

Copy Journal Questionnaire

Home Page Copy Journal



Do you remember “back in the day” when there were only storefronts and the most important thing for a business owner to know was – location/location/location?

Well, nowadays, the most important thing to know and do is *research/research/research*. Without knowing who your heart is called to help and why you feel compelled to help them, it's not easy to write from the heart (a/k/a good copy).

Think of your Home Page as the lead actor cast in a role. This person will set the stage for the rest of the play with their opening scene. Then, they will exit stage right and let the other cast of characters (your sales page, opt-in, etc.) take center stage as the story unfolds.

Feel the feels

- You want your visitors to feel seen, heard, and understood throughout all your copy, but most importantly on your Home Page.
- You want to create instant rapport – I see you; I get you; I know where you've been because I've been there myself
- Hey, here's a roadmap for you
- I figured out the way, c'mon this way
- Here are some feelings you may want to elicit from and for your audience:
 - Hope
 - Inspiration
 - Relief
 - Relatability
 - Connection
 - Empathy
 - Clarity
 - Possibility
 - Resolution
 - Full of Vitality
 - Vibrant
 - Hopeful
 - Curious
 - Excited

Besides the typical research of:

- Logistics
- Age
- Gender
- Occupation
- Education
- What do they eat, what do they read, where do they shop, where do they hangout?

There's a deeper, more meaningful definition of research. While it's important to "know *your* why," it's even more important to "know *their* why":

- Who is your person?
- How are you different, unique in what you offer to help them solve their problem?
- How specific can you go? I help _____ with _____. I help stay-at-home moms start the business of their dreams. I help divorced women reclaim their identities and start anew.
- What are their wants?
- What are their needs?
- What are their deepest desires?
- What are their truest, most pressing hopes, dreams, and fears?
- What do they value: family, home, career, success, freedom, security?
- What brings them joy and fills their heart to overflowing?
- Where do their most passionate moments live?
- What causes them strife?
- What problem are they facing no matter what they do, they cannot seem to overcome it (it's like hitting a brick wall over and over again)?
- How is this impacting them?
- What about their family life?
- Additionally, what about their financial life? Will solving this problem create a solution for their present financial life as well as their future finances?
- Moreover, what impact is this having on their spiritual life; are they feeling hopeless?
- Does this problem limit their life in some way and, if so, how? Is it through a lack of wisdom, knowledge, actual experiences, making memories?
- What is their favorite Pinterest pin?
- Who, in your industry, is nailing this and how?
- What's your one-of-a-kind solution?
- What do you provide (not what do you do?) For example, I help new mom's get and stay organized and eliminate chaos. Not, I am a life coach.

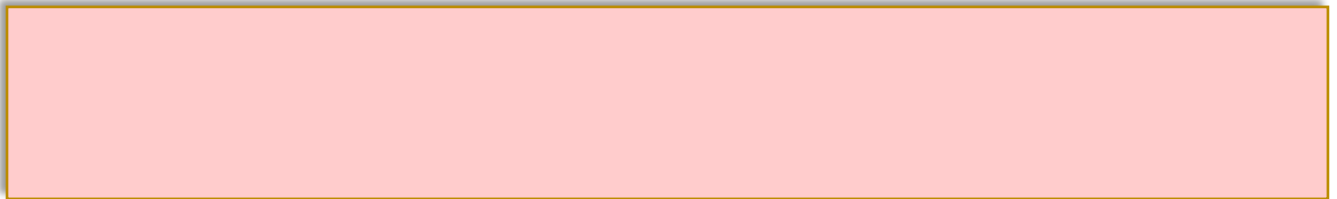
What are you offering?

- A service (consultation, website audit, tech help, SEO, marketing, copywriting, a one-on-one coaching package)
- A digital product (online course, eBook, pdf, printable, downloadable, software, template, app)
- A physical product
- Coaching package (What kind, spiritual, business, personal development?)

Problem/Solution/Value

What problem can you provide a solution for?

- What is your customer's starting point, where are they in their journey? It's important to know who they are and where they are starting in their journey
- What direction would they like to head toward?
- How and where are they stuck; is it a mindset issue or a circumstantial issue?
- What unique-unto-yourself outcome will you provide?



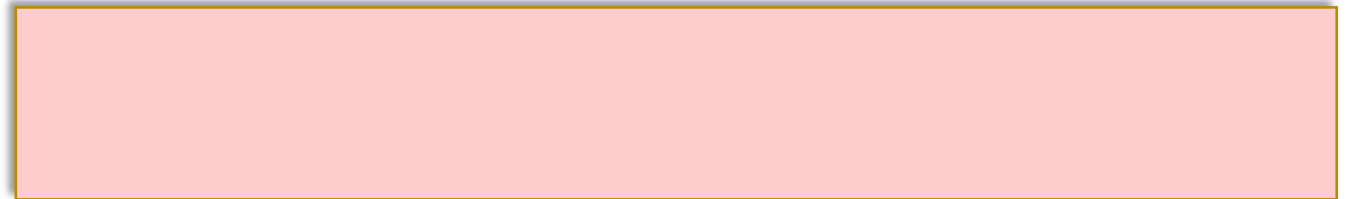
Headers/Headlines/Taglines/Subheads

When it comes to writing your headlines, you will have their pressing problems and your one-of-a-kind, just-for-them solution. Always add value to your headlines

Besides the problem you solve, how do you add value/value/value to their life?

- What is the valued outcome you (and only you) provide?
- What values do you have in common with your perfect-for-you client?
- How does your ideal client "get you" and how do you "get them?" Let them know you are "all about that." When they come to your website, they will immediately feel, "This is for me!"
- What value does your authentic story, path, knowledge, and wisdom offer your tribe?
- What value can you and only you bring to their wants and needs?
- What value does the transformation you bring to the table offer your ideal person?
- Do you help them solve the age-old problem of finding more time?
- What value does finding more time provide them with – more time to start a family/more time for the family they already have? More time to themselves? More time to volunteer?
- Creating more prosperity?
- What value does creating more prosperity give them? Does creating more prosperity help them have an easier, simpler life where they can outsource more, have more adventures and experiences, start a long-desired hobby or business, or an opportunity to give back to the community?

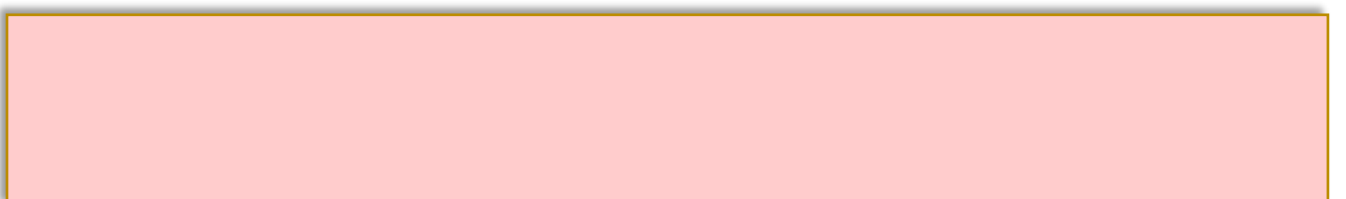
- How does that make them feel? Do they feel more joyful? Is there a feeling of altruism that was non-existent before working with you? Does this give them more self-esteem, courage, confidence in the world?
- How urgent is it they solve this problem?
- Specifically, how do you help them?
- Even more specifically, how do you help them solve their problem?
- When solving their problem and providing a unique solution, what does that get them emotionally? And, going to a deeper layer, what does that get them? (Freedom, transformation, a new trajectory for their life's path)



Opt-in

Your Home Page needs a valuable free offer that can immediately answer their most pressing problem. Keep it simple. Make it clear and concise and actionable for them to put into use immediately. Save the novel-length copy for your upcoming eBook.

- Make certain your opt-in offers them incredible value/value/value (think of the old location/location/location adage).
- Your opt-in should offer them an immediate solution to a top-layer problem (for example, a 7-step process to overcome (thing you do) for example, manage stress or break the cycle of attracting narcissistic men
- Add another offer (a/k/a an upsell to the end of your freebie). For example, a link to your eBook (I told you, you would have a chance to offer that eBook!). Another example is a work-with-me/here's how link. Yet another example, is click here to schedule your free one-hour Discovery Call or, yet again, sign up for my free one-hour Masterclass (at the end of which you invite attendees to work with you in a group session if they found value in this Masterclass – don't forget to add several bonuses for signing up right away!).
- No matter which opt-in you choose to create, make sure it guides them to "do this thing right now to get this result."
- Make your CTA button actionable: Grab your roadmap here, Book a call now, Take the relationship personality quiz, Find out how right here



Your ideal person's journey (body copy)

- Where they are
- Where they desperately need to go
- What's missing to get them there
- How is that causing a negative spiral
- How is that creating a trickle-down effect in other areas of their lives
- What's waiting for them on the other end of solving that problem
- What it can and will feel like once they arrive
- Help them get curious
- Guide them to view their journey from the perspective of possibility
- Ask reflective questions
- Find out what your person wants
- Offer them the tools to get them there

Ask: What pertinent questions would you ask them if you were on a discovery call with them or (better yet) they hired you as their coach?

- What questions can you turn into answers, so your ideal client asks themselves, "Is she talking to me? This is me!"
- Where are you now?
- Where do you want to go?
- How are you stuck?
- What strategies have you tried already?
- Why do you think those did not work?
- What is it costing you to not take strategic action toward your goal?
- When it comes to writing your headlines, you will have their pressing problems and your one-of-a-kind, just-for-them solution. Always add value to your headlines
- Ask your question and provide an outcome: Do you want to _____ so you can _____?
- Are you (insert feeling phrase – tired of losing sleep, feeling anxious, experiencing overwhelm) and want to _____ (cut through the confusion?)
- Do you (feel like you are alive but not fully living?)
- Are you (looking to feel more comfortable in your own skin, seeking your own authenticity?)
- Want to (have a road map for successful relationships?)
- Need to (move beyond the top layer of your problem and remove it from the root?)
- How would it feel if (you were to solve this problem once and for all)?
- What's keeping them wide awake at night with insomnia or finally falling asleep only to grind their teeth at night
- What problem is it they simply cannot (no matter how hard they try) solve?

- Where is their lifestyle limited because of said problem?
- How does solving this problem impact their community outwardly?

Ask the questions when doing your research and turn those questions into their answers, as only you can.

What questions can you answer for your reader, audience, client?

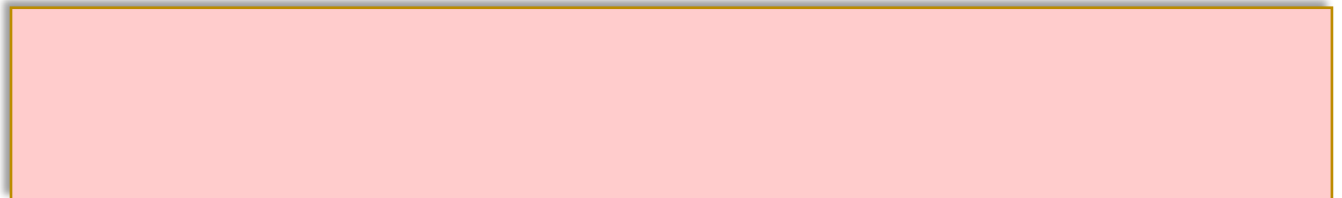
Ask what will make a difference in their lives, their families' lives, and how this will create a ripple effect like a pebble in the pond.



Services/Here's how I can help

Offer them a bullet list of your services with the deeper meaning attached: create harmony in relationships, heal your inner child's wounds, discover the hidden message in your feelings, tap into the wisdom of your body to heal self-sabotaging patterns, tap into your intuition to guide you to your highest potential

Link More CTA buttons: Learn More, Transform Now, Begin Here, Let's Work Together



Been There/Done That: About Me Section

Once you have your research (think of research and pertinent questions as the foundation of a house you are building), now it's time to build the house.

How do you get them there?

- What tools will you use to get them there?
- Show them a reflection of the you from the past. Show them you know **exactly** where they're at because you once were in their shoes.
- Show them you are the "woman-for-the-job," why and how
- Show them your story; how you were in the exact same space as them, how it impacted your life, and you now know a better, different, sustainable way through it.
- Show them how you are now two steps ahead of them.

- Show them the path
- Relate to them using your empathetic skills
- ***Let them look at you and see themselves***
- ***Offer them a glimmer of hope – because hope is what you are offering them. You are not offering them a shiny object, or the best-new-thing gadget. You are offering them hope. Hope for coming to completion with their past and hope for a brighter future. HOPE. HOPE. HOPE.***
- Be the one showing them the way, holding their hand through the dark
- Give them a glimpse of “this is what it will be like” on the other side of this problem.
- Open the gate for them
- Invite them in
- Welcome them in
- Show them around

Guide them there!

CTA (Call to Action)

Now that you know your ideal person intimately, it's time to guide them on what to do next. Be specific, be clear. A CTA (Call to Action) is exactly that – calling a potential client to action, (get this, do that, go here.)

Take them by the hand and guide them on exactly what to do next:

- Now, it's time to ask yourself some questions: what action step do I want my ideal customer to take? What is the next step after connecting with them? Where do I want them to go? What do I want them to do?
- Download a free set of journal prompts
- Set up a 15-minute Discovery Call
- Watch an introductory video
- Sign up for a pdf download guide
- Register for some free transformational meditations
- Join a free four-week, one hour per week, group coaching program
- Show them what to do next and how to do it:
- Quickly
- Easily
- With a straightforward approach

Testimonials and Reviews

Social proof time: new readers want to see social proof.

Reading the review or testimonial of a previously satisfied client helps move new readers along the path. Once a new audience member sees words on paper on how you helped them overcome a hurdle, they will more likely gain trust in you.

Testimonials and reviews set the bar for what they can hope (keyword hope) to expect by working with you. They see words like life-changing or transformative and they know they are in the right place at the right time, with the right person (you!).

Social proof via the form of testimonials and reviews are the influential factors on whether a client buys, books a call, or even just continues to stick around for a while.



Home Page Elements Checklist

- ☐ Logo
- ☐ Navigation Tool Bar (average tool bar has Home/About/Services/Shop/Blog/Contact) If you have more to add you can always add a drop-down menu.
- ☐ Header (Elevator speech at the ready (I help _____ overcome/transform _____))
- ☐ Headline
- ☐ Tagline or subhead
- ☐ First Call to Action Button if desired (Opt-in)
- ☐ Problem: Question/Answer – Does this sound like you? Do you suffer from/Are you tired of/Sick and tired of struggling in relationships with men?/Have you lost your vibrance?/Tired of trying to figure out marketing/Want to get this whole online marketing thing down pat so you can actually coach your clients?/Wish you could _____ without the hassle of _____
- ☐ Solution: Imagine if you could _____ If so, you are in the right place. Imagine what life would look like if, together, we removed your limiting beliefs.
- ☐ Here's the way forward/here's how I can help: (Add your body copy) (with this program, you can transform _____ and be rid of _____ forever, with my one-on-one mentoring you can achieve _____)
- ☐ Services: 1. 2. 3. Bullet list with a few details on how you can help
- ☐ CTA buttons: start here, do this thing, begin here, download this, grab that, take this quiz, book a call, find out more, start your transformation now
- ☐ About Me/friendly, personable, relatable greeting with a photo that shows your authentic personality
- ☐ Testimonials and reviews
- ☐ Link to blog with quality content on the subject
- ☐ Additional Call to Action
- ☐ Footer Section/Important Information (here is a small list, but make sure to do your due diligence and research as the powers-that-be are always making changes. Seek legal advice for same as this is for informational purposes only).
- Terms & Conditions
- Privacy Policy
- Cookies
- Contact Information
- Disclaimer
- Return Policy
- Disclosure

Notes

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Notes

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

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