement, ie. download your free report, schedule your consultation].

Comment [T1]: Example (for a nutrition/wellness coach):

Do you find yourself:

- Struggling with extra weight, which leaves you feeling bloated, exhausted, and unattractive?
- Unable to lose excess pounds even though you've tried every diet and exercise program in the book?
- Dreading the thought of the upcoming swimsuit season because you just can't get past your body discomforts to actually enjoy your time at the beach?

Comment [T2]: List of pain points

Comment [T3]: Example (for a business coach):

The good news is that when you have the right tools and resources, you can:

- Fill your days with the work you LOVE to do
- Escape the stuffy cubicle of a 9-5 corporate job and create your own workspace, whether that's on the beach, your back porch, or wherever else you choose to spend your days
- Control your own destiny, set your own hours, and write your own paycheck

Comment [T4]: Example (for a web consulting company):

Here at The Write Associate, I can help you get rid of the embarrassment of boilerplate web copy so that you can finally join the ranks of others who are attracting clients with their websites. And it all starts with one no-cost "Diagnose My Website" Discovery Session, where we will uncover problem spots in your existing website and identify simple tweaks you can make today to attract more clients online.