

Copy Journal Questionnaire

COPY JOURNAL SERVICES PAGE



While you may think of your services page as a bullet list of things you can do; it's also a prime piece of copywriting real estate. It's more of an "about your ideal customer" page than it is a laundry list of things you can do for them (a/k/a services).

Start with these journal questions:

- Hold up the mirror for them: Where you once were to where you are now and tips on how to get there. Show them who they are now in relation to where you once were a short while ago; you can show them how.
- You get their problem because their problem was once yours!
- What's in their way and what it's costing them
- Let them know they have found you and you have found them because like energy equals like energy
- It's a why should they trust you page
- Why should they work with you page?
- How are you in alignment with them page?
- How relatable is your story to theirs?
- Can they see possibility in their life from reading about your path? (Give me more of how you did it and how I can too).
- What struggles have you overcome and how they can see it is possible for them too? (If you can do it, so can they).

Your Services Page should include your brand identity, your mission statement, and your vision. It should also tell your story. Tell your story so your ideal client will hear your voice and feel your personality come through the page. That is how to strengthen your brand and become known as the go-to-person for your particular ideal client.

Brand Identity Ideas:

While we are on the subject of ideal clients, I like to refer to them as ideal “person.” You want to connect with, engage, and inspire them before they become your ideal client.

The goal is not to only do business with them, it’s to do life with them. You want to create relationships that are more (oh, so much more) than just “nice doing business with you.”

You will become the business owner your ideal “person” turns to for your perfect-for-them solution to their unique problem, but also the business owner who gets them and truly cares.

Mission Statement

Vision

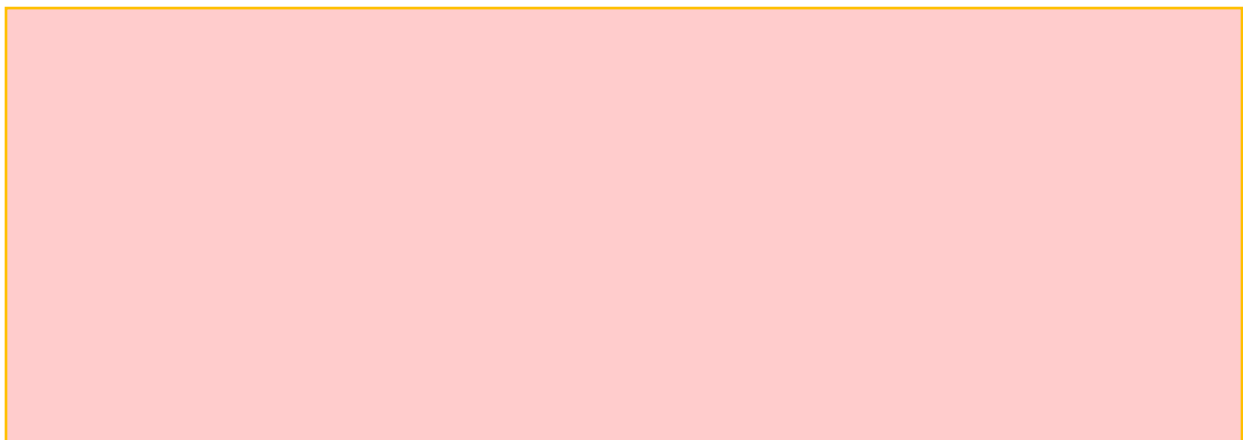


Values



Tell Your Story:

- How does it relate to them?
- Can they see their future through your outcome?
- What can they model/learn from you to help get them from where they are to where they wish to be?



Notes

Why are you doing what you do?

How is it so much more than just a service?

What needs does it satisfy for your ideal person?

How is it life-transforming?

What will change for them permanently through working with you?

What does that give them?

Go deeper, what does that give them?

Does having more time, give them precious moments with their young children?

Does overcoming anxiety help them sleep better at night giving them a healthier immune system?



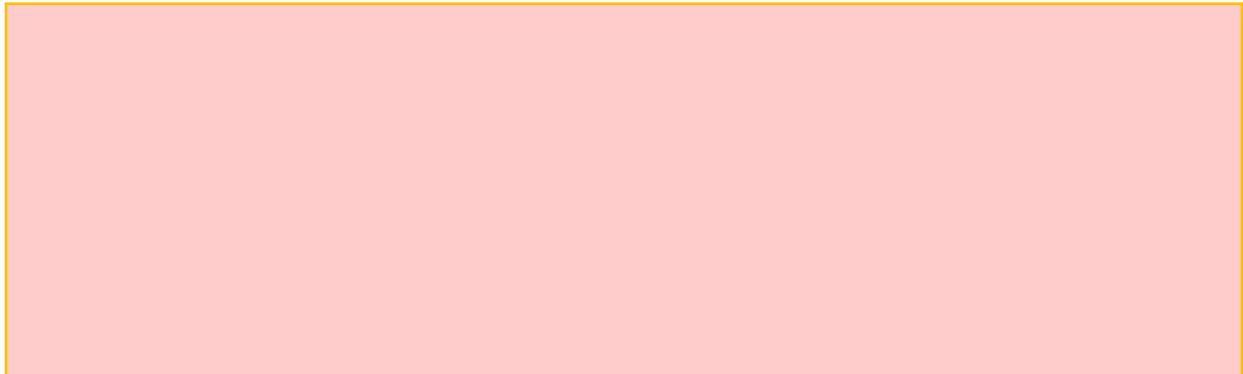
Notes

Create content even on your Services Page which speaks to the heart of the matter for your ideal person. This is how you create for, connect with, and inspire your people while building credibility and, more importantly, brand loyalty.

Make sure your “why” (what you stand for and why) is included in your Services Page. Create consistent messaging while crafting content for your ideal person (yes, even on your Services Page). Integrate your ideal customers’ needs into each piece of content.

Remember to add your voice, your personality (don't be afraid to be vulnerable and don't be afraid to share your triumphs, as well) into your content. Your branding will come from your vision plus your values. The right audience will connect with you through your copy.

- How and where can you share vulnerably about your journey?
- How are you two steps ahead of your ideal person?
- What knowledge, wisdom, experience do you have that they are unaware of?



Why you? What makes you so endearingly different that would cause them to feel inspired just reading your words?

What does working with you show up as? As a casual, friendship type of relationship, as a no-holds-barred/get-er-done accountability partner?

Can they see where they are now and the negative impact it is having on them?

How would you BOTH feel when (not if) your person overcomes this issue and moves through their limitation?

How does that impact them financially, personally, romantically, with family? How about inner peace?

Do you have a FAQ page for all their objections BEFORE they close down your page? Answer them here and also include your FAQ link. Objections erased!

What sense of urgency can you offer them (your time is limited, you only do X amounts of one-on-ones, your program is limited to only four times per year, a limited number of seats in your group coaching)?

Describe the super fantastic benefits of limiting your services in this way so you can provide quality service to a handful of determined/no-nonsense/tired of being on the hamster wheel clients.

Add a link to or a snippet from your Testimonial Page.

Notes

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

--

Keep It Simple Silly

Make it easy for them to follow your directions.

Lead them to your Contact Box.

Add a sign up for a discovery call button

Include a freebie pertinent to your services for a mini guide on how to solve the first part of this problem.

Offer them an opportunity to sign up for your next webinar

Be specific and tell them what to do next:

- Here's how to work with me
- Contact me
- Get answers to your most asked questions here
- See some of my testimonials
- Sign up for my webinar here
- Get your free guide on how to _____ and get (blank result) once and for all

Now, it's time for you (to shine!)

What's quirky about you?

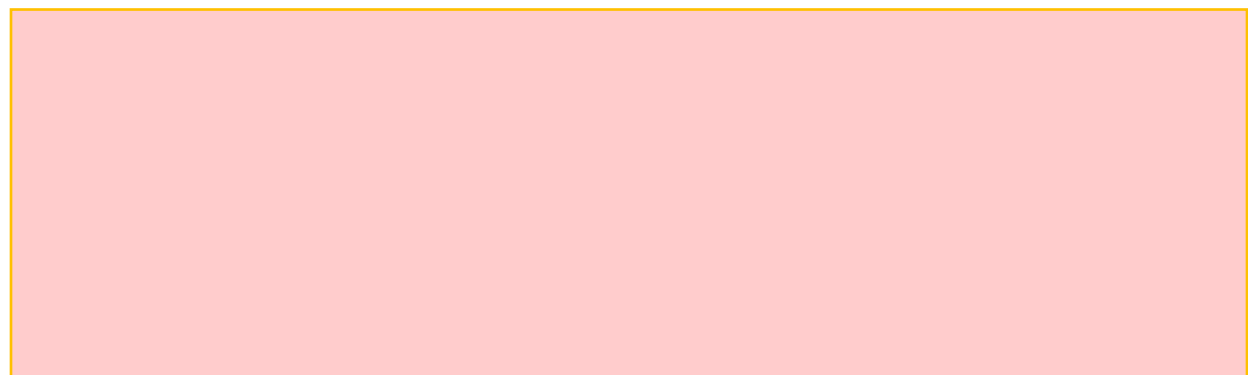
Name some of your favorite things

List some of your pet peeves

Where will they find you and who are you doing it with on your off time?

Name some little-known facts about you: do you adopt senior dogs/are you a skateboard aficionado? Master cook or burn everything you touch in the kitchen, how about a technophobia type of business owner?

Don't be afraid to add humor, tell the truth (where appropriate), poke a little fun at yourself, and, of course, shine!



A consistent message laden with your vision plus your values all the while speaking into what your person wants, needs, and desires creates a reciprocal relationship. Then, you can go on to bullet list that list of services.

- Features (once per month, live, in person, recorded video lessons with pdf workbook, group coaching)
- Benefits (manage anxiety, meet the love of your life, breakthrough limiting beliefs,) so you can sleep at night, give and receive love and stop the search! Create financial abundance)
- Outcomes – what outcome will that give them – go deeper. Sleeping well at night boosts immune system and makes them look and feel younger. Finding the love of their life ends the endless work of searching, wanting, doing. Breaking through limiting beliefs changes the trajectory of their financial life and gives them more freedom.

Notes

Notes

[illegible]

--