

Your Irresistible Home Page

5 Steps to Writing Home Page Content that Gets Website Visitors Fired Up to Join Your List, Request Your Consults, and Invest in Your Solutions!



by Tammi Metzler

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Are you in the right place?	Yes	No
1) You're _____.	_____	_____
2) You need _____.	_____	_____
3) You want to connect with clients _____.	_____	_____
4) You want your website to express _____.	_____	_____
5) You want to skip _____ or _____ of _____ & shortcut your own path to more _____ & more _____!	_____	_____

What's the difference between ho-hum copy and sizzlin' copy?

(Example on next page.)

Ho-Hum:

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.

On a scale of 1-10, how likely do you think that copy would be to encourage immediate action from her ideal clients?

Ho-hum copy conversion rates:

3,000 reach

300 visits to your website (10%)

15 responders (5%)

1 new client (<1%)

Sizzlin':

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

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 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 **discover the stylish you**. Click here to contact me today for your complimentary discovery session and put yourself on the fast track to **more confidence** and **greater success in your life!**

Sizzlin' copy conversion rates (industry averages):

3,000 reach
600 website visits (20%)
120 responders (20%)
3 new clients (2%)

One of my promotions:

3,000 reach
863 website visits (29%)
774 responders (90%)
19 new clients (2%)

5 Steps to a Sizzlin' Home Page

Step #1: _____ Their _____

Ideas:

Action Steps:

600% increase in sales!

Sherri-Lee Pressman of Mail4Kids.ca had a great product and the passion to turn it into the business of her dreams, but she just wasn't getting responses from her website visitors. People would stop by, but no one was buying.

Finally, after months upon months of struggling to make ends meet, she came to me in a fit of frustration. **Within 10 days of publishing the new copy, she'd seen a surge of new clients that had skyrocketed 600% over her monthly average** of new clients. And the **vast majority of new clients added upgrades** to their basic services...**further boosting Sherri-Lee's bottom line profits.**

And the best part is that this flurry of activity happened **with little effort on her part**, other than copying and pasting the approved home page copy into her website. Getting the results she wanted was simply a matter of leveraging the traffic already coming to her site, making her offer crystal clear, and getting readers excited about her products – to the point where they were **eager to click the Buy Now button.**

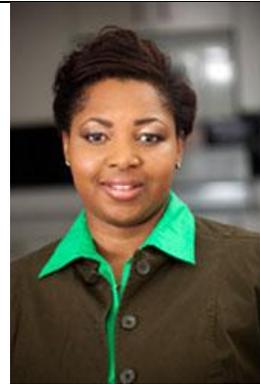
Sherri-Lee Pressman, founder of Mail4Kids.ca



Step #2: _____ Their _____

Ideas:

Action Steps:



2 new clients and more website visitors are taking action to work with her!

“The new copy [you provided] is doing wonders for my business already. I've got 2 new clients via the website, not referrals and one potential client that I'm waiting to hear back from. And my bounce rate [of website visitors clicking away] has gone down drastically from almost 80% to 45%. Thank you!”

*Agnes Ikotun
AI Virtual Solutions, LLC
Web Design & Development Co.*

Step #3: _____ Their _____

Ideas:

Action Steps:

“I now convert more website visitors and bring in clients through my website”

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 readers as new clients.**

The quality of Tammi's work is impeccable. She knows how to ask the right questions and in turn puts together a great piece of copy that expresses exactly what you want it to say...even if you're not sure what you want to say! She came highly recommended to me, and I have in turn referred her copywriting services to several of my clients. **If you want great web copy that helps you get clients,** I suggest you work with Tammi!



Shannon Kuykendall ~ At Your Request VA

Step #4: _____ Their _____

Ideas:

Action Steps:



"It's raining clients – I got 6 inquiries from website visitors just this week!"

"I just had to write and tell you that I used your home page template that you walked us through in your copy writing book. It has been up almost 1 week now, but what a week it has been. **It is raining clients here!** I'm not kidding! **I got 6 potential clients in this week alone.** The home page I set up by following your template is what drew them in! You totally rock, Tammi!

Serita Diana, Real Estate Virtual Assistant
List2CloseAssistant.com

Step 5: Offer _____

Ideas:

Action Steps:

"Worth every penny!"

"I hired Tammi to do a small writing project and through that one interaction I learned that not only did she have a **special flair for making my words sparkle**, but that she was approachable, professional and trustworthy. Tammi's writing talents will be used in numerous ways to improve my business, from **knowing that my website is sending the message I want**, to **making each word count in an online advertisement**. Before I worked with The Write Associate, I thought I was a good writer. After working with The Write Associate I realize the special gift that a truly gifted writer can add to the overall value of my business.

I know that working with Tammi will gain me thousands of dollars in my business...it already has! "

*Laurie Dupar
Coaching for ADHD*



An invitation...

To commit to writing your own smokin' hot home page.

I, _____name_____, am ready to use my website to get my ideal peeps all fired up about my solutions!

I will publish my new and/or improved home page by ___date_____.

I will invite visitors to download my irresistible offer of _____offer name_____, and they will happily take that action.

Introducing the Write Your Client-Attracting Website Workshop!

• **Fill-in-the-Blanks templates for writing each of the main pages of your website, along with samples to spark ideas:**

- A home page done and ready to **attract your ideal folks** (heck, if you publish it right away you might even have a *few new clients* before the workshop even ends!)
- An about page that positions your expertise in a fun, friendly way that **allows the real you to shine through** while lowering readers' defenses (there are specific techniques to get you there - we'll cover them all!)
- A services page that doesn't turn visitors away as many services pages do but rather gets the **right peeps ready to take the next step** (plus, what that next step should be to maximize your responses)
- An opt-in page that encourages interested prospects to join your mailing list (where you can follow up with them for years to come - and turn them into raving fans of your business)
- A sales page to sell your products, programs and services and help turn new subscribers into buyers (you'll be amazed at how quickly you can monetize your website when you present the right offer to folks who just signed up for your list and are hot prospects for your paid solutions!)
- A plan for creating a testimonials page to build trust and boost your credibility (plus **how to get glowing testimonials** - *even if you've never had a paying client!*)
- A working knowledge of basic copywriting techniques, including using power words to **excite and engage readers**, writing headlines that **grab attention**, and creating irresistible offers that **get readers off the fence and into action**
- A renewed excitement for your website *and* your marketing (you'll **no longer cringe** at the thought of sending folks to visit your website!)

- Exclusive access to 7 webinars walking you through the steps of **creating a Website Profit Plan**, crafting **can't-resist offers**, and writing each must-have page on your website
- Lifetime access to the video replays of each training, perfect for if you miss a session or just want to watch again later
- Weekly "Power Hour"/Q&A sessions starting on April 5, 2016, where we will all gather together on a private networking forum to write your web pages, ask any questions you may have and get the support, feedback and accountability you need to get your website written at last
- Action Plans outlining the **exact 5 steps** you need to take (each of which can be completed in **30 minutes or less**) to complete each module and **get your copy done** in record time
- 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*)
- **Samples and fill-in-the-blank templates** to help you get the ball rolling (so you *never have to start with a blank screen*)
- **Unlimited email support** from yours truly for 60 days after you register - simply send your burning website-copy-related questions to me and get responses within 48 hours (not including weekends and holidays - we all gotta rest sometime, right? :))
- A **community support system**: participants get access to an exclusive networking forum to hook up with accountability buddies, JV/referral partners, potential clients and new friends
- The chance to **get your web copy reviewed by a pro** in the weekly "Web Copy Makeover" spotlights (a \$197 value) also starting on April 5, 2016 - so you can walk away not only with specific suggestions you can put into place on your website but a **renewed sense of confidence** that you're on the right track*

Plus 5 worth-their-weight-in-gold goodies:

- ▶ Bonus #1: Automatic \$100 savings (limited time)
- ▶ Bonus #2: Instant access to in-depth Write Your List-Building Freebie program teaching you how to captivate prospective clients & build a thriving newsletter list (\$497 value)
- ▶ Bonus #3: Website Traffic Explosion training (\$297 value)
- ▶ Bonus #4: 30 Day Flood of Traffic Roadmap (\$97 value)
- ▶ Bonus #5: 261 Power Words to Make Your Website Copy *Sizzle* (\$97 value)
- ▶ Bonus #6: Can't-miss writing checklists (\$47 value)

PLUS a Fast Action Bonus Just for Those Who Enroll by Midnight this Coming Friday:

When you register within the next 24 hours, so that's before midnight EST tomorrow, Friday, you'll also get a certificate for a **one-on-one web copy critique** that you can use within 60 days. This service is worth \$497, this is a real service I offer to my clients at that rate, but if you enroll by tomorrow you'll get the critique at no additional charge. And you can use it at any time within 60 days of the program start. So you can wait until the program is over if you'd like, to see if any of your pages get picked for a Web Copy Makeover spotlight so that you can send in a different page for a critique. And then I will thoroughly review your copy, go over it with a fine-tooth comb, and send back my exact suggestions. This isn't just some generic, "The headline isn't strong enough - go fix it" type of stuff either. I actually go into your document - typically clients send their work in on a Word document - and I say stuff like "This headline isn't strong enough to really grab readers' attention - here's what I would say instead. Or here are a few suggested headline alternatives for you to review and choose from." And then you go through my suggestions and choose which ones you want to use, and then you use them. Simple as that.

Claim your spot today by visiting www.WriteYourWebsite.com.

Imagine...

- You never again wonder *how* to get new clients whenever you need them.
- You can put your website to work for you, attracting your ideal clients 24/7.
- You know how to make money, whenever you need a fast cash infusion.
- You get out of bed each day inspired to reach more people, not frustrated and confused because *nothing's working*.
- You can spend more time doing the things you *love*, because your website is doing a lot of the heavy lifting for you to bring new clients your way.
- You're living a life of freedom, flexibility, and ultimate fulfillment that you're making a real difference in the world!

